

Ilma Auliya. 2024. *Pengembangan Modul Ajar Berbasis Project Based Learning (PjBL) Untuk Meningkatkan Berpikir Kreatif Pada Mata Pelajaran Dasar-Dasar Desain Komunikasi Visual Di Smk Sunan Drajat Lamongan*. Skripsi, Program Studi Pendidikan Informatika, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Etistika Yuni Wijaya, S.Pd., M.Pd.

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui bagaimana pengembangan dan kelayakan modul ajar berbasis *Project Based Learning (PjBL)* untuk meningkatkan berpikir kreatif pada mata pelajaran dasar-dasar desain komunikasi visual di SMK Sunan Drajat Lamongan. Penelitian ini menggunakan metode penelitian dan pengembangan *Research and Development (R&D)*, dengan menggunakan model ADDIE yang terdapat lima tahapan yaitu, *Analysis* (analisis), *Design* (perencanaan), *Development* (pengembangan), *Implementation* (penerapan), *Evaluation* (evaluasi). Instrumen yang digunakan terdiri dari lembar validasi ahli materi, media, dan hasil angket respons pengguna terkait uji kepraktisan modul ajar. Hasil dari validasi ahli materi memperoleh persentase sebesar 84%, ahli media sebesar 91,42%, pengembangan modul ajar memperoleh kategori “Valid, Sangat baik untuk digunakan”. Pada uji coba produk, dilakukan dalam tiga tahap. Yaitu, tahap uji coba perorangan yang melibatkan satu orang guru, dengan persentase sebesar 93,33%, selanjutnya uji coba kelompok kecil terdiri dari 6 orang peserta didik, dengan persentase sebesar 86,22%, dan uji coba kelompok besar yang melibatkan 24 peserta didik, dengan persentase sebesar 92,61%. Berdasarkan data hasil uji coba produk, dapat disimpulkan modul ajar berbasis *Project Based Learning (PjBL)* untuk meningkatkan berpikir kreatif pada mata pelajaran dasar-dasar desain komunikasi visual di SMK Sunan Drajat Lamongan dinilai sangat baik dan mendapatkan respons positif dari pengguna.

**Kata kunci :** berpikir kreatif, dasar-dasar desain komunikasi visual, modul ajar, *Project Based Learning (PjBL)*.

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## **ABSTRACT**

*The purpose of this study was to determine how the development and feasibility of teaching modules based on Project Based Learning (PjBL) to improve creative thinking in the subject of the basics of visual communication design at SMK Sunan Drajat Lamongan. This research uses the research and development method R&D, using the ADDIE model which has five stages, namely, Analysis (analysis), Design (planning), Development (development), Implementation (application), Evaluation (evaluation). The instrument used consists of a material expert validation sheet, media, and the results of a user response questionnaire related to the practicality of the teaching module. The results of the material expert validation obtained a percentage of 84%, the media expert amounted to 91.42%, the development of teaching modules obtained the category "Valid, Very good ulntulk digulnakan". In the product trial, it was carried out in three stages. Namely, the pilot test stage which involved one student, with a cell coverage of 93.33%, then a small group test consisting of 6 students, with a cell coverage of 86.22%, and a large group test involving 24 students, with a cell coverage of 92.61%. Based on the data from the results of the product trial, it can be concluded that the teaching module based on Project Based Learning (pjbl) to improve creative thinking in the subject of the basics of visual communication design at SMK Sunan Drajat Lamongan is worthy of being evaluated.*

***Keywords: creative thinking, fundamentals of visual communication design, teaching module, Project Based Learning (PjBL).***