

ABSTRACT

**DESIGN AND BUILD INTERACTIVE LEARNING MEDIA FOR LETTER
RECOGNITION BASED ON MDLC METHOD WEBSITE (CASE STUDY
SDN 1 KUWAYUHAN)**

By
Nabilla Ayu Putriana 20102080

In the context of primary education, letter recognition is a fundamental aspect that significantly influences students' learning success. However, the conventional teaching methods applied at SDN 1 Kuwayuhan are less effective in providing engaging stimuli for students. This issue can be addressed by designing and developing an interactive learning medium using the Multimedia Development Life Cycle (MDLC) method. The MDLC method encompasses all phases, including conceptualization, design, material acquisition, production, testing, and distribution. Therefore, the objective of this research is to develop web-based interactive learning materials to bridge this gap using the MDLC method. Based on the initial questionnaire results prior to the implementation of the interactive website, only 8 out of 30 students sampled in the study reported consistently paying attention to the teacher's explanation and finding learning enjoyable. After using this interactive learning medium, the application's performance showed optimal results. Testing with the Black Box method demonstrated that all features functioned perfectly, achieving 100% functionality. Moreover, the application's performance evaluation was conducted using the System Usability Scale (SUS) method involving 28 respondents, selected through random sampling using Slovin formula. The SUS results indicated an excellent score, with a grade of B labelled as "Excellent" or "Very Good." According to the Acceptability Ranges analysis, the application was highly accepted by users. This highlights the potential of the application as an innovative and effective learning tool to support letter recognition processes for students.

Keywords: *Black Box, MDLC, SUS, Application.*