

Wahdaniah. 2017. Pengembangan Media Animasi menggunakan *Macromedia Flash* Materi Gerak Lurus. Skripsi, Program Studi Pendidikan IPA, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. **Pembimbing:** Fatimatul Munawaroh dan Ana Yuniasti Retno Wulandari.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kelayakan media dan respon siswa terhadap media *macromedia flash* pada materi gerak lurus. Desain pengembangan yang digunakan yaitu ADDIE (*Analyze, Design, Development, Implementation, evaluation*). Sampel penelitian ini menggunakan teknik *simple random sampling*. Data diperoleh melalui observasi, angket dan dokumentasi. Penelitian dilakukan terhadap 10 siswa di SMPN 1 Kamal Bangkalan pada kelas VII. Penilaian kelayakan media menunjukkan rerata persentase sebesar 88% atau layak digunakan tanpa revisi. Respon 10 siswa menunjukkan persentase sebesar 74% dengan kriteria menarik. Media animasi menggunakan *Macromedia Flash* materi gerak lurus untuk siswa SMP dinyatakan layak digunakan dalam kegiatan pembelajaran IPA.

Kata kunci: Gerak Lurus, *Macromedia Flash*, Media animasi

Wahdaniah. 2017. Developing of Animation Media by used *Macromeda Flash* Straight Motion. Thesis, Natural Science Education Study Program, Education Faculty, University of Trunojoyo Madura. **Advisors:** Fatimatul Munawaroh and Ana Yuniasti Retno Wulandari.

ABSTRACT

The aimed of this research to find out validity and students respons to the *macromedia flash* on the material of straight motion. Design of development by used was ADDIE (Analyze, Design, Development, Implementation, evaluation). The development sample by used simple random sampling. The data result by observation, questionnare, and documentation. The study was conducted on 10 students at SMPN 1 Kamal in VII class. Media validity rating show an average of 88% or are validity of use without revision. The response of 10 students showed a percentage of 74% with criteria interesting. Animation media by used macromedia flash on the material of straight motion for SMP student expressed feasible use in science learning.

Key word: straight motion, *macromedia flash*, animation media