ABSTRACT

DEVELOPMENT OF INTERACTIVE MULTIMEDIA FOR INTRODUCING PREHISTORIC ANIMALS USING MDLC METHOD (CASE STUDY: KB PUTERA TUNAS BANGSA)

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KB Putera Tunas Bangsa, *which is one of 49 PAUD KB institutions in Purwokerto Timur District, Banyumas Regency, faces the problem of students having a limited understanding of the lesson on the introduction of prehistoric animals. This topic is important because the use of conventional media signals a gap in technology as a learning tool, which may hinder students from grasping new topics, such as the introduction to prehistoric animals. To address this issue, the proposed solution is to replace the learning media with something more engaging and adaptable to the needs of both teachers and students. The research method employed is the Multimedia Development Life Cycle (MDLC), with the resulting product being an interactive multimedia tool for introducing prehistoric animals, developed using Adobe Animate. Interactive multimedia is considered a suitable alternative to traditional learning media because it combines animation, audio, visual elements, and text. The testing methods used include Alpha testing with the Blackbox method and Beta testing with the Usability method. Meanwhile, the impact of the application was analyzed using pretest and posttest evaluations. The results of the study show that the use of interactive multimedia can enhance students' understanding, as evidenced by pretest and posttest results, which show an average gain score of 0.75 in the high category and an average posttest score of 96 in the Excellent category, indicating that interactive multimedia is effective in increasing students' knowledge in the lesson on prehistoric animals.*

Keywords: Interactive Multimedia, Prehistoric Animal Introduction, MDLC, Adobe Animate