

## ABSTRAK

Penelitian ini dilaksanakan sebagai respons terhadap rendahnya motivasi belajar siswa pada mata pelajaran Pendidikan Agama Islam (PAI) di SMP IT Ash Shiddiqin, yang terutama disebabkan oleh metode pembelajaran yang monoton serta keterbatasan sarana teknologi. Tujuan penelitian ini adalah mengembangkan serta mengevaluasi validitas dan efektivitas flipped book digital sebagai media pembelajaran untuk meningkatkan motivasi belajar siswa. Penelitian menggunakan pendekatan Research and Development (R&D) dengan model ADDIE yang meliputi lima tahap: analisis, perancangan, pengembangan, implementasi, dan evaluasi. Subjek penelitian adalah 16 siswa kelas VII. Instrumen penelitian terdiri atas angket validasi dari ahli materi dan ahli media, serta angket motivasi belajar siswa yang diberikan sebelum dan sesudah penggunaan media. Hasil penelitian menunjukkan bahwa flipped book digital yang dikembangkan dinyatakan sangat layak, dengan persentase kelayakan sebesar 95% dari ahli materi dan 85% dari ahli media. Selain itu, motivasi belajar siswa mengalami peningkatan dengan skor rata-rata meningkat dari 62,19 (pre-test) menjadi 78,69 (post-test), serta nilai N-Gain sebesar 0,50 yang termasuk kategori efektivitas sedang. Dengan demikian, flipped book digital layak dan efektif digunakan sebagai alternatif media pembelajaran untuk meningkatkan motivasi belajar siswa pada mata pelajaran PAI.

Kata Kunci: Flipped Book Digital, Motivasi Belajar, Media Pembelajaran, Model ADDIE

## **ABSTRACT**

*This research was conducted in response to the low learning motivation of students in Islamic Religious Education (PAI) at SMP IT Ash Shiddiqin, which was primarily attributed to monotonous instructional methods and limited technological facilities. The objective of this study was to develop and evaluate the validity and effectiveness of a digital flipped book as a learning medium to enhance student motivation. The research employed a Research and Development (R&D) approach, adopting the ADDIE model consisting of five phases: analysis, design, development, implementation, and evaluation. The participants were 16 seventh-grade students. Data collection instruments included expert validation questionnaires for material and media, as well as student motivation questionnaires administered before and after the intervention. The findings indicate that the developed digital flipped book was rated as highly feasible, achieving a 95% feasibility score from material experts and 85% from media experts. Moreover, students' learning motivation showed improvement, with the mean score increasing from 62.19 (pre-test) to 78.69 (post-test), and an N-Gain value of 0.50, categorized as moderate effectiveness. These results suggest that the digital flipped book is both feasible and effective as an alternative instructional medium to foster learning motivation in Islamic Religious Education.*

*Keywords: Digital Flipped Book, Learning Motivation, Learning Media, ADDIE Model*