

Alfed Mubarak. 2026. *Pengembangan E-Learning Berbasis Website pada Pembelajaran Desain Komunikasi Visual di SMK Negeri 1 Kamal*. Skripsi, Program Studi Pendidikan Informatika, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunodjoyo Madura. Dosen Pembimbing: Laili Cahyani, S.Kom., M.Kom.

ABSTRAK

Perkembangan teknologi informasi menuntut pemanfaatan media pembelajaran yang adaptif dan fleksibel, khususnya pada mata pelajaran Desain Komunikasi Visual (DKV) yang menekankan kompetensi teori dan praktik, namun pembelajaran DKV di SMK Negeri 1 Kamal masih menghadapi kendala berupa keterbatasan waktu pembelajaran tatap muka, rendahnya motivasi belajar siswa, serta belum optimalnya pemanfaatan teknologi pembelajaran. Penelitian ini bertujuan untuk mengembangkan produk e-learning berbasis website pada pembelajaran DKV serta menilai tingkat kelayakan produk yang dikembangkan dengan menggunakan metode Research and Development (R&D) melalui model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian melibatkan siswa kelas X dan XI jurusan Desain Komunikasi Visual serta guru sebagai validator materi, dengan teknik pengumpulan data berupa observasi, wawancara, dan angket. Produk yang dihasilkan berupa e-learning berbasis website yang dilengkapi fitur materi, tugas, diskusi, referensi, absensi berbasis foto, portofolio proyek siswa, dan rekap tugas. Hasil validasi menunjukkan bahwa produk berada pada kategori sangat layak berdasarkan penilaian ahli materi dan ahli sistem, serta hasil uji coba pengguna siswa menunjukkan respon yang sangat positif terhadap kemudahan penggunaan dan kebermanfaatan sistem. Dengan demikian, e-learning berbasis website yang dikembangkan layak digunakan sebagai media pembelajaran pendukung pada mata pelajaran Desain Komunikasi Visual di SMK Negeri 1 Kamal.

Kata kunci: ADDIE, desain komunikasi visual, e-learning, website

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ABSTRACT

The development of information technology requires the use of adaptive and flexible learning media, particularly in the subject of Visual Communication Design (VCD), which emphasizes both theoretical and practical competencies. However, VCD learning at SMK Negeri 1 Kamal still faces several challenges, including limited face-to-face learning time, low student learning motivation, and the underutilization of educational technology. This study aims to develop a website-based e-learning product for VCD learning and to evaluate the feasibility of the developed product using the Research and Development (R&D) method with the ADDIE development model, which consists of analysis, design, development, implementation, and evaluation stages. The research subjects involved students of grade X and XI of the Visual Communication Design major and a teacher as a material expert validator, while data were collected through observation, interviews, and questionnaires. The resulting product is a website-based e-learning system equipped with learning materials, assignments, discussion forums, references, photo-based attendance, student project portfolios, and digital report features. The validation results indicate that the developed e-learning product is categorized as very feasible based on evaluations by material and system experts, and student user trials show very positive responses regarding ease of use and usefulness. Therefore, the developed website-based e-learning is suitable to be used as a supporting learning medium for Visual Communication Design subjects at SMK Negeri 1 Kamal.

Keywords: ADDIE, e-learning, visual communication design, website