Development of Multimedia Interactive Learning Media Using Articulate Storyline 3 on Social Studies Themes at Primary School

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Abstract. This article provides an overview of the development of learning media using articulate storyline 3. The development of this media is based on the needs of the social studies learning process at the elementary school level, especially during online learning. The purpose of this research is to develop interactive media based on articulate storyline 3 to the learning interest of students. The subjects in this study were fifth grade elementary school students. The research method with R&D uses the ADDIE development model which has 5 stages, namely analysis, design, development, implementation and evaluation. Feasibility tests were also carried out in this study with the percentage of media experts and material experts being 96%, as well as user validation with a percentage of 86.8%. So that it can be seen if the articulate storyline 3 learning media for the social studies theme is proven to be practical.

Keywords: Development · Multimedia · Articulate Storyline · IPS Primary School

1 Introduction

Science is the integration of various disciplines in which it contains events, facts, concepts and generalizations of problems in social life. Social studies material itself is in the form of explanations that contain knowledge, understanding, skills and analysis of social conditions in the general public. The goal is that students have the provision to be able to live in society and be able to overcome social problems by themselves and become good citizens in everyday life. Therefore, the teacher as a facilitator in educating must be able to provide learning resources according to the characteristics that can make it easier for students to receive material or intellectual aspects in accommodating student needs so that learning objectives can be achieved [1].

In learning in current classes, especially in social studies learning at the elementary school level, it is found that there is a lack of interest in student learning and software in the form of interactive multimedia. Social studies learning in elementary schools in general still uses printed materials such as modules, worksheets, notebooks, etc. and the learning method in social studies learning that is often found in the field is the

lecture method. This makes students bored, sleepy and tend to be silent. As a result, many students assume that social studies learning is boring and unpleasant, because the learning process tends to emphasize mastery of the material as much as possible [2].

From the problems above, with the development of this learning media, teachers can seek the development of learning media that can realize abstract materials that can increase activity and motivate students in learning. The use of appropriate learning media in the learning process can generate a new stimulus for learning. The intensity of the learning experience explored by students, the higher the quality of the learning process. The involvement of students in the learning process is based on high motivation and interest on the part of students, and also on the part of teachers who are required to be able to master various kinds of media and learning strategies [3].

One of the media that can be developed at this time in social studies subjects is interactive multimedia. Interactive multimedia is a multimedia whose design displays various media that fulfil the function of transferring message information to its users. This multimedia component is characterized by the presence of text, images, sound, animation and video. Thus, it is hoped that learning will be more fun and enjoyable so that the motivation and stimulation of students in learning will increase.

Articulate Storyline is an application to create learning media, this media is often used especially for users who do not master programming languages [4]. Articulate Storyline is one of the multimedia authoring tools that can be used to create interactive learning materials with content in the form of a combination of text, images, graphics, sound, animation, and video. Various kinds of attractive templates are available in this Articulate program. Even with this program we can make patterns according to what we want. The simple interface of this application is quite easy for us as novice users to understand it [5].

Articulate storyline is obviously quite easy for beginners who are already familiar with the basics of creating media with Ms PowerPoint because this AS feature is very similar to Ms PowerPoint. As for users who are experts, they can be creative in making media that is more interactive and powerful [4].

The solution proposed by the researcher to overcome the problem of student interest in learning is to adopt an articulate storyline-based learning. It is hoped that with this interactive multimedia development model based on Articulate Storyline, it can reduce the challenges in teaching social studies and create products that can be used in teaching at various levels of education, especially in elementary schools.

2   Method

This study uses the Development model. Development research in the realm of education is research to produce and test the effectiveness of the product. The resulting product does not have to be hardware such as books, tables, posters but also software [6]. The ADDIE model has 5 stages, namely: (1) Analyze, (2) Design, (3) Development, (4) Implementation, (5) Evaluation.

2.1 Analysis

The first step the researcher takes is analysis, which means analyzing. The steps taken by the researcher in this analysis phase consist of analyzing performance problems, defining learning objectives, validating student characteristics, identifying required resources, and preparing work plans.

2.2 Design

Based on the results of the research at the analysis stage, the researchers then carried out the content design and content design stage for development in a media product based on Articulate Storyline. The researcher began to develop material on the topic of 2 sub-themes I grade V elementary school and combine and arrange several compositions, such as colors, shapes, images, text animation, animated characters, etc.

2.3 Development

After the researcher completes the analysis and design stages, the researcher begins the product development process. The name, the researcher makes an interactive educational media product based on Articulate Storyline. Second, the researcher approved the product. The researcher conducted a validity test before testing the students. The validity of the Articulate Storyline-based learning media trial will be verified by material and media experts.

2.4 Implementation

This research has not yet reached the implementation stage in schools.

2.5 Evaluation

The research has not yet reached the evaluation stage that the researcher received after it was implemented in the teaching and learning process in the classroom.

3 Result and Discussions

The following describes the analysis of the results of the response/assessment of the material, media experts and learning design, user trials.

Data collection techniques were carried out by means of observation, documentation and questionnaires. Expert validation data analysis was obtained from the assessment of material experts, media experts and learning designs based on the questionnaire given.

3.1 Expert Validation

In the following, data analysis and responses from material experts and media experts will be presented.

a. Material Expert Validation
    The results of the analysis of the validation data of content experts in the field of study obtained a percentage value of 96%. If it is adjusted to the feasibility table, then the product developed is in good qualification. That is, this learning media is very well used for students.
b. Media Expert Validation
    The results of the data analysis of media expert validation and instructional design obtained a percentage value of 96% which was declared to be in the "Good" category. That is, this learning media is very well used for students.

3.2 Product Trial

The trial of learning media products based on articulate storylines was carried out on research subjects, namely PGMI students. The results of the user test data analysis obtained a percentage value of 86.8% which was declared to be in the "Very Good" category.

4   Conclusion

Based on the results of data analysis, discussion, and development results with the ADDIE model, the following conclusions can be drawn:

a. Learning media has been validated by experts, namely:
    (1) material validation has a percentage value of 96% and is included in the "Very Good" category, (2) media expert validation and learning design get a percentage value of 96% and is included in the "Very Good" category.
b. The learning media has also gone through the user attractiveness test stage, namely students of PGMI UIN Maulana Malik Ibrahim Malang with 86.7% results.

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