

## ABSTRAK

Penelitian ini dilatarbelakangi oleh penggunaan teknologi yang masih jarang digunakan dalam proses pembelajaran matematika, khususnya teknologi media pembelajaran *Assemblr Edu* yang masih awam bagi guru dan siswa. Penelitian ini bertujuan untuk mengetahui kevalidan, kepraktisan, dan keefektifan media pembelajaran *Assemblr Edu* berbasis *Project Based Learning* (PjBL) terhadap kemampuan literasi numerasi siswa. Metode penelitian yang digunakan dalam penelitian ini adalah *Research and Development* (R&D) dengan menggunakan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Waktu penelitian ini dilaksanakan pada semester genap tahun ajaran 2023/2024 di SMP Negeri 6 Lhokseumawe. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, angket, dan tes kemampuan literasi numerasi. Instrumen yang digunakan yaitu instrumen validasi ahli media, ahli materi, angket respon siswa, dan tes kemampuan literasi numerasi. Subjek penelitian meliputi ahli media, ahli materi, siswa kelompok kecil, dan siswa kelompok besar. Desain uji coba diberikan kepada kelompok kecil yang terdiri dari 6 siswa kelas VIII-4 dan uji coba kelompok besar yang terdiri dari 21 siswa kelas VIII-6. Berdasarkan hasil penilaian validasi ahli media dengan rata-rata sebesar 84.82% dan ahli materi dengan rata-rata sebesar 91.25%, produk media pembelajaran *Assemblr Edu* berbasis *Project Based Learning* (PjBL) terhadap kemampuan literasi numerasi siswa dinyatakan sangat valid. Berdasarkan hasil penilaian angket respon siswa kelompok kecil sebesar 95.05%, siswa kelompok besar 92.26%, dan hasil penilaian observer sebesar 93.75% dinyatakan sangat praktis. Berdasarkan hasil tes kemampuan literasi numerasi siswa dinyatakan sangat efektif dengan rata-rata sebesar 90.47%. Berdasarkan uraian tersebut hasil penelitian menunjukkan bahwa media pembelajaran *Assemblr Edu* berbasis *Project Based Learning* (PjBL) terhadap kemampuan literasi numerasi siswa dinyatakan sangat valid, sangat praktis, dan sangat efektif digunakan dalam proses pembelajaran matematika.

Kata Kunci: *Assemblr Edu*, *Project Based Learning*, Literasi Numerasi

## **ABSTRACT**

*This research is motivated by the use of technology that is still rarely used in the mathematics learning process, especially Assemblr Edu learning media technology which is still unfamiliar to teachers and students. This study aims to determine the validity, practicality, and effectiveness of Assemblr Edu learning media based on Project Based Learning (PjBL) on students' numeracy literacy skills. The research method used in this study is Research and Development (R&D) using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) development model. The time of this research was carried out in the even semester of the 2023/2024 school year at SMP Negeri 6 Lhokseumawe. The data collection techniques used in this study are interviews, questionnaires, and numeracy literacy ability tests. The instruments used are validation instruments for media experts, material experts, student response questionnaires, and numeracy literacy ability tests. The research subjects include media experts, material experts, small group students, and large group students. The trial design was given to a small group consisting of 6 students in grades VIII-4 and a large group trial consisting of 21 students in grades VIII-6. Based on the results of the validation assessment of media experts with an average of 84.82% and material experts with an average of 91.25%, the Assemblr Edu learning media product based on Project Based Learning (PjBL) on students' numeracy literacy skills was declared very valid. Based on the results of the assessment of the response questionnaire of small group students of 95.05%, large group students of 92.26%, and the results of the observer assessment of 93.75% were declared very practical. Based on the results of the numeracy literacy test, students were declared very effective with an average of 90.47%. Based on this description, the results of the study show that the Assemblr Edu learning media based on Project Based Learning (PjBL) on students' numeracy literacy skills is stated to be very valid, very practical, and very effective in the mathematics learning process.*

*Keyword: Assemblr Edu, Project Based Learning, Numeracy Literacy*