

ABSTRACT

Dzi Syafiqoh. *THE DEVELOPMENT OF INTERACTIVE MULTIMEDIA TO IMPROVE JUNIOR HIGH SCHOOL STUDENTS' GRAMMAR MASTERY OF SMP NEGERI 1 ARJOSARI. SI-Thesis Pacitan: STKIP PGRI Pacitan 2024.*

The purpose of this study is to develop interactive multimedia to enhance grammar mastery among junior high school students at SMP Negeri 1 Arjosari, and to evaluate the effectiveness of the Genially website-based interactive multimedia product. The background of the research emphasizes the importance of grammar in language learning, particularly within the Indonesian context where traditional methods such as the Grammar Translation Method (GTM) are still prevalent. Recognizing the limitations of conventional teaching approaches, the study aims to integrate modern technological tools to create an engaging and effective learning environment for students.

The research utilizes the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) for the development of the multimedia content. The analysis phase involves identifying the current teaching methods and the specific grammar needs of the students. The design and development phases focus on creating interactive multimedia using the Genially platform, incorporating elements such as text, images, videos, and animations tailored to grammar topics like Present Tense and Past Tense. The implementation phase involves applying the developed multimedia in classroom settings, followed by a thorough evaluation to assess its effectiveness.

The results of the study indicate that the interactive multimedia is highly feasible and effective. Material feasibility was rated at 91.6%, media feasibility at 97.2%, and overall feasibility at 94.4%. Statistical analysis using the Paired Sample Test revealed a significant improvement in students' grammar mastery with a two-tailed significance value of 0.01. The trials, including one-to-one, small group, and field trials, showed effectiveness rates of 88.7%, 82.5%, and 88.9% respectively. These findings confirm that the use of Genially-based interactive multimedia significantly enhances grammar proficiency among 8th-grade students at SMP Negeri 1 Arjosari.

Keywords:

ADDIE Method, Grammar Mastery, Interactive Learning Media, Junior High School Students