

Fahunnisa Hasna Jayyida. 2024. *Pengembangan Konten Media Sosial Instagram Tema Kearifan Logam Madura untuk Meningkatkan Berpikir Kreatif Siswa*. Skripsi, Program Studi Pendidikan IPA, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Dwi Bagus RendyAstid Putera

ABSTRAK

Instagram merupakan aplikasi berbagi foto dan video yang dapat mempermudah pengguna dalam mengabadikan objek serta dapat berbagi ke media sosial lain. Konten media sosial *instagram* dikembangkan menggunakan aplikasi *Microsoft Power Point* serta aplikasi *Canva*. Pengembangan konten media sosial *instagram* tema kearifan logam Madura untuk mengetahui kelayakan, peningkatan berpikir kreatif dan respons siswa. Materi yang dipilih yakni unsur, senyawa dan campuran. Model penelitian dan pengembangan yang digunakan adalah model *ADDIE*. Subjek uji coba adalah siswa kelas VIII-B UPTD SMPN 3 Burneh berdasarkan pilihan guru mata pelajaran IPA. Instrumen uji coba yang digunakan adalah lembar validasi ahli materi, ahli media, soal berpikir kreatif, LKPD dan angket respons siswa. Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) aspek materi memperoleh rata-rata total sebesar 0,97 dengan kategori sangat valid. Hasil aspek media memperoleh rata-rata total sebesar 0,91 dengan kategori sangat valid (2) Hasil kemampuan berpikir kreatif siswa terhadap konten media sosial *instagram* tema kearifan logam Madura mengalami peningkatan, yakni memperoleh rata-rata total *N Gain Score* sebesar 0,71 dengan kategori tinggi (3) Hasil analisis respons siswa terhadap konten media sosial *instagram* tema kearifan logam Madura memperoleh rata-rata total sebesar 89,33% dengan kategori sangat tinggi. Hal tersebut menunjukkan bahwa konten media sosial *instagram* tema kearifan logam Madura layak digunakan dalam pembelajaran serta dapat meningkatkan kemampuan berpikir kreatif siswa.

Kata kunci: Berpikir Kreatif, *Instagram*, Logam Madura

Fahunnisa Hasna Jayyida. 2024. Development of Instagram Social Media Content with the Madurese Metal Wisdom Theme to Improve Students' Creative Thinking. Thesis, Science Education Study Program, Faculty of Education, Trunojoyo University Madura. Supervisor: Dwi Bagus Rendy Astid Putera

ABSTRACT

Instagram is a photo and video sharing application that makes it easier for users to capture objects and share them on other social media. Instagram social media content was developed using the Microsoft Power Point application and the Canva application. Development of Instagram social media content with the theme of Madurese metal wisdom to determine feasibility, increase creative thinking and student responses. The materials chosen are elements, compounds and mixtures. The research and development model used is the ADDIE model. The test subjects were students of class VIII-B UPTD SMPN 3 Burneh based on the choice of the science subject teacher. The trial instruments used were material expert validation sheets, media experts, creative thinking questions, LKPD and student response questionnaires. Based on the research results, it can be concluded that: (1) the material aspect obtained a total average of 0.97 with a very valid category. The results of the media aspect obtained a total average of 0.91 with a very valid category (2) The results of students' creative thinking abilities regarding Instagram social media content with the theme of Madurese metal wisdom experienced an increase, namely obtaining a total average N Gain Score of 0.84 with high category (3) The results of the analysis of students' responses to Instagram social media content with the theme of Madurese metal wisdom obtained a total average of 89.93% in the very high category. This shows that Instagram social media content with the theme of Madurese metal wisdom is suitable for use in learning and can improve students' creative thinking abilities.

Keywords: *Creative Thinking, Instagram, Madurese Metal*