

## **ABSTRACT**

# **DEVELOPMENT OF INTERACTIVE MULTIMEDIA LEARNING MEDIA IN ELEMENTARY SCHOOL ENGLISH WITH ADDIE MODEL**

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*English is a universal language that is usually used as a second language in many countries, this is commonly referred to as ESL (English as Second Language). English has been used as a subject in Indonesia. However, the English proficiency of the Indonesian people is still said to be lacking based on the 2022 English Proficiency Index by English First with a score of 469. This is due to the lack of interest of students in learning English. For example, English teaching and learning activities at SDIT Fitrah Hanniah still use conventional methods with textbooks and presentations, this method makes students bored in learning activities. Even though this elementary school uses the Cambridge curriculum and implements the use of English. Based on these problems, a fun and interesting learning media is needed so that students are increasingly interested in learning English. Interactive multimedia is a multimedia that can be interacted with by the multimedia user which makes interactive multimedia much more effective. The goal to be achieved in this research is to develop an English learning media for elementary schools to facilitate and assist teaching and learning activities between students and English subject teachers at SDIT Fitrah Hanniah. The research method was carried out using the ADDIE model which has 5 stages, namely Analysis, Design, Development, Implementation, and Evaluation. The data collection methods in this study were interviews, literature study, formative evaluation by conducting periodic revisions and in the form of validation tests on teachers and ending with a usability test questionnaire given to 5th grade students at SDIT Fitrah Hanniah. The results obtained in this study are the formation of an interactive multimedia application for learning English called "EnLeMul-V", the results of the validation test for teachers get a score of 96.4%, which means that the application is valid to continue and the usability test results for students get the "Very Good" category with percentage score of 92.90%.*

***Keywords: multimedia, interactive multimedia, learning media, english learning, addie model***