

## ABSTRAK

Berliana Safinatu Qolbi. 2025. Pengembangan Media Interaktif Berbasis Gamifikasi Etnomatematika untuk Mengasah *Student Noticing*. Skripsi. Pendidikan Matematika, Fakultas Keguruan dan Ilmu Pendidikan, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Restu Lusiana, S.Pd., M.Pd. (II) Davi Apriandi, S.Pd.Si., M.Pd.

Kurangnya media pembelajaran yang interaktif dan kontekstual menjadi salah satu penyebab rendahnya *student noticing* dalam memahami konsep abstrak seperti aljabar. Media yang digunakan di sekolah umumnya masih bersifat konvensional dan tidak mampu mendorong perhatian, penafsiran, serta pengambilan keputusan matematis secara optimal. Penelitian ini bertujuan untuk mengembangkan media interaktif berbasis gamifikasi etnomatematika guna mengasah *student noticing* pada materi aljabar. Penelitian menggunakan model pengembangan ADDIE yang mencakup tahapan analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian adalah siswa kelas VII SMPN 6 Madiun. Validasi dilakukan oleh ahli materi dan ahli media dengan hasil masing-masing sebesar 96% dan 81,43%, yang termasuk kategori sangat valid dan valid. Kepraktisan media dinilai melalui angket respon siswa dan guru, dengan hasil uji coba kelompok kecil sebesar 98,42%, uji coba lapangan sebesar 87,21%, dan penilaian guru sebesar 98,89%, yang semuanya berada dalam kategori sangat praktis. Keefektifan media diuji melalui tes *student noticing* dan observasi aktivitas siswa. Hasil uji coba menunjukkan bahwa kelas eksperimen memperoleh skor rata-rata 63,85 secara signifikan lebih tinggi dibandingkan kelas kontrol yang hanya mencapai 42,32 ( $p = 0,000 < 0,05$ ). Hasil observasi juga mendukung data tersebut, dengan rata-rata ketercapaian aktivitas siswa sebesar 70,05% pada kelas eksperimen dan 49,86% pada kelas kontrol. Hasil penelitian ini menunjukkan bahwa media interaktif berbasis gamifikasi etnomatematika efektif, valid, dan praktis digunakan sebagai media pembelajaran inovatif untuk mengasah *student noticing* dalam memahami konsep aljabar secara mendalam.

Kata Kunci: media interaktif, gamifikasi, etnomatematika, *student noticing*, aljabar

## ABSTRACT

Berliana Safinatu Qolbi. 2025. Development of an Interactive Media Based on Ethnomathematics Gamification to Stimulate Student Noticing. Undergraduate Thesis. Mathematics Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: (I) Dr. Restu Lusiana, S.Pd., M.Pd.; (II) Davi Apriandi, S.Pd.Si., M.Pd.

The lack of interactive and contextual learning media has contributed to the low level of student noticing in understanding abstract concepts such as algebra. The media commonly used in schools remain conventional and fail to optimally foster mathematical attention, interpretation, and decision-making. This study aims to develop interactive media based on ethnomathematics gamification to enhance student noticing in algebra. The research employed the ADDIE development model, which consists of analysis, design, development, implementation, and evaluation stages. The participants were seventh-grade students at SMPN 6 Madiun. Validation was conducted by material and media experts, yielding results of 96% and 81.43%, respectively, which fall into the categories of “very valid” and “valid.” The practicality of the media was assessed through student and teacher response questionnaires, with results of 98.42% in the small-group trial, 87.21% in the field trial, and 98.89% in the teacher assessment—all categorized as “very practical.” The effectiveness of the media was tested using a student noticing test and classroom activity observations. The experimental class achieved a significantly higher average score of 63.85 compared to the control class, which scored only 42.32 ( $p = 0.000 < 0.05$ ). Observation results also supported this finding, with an average student activity achievement of 70.05% in the experimental class versus 49.86% in the control class. These results indicate that interactive media based on ethnomathematics gamification is effective, valid, and practical as an innovative learning media to foster student noticing in developing a deeper understanding of algebra.

Keywords: interactive media, gamification, ethnomathematics, student noticing, algebra