

**Pengembangan Multimedia Interaktif Dengan *Macromedia
Authorware 7.01* Pada Mata Pelajaran IPS Kompetensi
Dasar Permintaan, Penawaran, dan Harga Keseimbangan
di SMKN 4 Jember Tahun Ajaran 2011/2012**

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Abstract : This is a the development study, which is the development of interactive multimedia with *Macromedia Authorware 7:01* on the social subject of basic competency demand, supply, and price equilibrium. This study conducted to determine the usage, effectiveness, efficiency, and appeals of Social subject learning process using interactive multimedia. Stages of research preceded by a preliminary study and development. Stage of development is done through the trial is limited to 10 students and the wider test of all students in the grade X of Commerce Study in SMK Negeri 4 Jember. Based on the analysis of the data, it showed that interactive multimedia that have been developed with *Macromedia Authorware 7:01* is properly used, effectively achieve a good learning objects, the using process obtained an average of 84.06% pointed to good results and the results obtained value $t = 2.329$ count $>$ t table of 1.996 with an average value of 89.26, efficient in achieving learning goals by the time it takes just 3 times for meetings submit material, and 2 meetings the rest is used for exercises and assignments, as well as appeal to students with kemenarikan 80.48%. Further teachers are advised to continue learning with media support

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