

Application of Smart Apps Creator as Social Studies Learning Media in Class VII Market Materials

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Abstrak

Smart Apps Creator digunakan oleh pendidik sebagai Multimedia Interaktif untuk menjadi media yang menarik berbasis teknologi, sehingga proses pembelajaran lebih mudah dan menyenangkan sehingga dapat memotivasi peserta didik saat pembelajaran. Tujuan adalah mendeskripsikan upaya pendidik dalam menggunakan teknologi dalam membuat inovasi menarik pada proses pembelajaran terhadap peserta didik pada kelas VII pada MTs. Raudhatul Islamiyah. Metode penelitian yang digunakan adalah metode kualitatif dengan tujuan menjelaskan pembuatan dan penerapan multimedia interaktif pada Materi Pasar di Kelas VII di MTs. Raudhatul Islamiyah. Subjek penelitian adalah pendidik IPS dan Peserta didik kelas VII. Observasi dilakukan dengan melakukan pengamatan secara langsung terhadap objek penelitian, sementara Wawancara melibatkan interaksi dengan individu yang terkait dengan penelitian. Dokumentasi, dalam penelitian ini melakukan pengambilan data dari dokumen tertentu yang relevan dengan penelitian. Setelah selesai mengumpulkan data ialah tahapan selanjutnya menganalisis menggunakan metode analisis deskriptif. Proses analisis ini meliputi reduksi data, penyajian data, serta penarikan kesimpulan, yang secara kolektif membantu membuat ilustrasi komprehensif. Hasil dan Pembahasan Penelitian ialah pembuatan dan penerapan dari Multimedia Interaktif Pembelajaran IPS dari konten lokal Pasar Terapung Lok Baintan menggunakan pada aplikasi *Smart Apps Creator* oleh pendidik dalam proses pembelajaran Materi Pasar untuk peserta didik kelas VII MTs. Raudhatul Islamiyah dapat memberikan kontribusi pengembangan strategi pembelajaran yang inovatif dan efektif di tingkat pendidikan menengah. Simpulan yang dapat diambil dari penelitian ini bahwa penerapan multimedia interaktif pembelajaran IPS oleh guru IPS menggunakan *Smart Apps Creator* membuat pembelajaran lebih efektif dan efisien sesuai dengan tujuan untuk pendidikan.

Kata kunci: Multimedia Interaktif; Smart Apps Creator; Media Pembelajaran IPS.

Abstract

Smart Apps Creator is used by educators as Interactive Multimedia to become an interesting technology-based media, so that the learning process is easier and more fun so that it can motivate students while learning. The purpose is to describe the efforts of educators in using technology in making interesting innovations in the learning process for students in class VII on MTs. Raudhatul Islamiyah. The research method used is a qualitative method with the aim of explaining the creation and application of interactive multimedia in Market Material in Class VII at MTs. Raudhatul Islamiyah. The subjects of the study were social studies educators and grade VII learners. Observation is carried

out by making direct observations of the object of research, while interviews involve interaction with individuals related to the research. Documentation, in this study takes data from certain documents that are relevant to the research. After completing collecting data, the next stage is analyzing using descriptive analysis methods. This analysis process includes data reduction, data presentation, and conclusions, which collectively help create a comprehensive illustration. The results and discussion of the research is the creation and application of Interactive Multimedia Social Studies Learning from local content Lok Baintan Floating Market using the *Smart Apps Creator* application by educators in the learning process Market Material for grade VII MTs students. Raudhatul Islamiyah can contribute to the development of innovative and effective learning strategies at the secondary education level. The conclusion that can be drawn from this study is that the application of interactive multimedia social studies learning by social studies teachers using *Smart Apps Creator* makes learning more effective and efficient in accordance with the objectives for education.

Keywords: Interactive Multimedia; Smart Apps Creator; Social Studies Learning Media.

PRELIMINARY

Education is very important for a country because its role is to produce a generation that is knowledgeable and knowledgeable. This education reflects the interaction between an educator and students during structured and consistent learning (Mutiani et al., 2022). Education aims to form quality individuals (Firdaus et al., 2024; Mutiani et al., 2023; Saswili et al., 2024). Therefore, the educational process is carried out continuously from the initial education level to the higher education level to realize this goal, so the government establishes a curriculum in the education program in secondary schools (Aslamiah et al., 2021; Fadlilah, 2023).

The use of technology in education has been widespread, especially in the use of various learning media. Learning media has a dual role, functioning as a source of learning materials by educators to students (Jumriani, Mutiani, et al., 2021; Mutiani, 2019). According to Teni Nurrita, Technology is the main means of finding information and learning materials through the internet. The development of technology and information has significantly changed the learning paradigm of society (Nurrita, 2018). The use of technology in learning has great potential in the world of education. Technology is currently very important for educators in delivering learning materials, be it in terms of knowledge, the formation of student attitudes. According to Unik, Hanifah and Niar, said that the role of technology has made it easier to carry out various educational activities (Agustian & Salsabila, 2021).

In the era of rapid technological development, educators need to improve their professionalism in teaching skills, but also in facilitating teaching and learning activities (D. Sari et al., 2021; R. Sari, 2023). Educators are important in planning and implementing the learning process to achieve educational goals. The assessment of learning achievements, in accordance with Permendikbud Number 53 of 2015, emphasizes the process of collecting information/data regarding skills, attitudes, and knowledge. The main challenge today based on observations in the field and information from several educators and education observers is the need for the use

of interactive multimedia as an innovation in today's learning media (Maulidi, 2023; Purnasari & Sadewo, 2020; Syaharuddin et al., 2022).

Technology brings significant benefits in learning through various school supplies such as LCDs, projectors and so on that can be used by educators to provide more meaning in the learning process. The teaching approach applied in the 2013 Curriculum and the Independent Learning Curriculum in Indonesia, emphasizes the importance of technology from adaptation by students when they prengop it effectively in the learning process (Rachman, 2023) . The government through the Ministry of Education and Culture has initiated steps to improve the quality of learning in Indonesia (Husna & Rigianti, 2023; Jati & Rufaidah, 2018).

The purpose of learning technology is to deal with problems related to the learning process or to support learning activities (Handy et al., 2024; Ilmy et al., 2024; Mulyani et al., 2024). In reality, educators still lack understanding of the purpose of learning activities, as a result of which educators often use conventional learning (Jumriani et al., 2024; Syaharuddin et al., 2021; Taufik Rahman, 2023). According to Em and Friburgo, the conventional model is an approach that involves learning methods that have been applied for a long time, therefore educators often rely on lecture methods in delivering material that results in students becoming bored and a monotonous learning atmosphere in the classroom (Prameswara & Pius X, 2023).

Currently, the need for learning media is very important in supporting the educational process. Research at MTs. Raudhatul Islamiyah shows that in the current era, learning media that only rely on textbooks and practice questions are no longer enough (Far Far & Salong, 2024; Handayani & Alwin, 2024; Ilmi et al., 2023; Noor, 2024). Therefore, educators make learning innovations so that the learning process with students will be applied interactive multimedia social studies learning. In line with the development of *Smart Apps Creator application* technology that is available today, namely the initiative to become interactive multimedia learning using *Smart Apps Creators as a simple learning medium that can be accessed through Android* and desktop platforms which aims to deliver effective material to students.

In order to be able to improve the understanding of the material conveyed by educators to students as a representation that can complement the delivery of material that has not been covered by educators, it is necessary to have interactive learning media (Abbas, 2022; Abbas et al., 2018, 2021; Mutiani et al., 2021). Through the application of interactive learning media, the researcher seeks to make it easier for educators to deliver material comprehensively in each learning session, creating an interesting learning environment. This interactive learning media is designed in accordance with the delivery of Market material by social studies educators to

students in grade VII with the main purpose of attracting students' attention, the media is desired to be able to increase students to learn learning materials.

METHOD

The research method used in this study is a qualitative research method, the research results are more related to the interpretation of data found in the field (Sugiyono, D., 2019). The purpose of this study is to describe the role of a teacher in delivering Social Science learning materials, especially in market materials to students at MTs. Raudhatul Islamiyah. In addition, the researcher also explores the obstacles faced by teachers in implementing learning media and strategies used to overcome difficulties.

In this study, the subjects of the study were Social Studies Educators and Class VII Students. Therefore, the data source chosen in this study is the data source believed to be able to provide information about the research results desired by the researcher (Sugiyono, D., 2019). So the data source in this study was determined using purposive sampling. (Amalia, 2020). In qualitative research, the research subject is not determined based on the number of samples studied, but rather focuses on the source of the problem and the success of the qualitative research. Therefore, the purposive sampling method resulted in 4 selected research subjects. (Sidiq et al., 2019)

Researchers use instruments or tools to collect information that can facilitate the conduct of research and improve the quality of research results to facilitate the processing of data. The research tools used in this research stage involve audio recording devices, cameras, and writing instruments to facilitate the research process. (Sugiyono, D., 2019) This study uses three main data collection techniques, namely observation, interview, and documentation. After completing the interview, the researcher will analyze the data in stages, including data reduction, data presentation, conclusion drawn, and verification. To minimize the risk of errors in data analysis, data validity checks are carried out using source, technique, and time triangulation.

RESULTS AND DISCUSSION

MTs. Raudhatul Islamiyah is a first-level secondary education institution (Madrasah Tsanawiyah) located in a rural area, precisely on Jalan Alam Roh, Administrative Region of Sungai Tabuk District, Banjar Regency. Established in 1984. Madrasah Tsanawiyah (MTs.) Raudhatul Islamiyah Banjar Regency is also an Islamic educational institution that has a high reputation in its area. Strategically located in Banjar Regency, this madrasah has been dedicated to providing high-quality education and Islamic character development to its students.

MTs. Raudhatul Islamiyah has an educational level starting from Grade 7 to Grade 9 and is attended by students between the ages of 13 and 18 on average. Learners get general lessons in their first year of seventh grade. For educational institutions or foundations, school profiles have a vital role in the realm of information technology, considering the importance of promoting and providing information related to the school identity, location, and advantages that are characteristic of each school, as well as helping to facilitate administrative tasks for the school. This system also plays a role in conveying the latest information such as announcements, activities, and important news to students. In this study, the researcher uses school profiles as a source of data related to the implementation of *the Smart Apps Creator* interactive multimedia application by educators to students in schools.

The school is located in an area adjacent to the tourist location of the Lok Baintan Floating Market. These geographical conditions are considered supportive to organize effective learning. The space that is used as a facility for the Implementation of Interactive Multimedia Smart Apps Social Studies Learning Market Materials at MTs. Raudhatul Islamiyah is classroom VII 1 with a total area of 710 m² classrooms play a very important role as a means of implementing interactive Multimedia *Smart Apps Creator* Social Studies Learning Market Materials in the classroom.

The vision of MTs. Raudhatul Islamiyah is the achievement of intellectual, populist and quality educational institutions in an effort to bring out the potential of students so that they can compete on a par with comparable educational institutions, development is carried out. The mission of MTs. Raudhatul Islamiyah is to cover several aspects, namely organizing religious education to form individuals who have a deep understanding of Islamic teachings and show positive moral behavior. In the context of social development in general, there are efforts to advance the basics of science and technology. A form of this effort is through increasing public awareness and parents of students, especially in the education sector in madrasas.

Utilization of the *Smart Apps Creator* Making Application by Social Studies Teachers as Interactive Multimedia for Social Studies Learning Market Materials in Class VII at Mts. Raudhatul Islamiyah

Creating Interactive Multimedia using *Smart Apps Creator*. This *Smart Apps Creator* provides the ability to create smooth navigation and provides a wide variety of interactive elements such as buttons, cards, and animations to improve the quality of the user experience. Using this *Smart Apps Creator*, the multimedia implementation process becomes faster and more efficient. Users can take advantage of existing templates or create custom designs

according to their project needs. Each multimedia element can be easily customized, including layouts, colors, and transition effects. Overall, *Smart Apps Creator* is the best solution for interactive multimedia creation, allowing users to produce engaging and interactive content without the need for complex coding skills. With this *Smart Apps Creator*, every educator can be more creative in creating learning media as creative and innovative interactive multimedia for students.

Researchers and Educators of MTs Raudhatul Islamiyah jointly created learning media as Interactive Multimedia using *Smart Apps Creator* to improve the quality of social studies learning at the MTs level. The stage of making the application begins with an analysis of the class VII social studies book to understand the content of the Market material in depth. Researchers and Educators work together to design content structures that are interactive and appropriate to the learning needs of students. In the next stage, *Smart Apps Creator* is used as a platform to realize these ideas into interesting learning media.

During the implementation, social studies teachers and researchers collaborate in student learning. The ultimate goal is to increase students' understanding of market materials through the use of innovative multimedia technology. With this Interactive Multimedia Application, MTs Raudhatul Islamiyah is committed to continuing to develop modern and technology-based learning methods in order to provide students with an effective and efficient learning experience in understanding social studies material. Researcher and Educator of MTs Raudhatul Islamiyah made an Interactive Multimedia for Social Studies learning with Smart Apps Creator. At the stage of its creation, it adjusts to the class VII social studies book on Market material. The process of making the Application of Smart Apps Creator by Social Studies Teachers as Interactive Multimedia Learning Social Sciences Market Materials in Class VII at MTs. Raudhatul Islamiyah is as follows:

1. Creating Interactive Multimedia Through Determining Materials

The material in this Interactive Multimedia is from Class VII Market Material. On the Discussion of Community Activities in Meeting Needs. Class VII market material on interactive multimedia discusses community activities in meeting daily needs. The market is an important place where people can obtain various needs. In market environmental activities, people participate in buying and selling transactions, look for products at affordable prices, and look for adequate quality. The importance of the market as a meeting place for sellers and buyers has a positive impact on the economy of a region. Through this interaction, people can understand exchange rates, learn to trade, and appreciate the importance of cooperation in

economic activities. In addition, the market also creates jobs and supports local economic growth.

In the process of meeting needs, people learn to compare prices, quality, and sustainability of products. They also develop the ability to negotiate and make wise decisions when shopping. Market activities are a practical economic education event for the community, especially for grade VII students. The market also reflects cultural diversity, where various products from different regions or countries can be found. Interaction with these merchants and products can help understand cultural differences and create tolerance among communities. This learning, interactive multimedia presents information in an engaging and educational way. Animations, images, and videos can help better visualize market economic concepts. Learners can learn while interacting with multimedia content, improving their understanding of the role of the market in everyday life.

The ability of interactive multimedia technology for social studies learning to have a positive impact on students' understanding of the market and its role in meeting the needs of society. After identifying the basic competencies of the market topics to be presented in the media, the researcher then articulates and develops those competencies into expected indicators or skill standards. The material taught is adjusted to the class guidebook, namely the Educator book and the Participant book, so that the material presented can be adjusted to the needs and level of understanding of VII students at MTs. Raudhatul Islamiyah. The material presented was about the market. The application of interactive multimedia social studies learning for market materials in the classroom to understand the buying and selling process. The video of the Lok Baintan Floating Market becomes interactive to help students better visualize the concept of the market. Improving Understanding, namely class discussions and questions and answers are held regularly to ensure students' understanding of market materials.

2. Creating Interactive Multimedia Through Smart Apps Creator Application Design

The creation of interactive multimedia through the design of *the Smart Apps Creator* application is an innovative step to enrich the user experience in understanding information. With this app, users can create engaging and interactive multimedia presentations without the need for in-depth coding skills. To start with, users can design app designs with a user-friendly interface through Smart Apps Creator. It allows users to customize the layout, colors, and styles according to their presentation needs. An attractive design will give a positive impression to students in the classroom during social studies learning.

Smart Apps Creator allows users to integrate images, audio, and video into the app, making it a more dynamic and engaging way to present information. Its interactive features

also allow users to add elements such as buttons, forms, and animations into the app. Thanks to this feature, users can create interactive games, quizzes, surveys, or simulations to increase student engagement and improve their understanding of the teaching material. In the end, the creation of interactive multimedia through the design design of *the Smart Apps Creator* application not only facilitates the creation process, but also improves the quality of multimedia presentations. With this innovative use, we can achieve more effective visual and educational effects, making the multimedia experience more interactive and memorable.

The design of Interactive Multimedia shows planning from the initial phase which includes the first display containing the identification of the application name (Multimedia Interactive PIPS), in the initial application there is a home button. After pressing the home button (Social Studies Books, Schools and Lok Baintan Floating Market). This will bring up a menu option called "Next Materials." Selecting "Next Material" will direct users to related material, which includes pictures and detailed explanations about the relevant market topic, then there is Market Material through Video from the Lok Baintan Floating Market and ends with Evaluation, which is a game to answer questions from educators' presentations about the market in social studies learning

The steps in making interactive Multimedia are the collection of materials before being included in the *Smart Apps Creator Application*, namely collecting documents at the lok baintan floating market along the Tabuk river adjacent to the school, making logos, hint buttons, backgrounds that are relevant to the material, and producing supporting images from the documentation that has been done using *the Canva* application. Next, save it in jpg file format after the download process that has been removed behind it or not, adjusting the needs of the *Canva* Application that is already Premium or paid. Setting up Videos from the Market video tag is edited through *the Canva App*. In order to make it easier when it will be included in the Smarts Creator Application by educators during the implementation of social studies learning in the classroom.

After gathering all the necessary materials, the next step is to assemble these elements into smart *apps creator* software to produce an *Android* app that can be run on *smartphone* devices. This arrangement was carried out with the elements of creativity and precision in mind, considering that it involves the process of careful animation and button arrangement to guarantee the achievement of optimal functionality. The final result of the finished media can be converted into an Android application through a series of predefined steps i.e. by clicking

on the output option, selecting *the Android* icon, so that it can be downloaded in *.apk format* with the name 'PIPS Interactive Multimedia'.

The 'PIPS Interactive Multimedia' application on *Android* smartphones presents social studies learning through an attractive logo composition. This logo includes visual elements of the Lok Baintan floating market, depicting people's daily lives as social studies learning materials. With this application, users can explore various social studies learning materials that are presented interactively. The logos on this application are not just decorations, but represent the relationship between visual elements and learning materials. Educators have an important role to play in shaping these relationships, as facilitators in imparting relevant knowledge and supporting interactive learning. This learning media provides an interesting and meaningful learning experience for students in grade VII at MTs. Raudhatul Islamiyah in market materials.

CONCLUSION

Utilization of Interactive Multimedia using *Smart Apps Creator* by Raidha, S. Pd Social Studies Educator in Social Studies Learning to students on Market Materials in Class VII at MTs. Raudhatul Islamiyah with a total of 26 students. Based on the research that has been conducted on the use of *the Smart Apps Creator* application by social studies educators as an interactive multimedia learning of social studies market materials in grade VII at Mts. Raudhatul Islamiyah, it can be concluded that the application has a positive impact on the learning of market materials in grade VII students. In the study, the results of the analysis showed that the learning method using interactive multimedia could increase students' understanding and interest in learning market materials in social studies learning. In addition, the use of *the Smart Apps Creator* application can help social studies teachers in developing learning materials to be more interesting, interactive, and easy to understand for students. However, there are several factors that must be considered in the use of the application, such as the creation and use of interactive multimedia that is appropriate in accordance with learning objectives and teaching strategies, as well as support from schools and leaders to support the use of technology in learning.

The creation of an interactive multimedia will be implemented using *Smart Apps Creator*, with a plan consisting of a series of steps that have been designed based on the Social Studies Educator Textbook regarding Market Materials and the Application of Social Studies Learning Media from local content using *the Smart Apps Creator* application by educators in the learning process have included the Lok Baintan Floating Market Material, located in Banjar Regency, to increase students' focus and interest in learning. This aims to enrich the learning experience in order to better achieve the desired educational goals. Overall, the use of *the Smart Apps*

Creator application by social studies educators as an interactive multimedia learning of social studies market materials in grade VII at Mts. Raudhatul Islamiyah has a positive impact on improving the quality of learning market materials for grade VII students. It is hoped that the use of technology in learning will continue to grow and provide greater benefits in the future.

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