CREATING INTERACTIVE LEARNING MEDIA ON THE ADOBE ANIMATE 2021 APPLICATION AS A MEANS OF LEARNING GRAPHIC DESIGN AT SMA NEGERI 3 TAMBUSAI UTARA

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ABSTRACT (10 PT)

The development of learning media that is able to contain various types of text, graphics, audio and video can help in a learning, one of which is learning media with introduction material to Adobe Photoshop CS3 based on Adobe Animate 2021. This study aims to develop a learning media introduction to Adobe Photoshop CS3 based on Adobe Animate, The development model used in this study is the ADDIE model. The purpose of the study was to Create Interactive Learning Media introduction to Adobe Photoshop CS3 in the subject of Graphic Design produces interactive learning media products that are in accordance with basic competencies, material on the introduction of Adobe Photoshop CS3 which is equipped with video tutorials. So that interactive learning media introduction to Adobe Photoshop CS3 based on Adobe Animatecan be used as a good teaching aid in the learning process at school.

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A. INTRODUCTION

It is important to use the most important learning media because of the limitations of face-to-face caused by the Covid-19 Pandemic which requires educators or teachers to do online learning (online), as well as the lack of use of Multimedia-based learning media at SMA Negeri 3 Tambusai Utara in the teaching and learning process used by educators or teachers, because the methods used by educators or teachers at SMA Negeri 3 Tambusai Utara are less varied in terms of the use of learning media.

The online learning process is often constrained by slow internet networks and sometimes there is no internet signal in certain areas. So that the application of media for learning is less than optimal. Some learning materials still have no media to learn. With the right learning media, students can be more focused in the learning process. During the Covid-19 and modern times, learning media has become one of the important components in learning. Information and Communication Technology (ICT) subjects, with the subject matter of introducing Adobe Photoshop CS3 in Graphic Design subjects which have their own level of difficulty for students, especially in terms of operating Adobe Photoshop CS3 software and the absence of learning media used in the subject matter of Adobe Photoshop CS3. Especially for Class XII, there are still many students experiencing difficulties in operating Adobe Photoshop CS3 software. This can be seen when the teacher demonstrates the steps of making a design manipulation of images in front of the class, there are still many students who have difficulty in following the steps of making the design, so the teacher has to

explain many times and sometimes also the teacher has to go to the student's workplace (the student's computer) to explain again, and then the new teacher can proceed to the next step. Based on the problems that have been described, it is necessary to have learning media that is interesting, effective and easy to use. For this reason, in this study, the development of interactive learning media for the introduction of Adobe Photoshop CS3 in graphic design subjects at SMA Negeri 3 Tambusai Utara was carried out. With the creation of this learning media, it is hoped that students will be more interested in participating in KBM both offline (limited meetings) and online. This media was built from scratch or previously did not exist so the quality of the soft media is not yet known. To determine the feasibility quality of this media, an international standard is used, namely ISO 9126.

Based on the background, the focus of the problem in this study is as follows How to develop interactive learning media introduction of Adobe Photoshop CS3 in graphic design subjects at SMA Negeri 3 Tambusai Utara? And what is the feasibility of interactive learning media introduction of Adobe Photoshop CS3 in graphic design subjects at SMA Negeri 3 Tambusai Utara?

Then based on the formulation of the problem made, the purpose of this study was to develop an interactive learning media product introducing Adobe Photoshop CS3 in graphic design subjects at SMA Negeri 3 Tambusai Utara. And to find out the feasibility of interactive learning media, the introduction of Adobe Photoshop CS3 in graphic design subjects at SMA Negeri 3 Tambusai Utara.

B.   METHOD

This research is a development research or Research and Development (R&D) using the ADDIE model development method (Assume, Design, Development, Implementation-tation, Evaluation) which aims to develop quality learning media by paying attention to three aspects of quality, namely valid, practical, and effective.

1.   Development Model and Development Procedure

According to Borg and Gall in Sugiyono (2010: 9) states that research and development methods are research methods used to develop or validate products used in education and learning. Sugiyono (2010:407) states that research and development methods are research methods used to produce certain products and test the effectiveness of these products. This study aims to develop useful products for learning media in schools. The interactive learning media development model used in this study is the ADDIE development model, namely need assessment, front-end analysis, design, development, implement-tation, and evaluation (Lee and Owens, 2004: 3) which has been modified to produce more comprehensive development models. This model is perfect for beginner research that has been integrated into the development research steps.
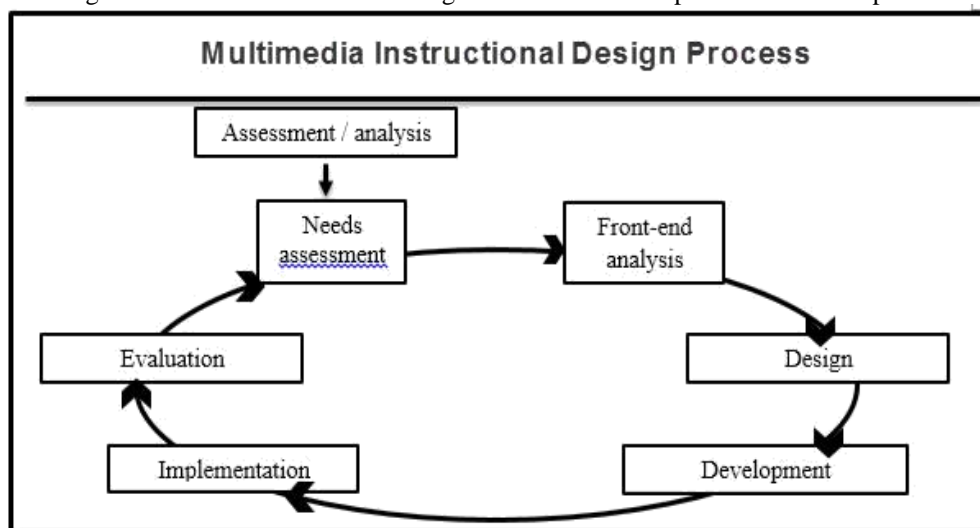

Figure 13. ADDIE Development Model

The ADDIE development procedure has the following stages:

1.   *Needs Assessment* dan *Front-End Analysis*

The analysis stage consists of two stages, namely the needs assessment stage and front-end analysis. The stages of analysis include:

a. Determinethe present state by analyzing students and situations (field studies) against the syllabus of graphic design subjects on Adobe Photoshop CS3 material. Conduct analysis to identify and determine KD along with the subject matter to be developed in one basic competency.

b. Collect references on the subject matter to be used in development.

2. *Design*

In this stage is a planning which is the stage of preparing the preparatory steps that will be carried out in the manufacture of the product:

a. Analyzing the objectives of determining the purpose of creating interactive learning media introduction to Adobe Photo-shop CS3.

b. Make an interactive learning media design design in the form of concept analysis, and system needs.

c. Creation of an interactive learning media assessment instrument introduction to Adobe Photoshop CS3.

3. *Development*.

The stage for the process of realizing the design into reality, meaning that this stage everything that is needed and that supports the learning process must all be prepared. The stages of development include:

a. Product Manufacturing

Creation of interactive multi media modules according to product designs that have been designed using Adobe Flash CS3 software. This stage collects teaching materials that will be created such as, images, ani- masi, audio, video, and others that are in accordance with the developed program. Material objects that have been collected in the design stage are assembled into a whole product unit, according to the storyboard that has been made alpha testing by means of material validation and media validation.

1) Alpha testing was carried out by 3 material experts accompanied by an instrument for assessing the feasibility of interactive learning media. Furthermore, data is obtained to obtain revisions and inputs in terms of the products produced and in terms of the correctness of the concept.

2) Alpha testing is carried out by 3 media experts accompanied by an interactive learning media feasibility assessment instrument. Furthermore, data are obtained for analysis and obtaining revisions.

4. *Implementation*

Implementation is a real step towards implementing the created learning system. That is, everything that is developed is installed in such a way according to its role or function in order to be implemented. The implementation stage includes:

a. Field trials involved subjects in large classes, in this study the product was tested on class XII students of SMA Negeri 3 Tambusai Utara totaling 25 students.

b. Seeing students' responses or opinions, by sharing a questionnaire about the assessment of the products developed.

5. *Evalution*

Evaluation is the process of seeing whether the product developed is successful according to initial expectations or not. The evaluation phase includes:

a. Data analysis from product validation is carried out data analysis obtained from the results of product feasibility validation by material experts and media experts.

b. Data analysis from students, analysis of data obtained from students is carried out to find out their opinions or assessments of the developed product.

c. The final product, this stage after validation and revision in the previous stage, the final product is obtained in the form of interactive learning media based on Adobe Flash CS3.

C. RESULTS OF RESEARCH AND DISCUSSION

At this stage, several validations are carried out, namely material expert validation, and media expert validation. The following is a description of the validation results carried out:

1. **Material Expert Validation**

Material expert validation was carried out by 2 experts, namely 1 lecturer and 1 teacher of SMA Negeri 3 Tambusai Utara. Based on the results of material validation by the two material experts, a total score of 248 was obtained with a percent-tase of 91.85% with the category of "very feasible". So it can be concluded that the media is very feasible and is worthy of being used as a learning medium.

2. **Media Expert Validation**

Media expert validation is carried out by 2 validators who are lecturers in the Information Technology Education Study Program of STKIP Rokania. Based on the results of media validation

by the two media experts, a total score of 100 was obtained with a percentage of 100% with the category "very feasible".

3. **Implementation**
   a. Small Group Test The trial of learning media in small groups involved 5 students
   b. SMA Negeri 3 Tambusai Utara as a respondent. This trial uses a questionnaire of student assessments of media that has 15 question numbers. Based on the results of the small group trial, a total score of 355 was obtained with a percentage of 94.66 with the Excellent category
   c. Large Group Test The trial of learning media in large groups involved students as users of as many as 10 students at SMA Negeri 3 Tambusai Utara. This trial uses a questionnaire of student assessments of media that has 15 question numbers. Based on the results of large group trials, a total score of 677 was obtained with a percentage of 90.26% with the Excellent category

D. CONCLUSION

Conclusions that can be drawn based on data from research and discussions on the development of learning media, conclusions can be drawn that: 1. The results of the development in this study are in the form of learning media products for students at SMA Negeri 3 Tambusai Utara. The results are based on validation conducted by material experts and media experts stating that this media is "Very worth using. 2. User responses to the learning media that are developed are in the "Excellent" category. So it can be concluded that learning media can be accepted based on validation carried out by material experts and media experts stating that this media is "Very feasible to use. 2. User responses to the learning media that are developed are in the "Excellent" category. So it can be concluded that learning media is acceptable.

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