

ABSTRACT

DESIGN AND DEVELOPMENT OF INTERACTIVE LEARNING MULTIMEDIA FOR BULLYING PREVENTION USING THE ADDIE METHOD

(Case Study: Telkom Purwokerto Junior High School)

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Bullying among junior high school students is a serious issue that requires innovative preventive approaches. At SMP Telkom Purwokerto, interviews with two guidance and counseling teachers revealed that bullying incidents are still frequent, especially in classes 7–6. Previous bullying prevention efforts have been ineffective, indicating a need for better understanding and education on bullying prevention. Currently, SMP Telkom Purwokerto requires better educational media to effectively convey this education. This study proposes a solution through the implementation of interactive multimedia learning, which has a positive impact on students' learning outcomes. The design of interactive multimedia learning can be carried out using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) method. This research aims to design and develop an interactive learning media application as a bullying prevention solution and measure its effectiveness in improving students' knowledge and attitudes towards bullying by applying the ADDIE design method. The interactive multimedia application was tested using Blackbox testing to evaluate system functionality, showing a success rate of 100%. Additionally, the application was evaluated using the System Usability Scale (SUS) to assess system usability, achieving an excellent usability score of 81.85 on the SUS scale. The evaluation of students' understanding of bullying prevention was conducted through a pre-test before using the application, with an average score of 80.7, and a post-test after using the interactive multimedia application, with an average score of 87.7. The results of the pre-test and post-test indicate the effectiveness of the application in enhancing students' knowledge of bullying prevention based on the T-test results from the pre-test and post-test data, with a hypothesis validation result of 0.053, which exceeds the significance value of 0.05.

Keywords: *ADDIE, Adobe Animate, Blackbox, Bullying , Interactive Learning Multimedia*