

**THE DEVELOPMENT OF LEARNING MEDIA WEBSITE BASED TOWARD SAVI APPROACH IN ONLINE MARKETING SUBJECTS TO IMPROVE STUDENTS' LEARNING ACHIEVEMENT AT VOCATIONAL HIGH SCHOOL STATE IN SUKOHARJO**

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**ABSTRACT**

The objective of this research are to develop learning media Website based through SAVI approach method in Online marketing subjects and to test the effectiveness of using learning media in Vocational High School state Sukoharjo.

Method used in this research is R&D (Research and Development) research. The objective of R&D method is to develop the product in the form of media with the approach of Somatic, Auditory, Visual and Intellectual (SAVI) model project based learning addressed to the first grader of marketing class at Vocational High School State in Sukoharjo. This research uses both of qualitative and quantitative data. This research will test quantitative data in the field; in this point in quantitative research has objective to know the learning achievement achieved by students towards the use of developed media. In the other side, qualitative research in this research is a research of learning media use. The qualitative data collection is in the form of expert's validation, test and trial, field documentation. The result of qualitative approach uses the experts' scoring towards the developed product and being tested by experts' validation to create the software needed by students and teacher in online marketing subjects. Learning media Somatic, Auditory, Visual and Intellectual (SAVI) model project based learning was created and it is suitable to the subject Online marketing especially in chapter Online marketing towards e-commerce and the ability of students and teacher in learning and teaching activity in school.

The proper scoring result of learning media product SAVI website based from materials expert is in the average score 3,88 and 97% percentage which fulfilled very well criteria, scoring from media expert is in the average score 3,3 and 82% percentage and fulfilled very well criteria. Scoring from multimedia expert in the average score 3, 2 and the percentage is 81,2% which fulfilled very well criteria. The scoring percentage from material experts, media experts and multimedia experts show the number more than 60%, so it can be concluded that SAVI learning media website based is proper to be used in school.

The stages of media testing show that SAVI learning media website based is effective to improve students' learning achievements. The result can be seen in t test which explain that experiment class has higher average score of post-test compared to control class. The result of the test obtained from second grade students of marketing class in Vocational High School state 3 and 5 Sukoharjo. Based

on the test, the pre-test score, the experiment class gets the average score 68, 7, for control class gets the average score is 66, 4. It shows that the average score of pre-test from experiment class is higher than control class. Based on the pre and post- test done by both of experiment and control classes, there is an increasing average score 13,7 in experiment class and 13,3 in control class. It can be concluded that the increasing score in experiment class is higher than control and it proves that SAVI learning media website based is effective to increase the students' learning achievements.

**KEYWORDS:** Learning, Learning Achievement, Learning Media, SAVI Approach

## INTRODUCTION

Education is one of many aspects to determine the quality of a country. Furthermore, in the Education System Law No. 20 year 2003 stated that education is a conscious efforts made by every human being contain some activities to actual active learning and it is expected to develop self-values seen from the aspects of religion, personality, morals, intelligence in activities at society, nation and country. The quality of a country can be seen from the perspective of the quality of education through the education development index (EDI) and the average score of final national examination (UN).

It is very essential for teachers to master competencies; professional competence, pedagogical competence, personal competence, and social competence. One of the competencies currently being developed is professional competence which covers the ability to determine the learning model, learning strategies, methods and evaluation techniques that will be used by teachers in teaching learning processes. Therefore, before starting the learning process, firstly, the teacher should understand the students' characteristics and organizing the materials to be taught, and knowing what factor causes students to experience learning difficulties and lack of interest in participating learning process, and knowing other information so that teachers can choose the model, strategy, and media which is suitable to be used in learning process. Furthermore, it is not only teacher as an affected factor but also the curriculum factor also influences learning activities. Recently, 2013 curriculum requires students to be able to face the global competition, and emphasizing on the needs to prepare them to be more communicative, collaborative, creative, innovative, critical thinking, and analytical as well able to solve real-world problems effectively in accordance with the demands of industrial development 4.0. The last factor that also plays an important role is the students themselves, where the involvement of students as a whole is the main point, but in self-learning many students do not have any interest in communicating, collaborative, creative, innovative, critical and analytical thinking due to the lack of desire that lead the transfer knowledge is more difficult and even not effective. The uses of learning media which is not suitable will mislead of achieving the learning objectives and the process of learning. The thing that is very prominent is related to learning media that there is not proper and even still lacking of use. In addition, the learning media which is used only in the form of books so that it cannot fully support students to always be communicative, collaborative, creative, innovative, critical and analytical thinking will lead to knowledge transfer is

more difficult or even ineffective. The use of learning models that do not involve student center learning so that in helping the implementation of the media must also be balanced with the suitable model.

The Somatic, Auditory, Visual, Intellectual (SAVI) approach has been widely applied in several countries such as Korea, Israel, China, and several other large countries. This approach is combined with technology that is considered suitable and able to support learning process. Learning activities that implement somatic, auditory, visual, and intellectual learning are more effective because the students are given activities that involve their vision, memory, movement, and even their brain's ability to process information in the form of technology (Lu, Ting. Yang Xianmin (2018:6). In the fact, there is still lack of application from somatic, auditory, visual, and intellectual as well as the application of technology in Indonesia. From the previous research, there is only found an application of visuals and technologies such as video tutorials or somatic applications by combining technologies carried out by Kusuma in 2018. So it is only in the form of material or modules that packaged in one hand so it will be easily to be accessed by students.

The effective and efficient learning is characterized by the use of technology and the internet. Utilization of technology is applied to each of them; (1) Somatic is flexibility in body movements, brain to stimulate thinking and produce the physical activity of students,  
(2) Auditory is students are taught to use the sense of hearing and how to speak. In this case it involves a video or some kind of stimulate for students to practice hearing and how to speak,  
(3) Visual is how to learn by using vision that students are more emphasized to observe, and (4) Intellectual is how students are required to be able to solve problems and considering things, using their experience. This phase is very important. The utilization of the internet is by using a network or by using a web or platform.

In Central Java, seen from the ranking of the national final examination results at the Vocational High School level, Sukoharjo is only achieve a national exam score of 49.05 from an average score of 54.52. It can be concluded that in Central Java region, Sukoharjo Regency is still considered low in learning achievements. To know the level success of knowledge transfer, it can be seen from the average national final examination (UN) score in Central Java. Here is the final national examination (UN) ranking of State Vocational High Schools in Sukoharjo; the first is Vocational High School State 1 Sukoharjo with 351 participants and the average score of UN is 74.60. Second is Vocational High School State 6 Sukoharjo with 306 participants and the average score of UN is 62.74. In the third position is Vocational High School State 2 Sukoharjo with the number 603 participants and UN score average is 62.20. Fourth place is Vocational High School State 3 Sukoharjo with 339 participants and UN average score is 61.88. The fifth is Vocational High School State 4 Sukoharjo with 228 participants and the average score of UN is 53.03. The sixth there is Vocational High School State 5 Sukoharjo with 218 participants and UN average score is 47.00.

Based on the data above, it can be seen that the UN average score from Vocational High School State 3, 4, and 5 are the 3 lowest score in Sukoharjo regency. After go to deeper observation by conducting some interviews at those vocational high schools, it turns out that there are several factors that result in lower vocational high school final national exam scores; such as the lack of media use, learning models, infrastructure, those factors lead the low learning achievements achieved by vocational high school students.

Furthermore, to determine the success of transfer knowledge, it can also be seen from the average score of the Final Semester Test (UAS). The UAS score at Vocational High School State 3 Sukoharjo at first grade of Marketing Class 1 is 67.5, at Marketing Class 2 is 65. At Vocational High School State 5 Sukoharjo first grade of marketing Class 1 is 68 and Marketing Class 2 is 63. Based on the data above, the average score of final semester test (UAS) from Vocational High School State 3 and 5 Sukoharjo are still below the KKM (minimum score) average of 75. It can be seen that there are several factors that lead low scores of Final Semester Test; the lack of media use, learning models, infrastructure and resulting in low learning achievements achieved by Vocational High School students. Then, from the results of the UKK (skills competency test) in SMKN 3 and 5 Sukoharjo there have not been a test which is required to use the internet in the UKK exam, whereas the UKK is intended so that students know and can face the circumstances of business opportunities and business competition, so the UKK is still not up to date. From the results of the UKK other types of exam groups such as presentations and explanations also still have an average value of 68.3 which indicates that the competency examination of expertise is not yet optimal.

Based on the results of a preliminary research conducted on 4 February 2019 of teachers at SMK 3 and SMK 5 Sukoharjo by interviewing the data obtained as follows : (1) lack of instructional media in online marketing , (2) lack of teaching materials such as modules, and video tutorials in online marketing learning , (3) online marketing learning that is only limited to the material there is no interest in students, and (4) lack of application of models in learning so that there is no variation in learning and does not interest students, Some problems in above it can be concluded that in State Vocational School 3 and 5 Sukoharjo, related to the lack of learning media online marketing subjects are considered the most important to be handled immediately because the media that includes all activities in online marketing is still inadequate. Learning media in which technology, information and communication are based can be used to support learning, the application of the Somatic, Auditory, Visual, Intellectual (SAVI) approach is considered capable of improving student learning outcomes coupled with the support of adequate school environment conditions for implementation learning Somatic, Auditory, Visual, Intellectual (SAVI) approach with website assistance . Based on the explanation above , it is needed the importance of research on Website Based Learning Media with SAVI Approach in Online Marketing Subjects to Improve Learning achievement at Sukoharjo State Vocational High School.

## **REVIEW ABOUT LEARNING**

Activities that are often done by students to produce better changes in aspects of cognitive, affective and psychomotor is learning. The process of change can be done directly involved with the environment experienced by students themselves, Arifin (2011: 10); Dimiyati & Mudjiono (2013: 7); Puwanto (2013: 38); and Winkel (2009: 4). The environment experienced by students can be in the form of interactions between students, teachers, learning resources, and the environment that affects the learning process. Learning can be done in various ways depending on each individual who does it and with whom to do it in order to achieve the learning goals. The ultimate goal of learning is a changing in behavior of students. These behavioral changing involve both of knowledge changing (cognitive) and skills (psychomotor) and those are concerning values and attitudes (affective), Reeve (2012:149) and Sadirman, Rahardjo, Haryono, & Rahardjito (2012: 2).

From experts' statements above it can concluded that learning is a process of changing student behavior as in the form of increasing quality and quantity, such as skills, knowledge, abilities, thinking power and attitudes to gain knowledge and experience with the involvement of students in the environment to achieve learning goals. This process of changing cannot be experienced in a short time but through several phases due to the psycho- physical development of students. In the learning process there are conditions of students who feel comfortable and bored when participating in learning process. The factors that influence the learning process need to be more considered by the teacher in learning process; so that students are more enthusiastic, motivated and able to achieve learning goals.

Learning is a two-way knowledge transfer activities between teachers and students that are arranged and set systematically by involving human elements, materials, facilities, tools and procedures that influence each other to achieve learning goals. This research emphasizes the involvement of learning media; Somatic, Auditory, Visual, Intellectual (SAVI) website based to achieve learning goals. Based on the learning components explained by Hosnan and Rusman above, the researcher has intention to develop learning media that are used as aids in learning process.

Education world and the development of science and technology encourage educators to develop their abilities in terms of learning. Especially is in the 4.0 industrial eras when technology is very essential for the development of education in Indonesia. It is not only technology but creative, innovative, and communicative learning is needed in order to

develop education quality in Indonesia. Learning which focuses on student is also highly prioritized in teaching and learning process. In creating a website-based learning media with the Somatic, Auditory, Visual, Intellectual (SAVI) approach, it is not only emphasizes the use of technology (website) but also on student center learning so that it is expected that the media are made is match and suitable to the needs of learning process.

The final goal of the learning process is to make students experience the knowledge, experience, and thoughts of what is learned by students. Learning achievements are the maximum results of student from learning process. Students' learning achievements will be obtained after the teacher tests and evaluates through scoring. The learning achievement in this research is referred to academic learning achievement in the form of formative tests result after learning is conducted using website based Somatic, Auditory, Visual, Intellectual (SAVI) learning media.

### **The Point of View About Learning Media**

The word media comes from the Latin which is a plural form of the medium, which means something that is located in the center or a tool. Media has literal meaning the intermediary or introduction of learning information or message channeling, or the introduction of communication from the sender to the recipient, Daryanto (2011: 6), Djamarah, Bahri, & Zain (2010: 120), and Smaldino, et all (2014: 7). In Arabic the media are interpreted as intermediaries or senders of messages to message recipients (Arsyad, 2007: 3). Based on the definition above, media is one of the components in communication between the messengers from the communicator to the communicant, so in this research the researcher limits the media which is used. In this research, the researcher limits media as learning media which is only used in education field. Learning media needed by the teacher (communicator) as antidote deliver the material to students (communicant).

Based on definitions above, it can be concluded that learning media is an intermediary tool that can be in the form of a person, tool, or event that can create conditions to stimulate the thoughts, feelings, attention, and willingness of students to improve effectiveness and efficiency in achieving learning goals. If learning media is well designed and developed, then learning media will be able to make students do learning process even there is no presence of a teacher.

There are several types of learning media that can be used in learning process. According to Sudjana & Rivai (2010: 11), media is divided into four as follow; graphic media, three-dimensional media, projection media, and environment media. Graphic media is a two-dimensional media that has a length and width such as images, photos, diagrams and others. Three-dimensional (3D) media is in the form of models, such as dioramas. Projection media is consisting of slides, films, OHP usage and others. In addition, environment also can be used as a learning medium. Environmental media gives real and direct experiences to students. In this research, the development of learning media is the result from combination of combine technology, consisting of audio visual; computer with Somatic, Auditory, Visual, Intellectual (SAVI) website based which is intended for students to improve thier learning achievements.

The use of learning media will greatly assist teachers in the learning process and delivering message from these subjects. According to Daryanto (2013: 5), there are at least 6 functions of media; (1) emphasizing the message so as not to be too verbalistic; (2) overcoming limitations of space, time, energy, and senses; (3) triggering students' enthusiasm for learning, direct interaction between



students and learning resources; (4) allows students to learn independently according to their talents and visual, auditory, and kinesthetic abilities;

(5) Provide the same stimulation, equalize experiences and give thought the same Perceptions; (6) the learning process contains five components of communication; students, learning materials, learning media, educators, and learning goals.

Some of the benefits that have been explained above, media can overcome the limitations of space and time and can improve students' attention, so that it will trigger students' willingness to learn. Learning media that will be developed by the researcher are Somatic, Auditory, Visual, and Intellectual (SAVI) website-based which can be used to improve students' knowledge so that they can improve student learning achievements.

### **Point of View About SAVI Approach**

SAVI method is a method which is developed from various cognitive theories in existing learning. This method is a method that requires students to be active in finding new knowledge or concepts by giving freedom to students both of physically and intellectually by using all the senses. SAVI approach is very essential to be applied in online marketing subjects because SAVI approach is suitable with the characteristics of online marketing subjects that demands student activeness in learning process. In addition, the activities carried out in the application of SAVI approach require students to maximize the function of the student's sensory sense, so that students get direct experience in learning. Through the application of SAVI approach students are able to get meaningful knowledge because students are conditioned to discover their own concepts in online marketing subjects. Learning using SAVI approach makes students are not easily bored, because students do not only play a passive role in learning process, so the motivation in participating learning process is increasing. SAVI approach able to improve students' understanding of online marketing concepts, so as to minimize the misconceptions gained by students.

Somatic, Auditory, Visual, Intellectual Learning (SAVI) learning has several principles which is called by learning involving the whole mind and body. Learning is not only involves the brain but also involves the whole body or mind with all emotions, senses, and nerves. Learning is creative, not consuming. Knowledge is not something that is gained by the learner, but rather something created by the learner. Cooperation and team working will help the learning process. All good learning efforts have a social foundation. We usually learn more by interacting with friends than we learn it in other ways. Learning takes place on many activities simultaneously. Learning is not only gaining one small thing at a linear time but also gaining many things at once. Learning comes from doing the work itself (with feedback). Positive emotions really help the lesson. Feelings determine a person's quality and capacity.

### **METHOD**

The research was conducted in two schools, first is SMK Negeri 3 which is located in. Raya Telukan street, Sawah, Parangjoro, Sukoharjo District, Sukoharjo Regency, Central Java and second is SMK Negeri 5 Sukoharjo which is located in Yos Sudarso street, Tambakrejo, Banmati, Sukoharjo, Sukoharjo Regency, Central Java. This research was carried out from January 2019 to October 2019. The subjects of this research were first grade students at marketing class both of SMK Negeri 3 and SMK Negeri 5 Sukoharjo. The object of this research is a set of activity consisting in class during the learning process which consists of the selection of approaches in learning process, the atmosphere in the learning process and learning achievements as a result of the learning process.

This research is R&D (research and development) research. The objectives of this research and development is to develop products in the form of media with a Somatic, Auditory, Visual, Intellectual (SAVI) approach assisted by a project based learning model addressed to the first grade students of marketing class from Vocational High School States in Sukoharjo. The source data in this research are in the form of quantitative and qualitative data. This research will test data quantitatively in the field, in this case quantitative research that aims to find out the learning achievements achieved by students on the use of developed media. Furthermore, qualitative data in this research is the study of the use of instructional media; qualitative data collection in this research is in the form of expert validation, trials and field documentation. The results of the qualitative approach use an expert scoring instrument for the developed product, so that it is tested through the validation of a team experts to create the tools needed by students and teachers of online marketing subjects. Somatic, Auditory, Visual, Intellectual (SAVI) learning media assisted by project based learning models are made in accordance with the subject of Online marketing, especially in the Online marketing chapter through e-commerce, as well as the ability of students and teachers in learning process in schools.

The development procedure shows systematic steps that must be followed in stages to produce a product, which is reflected in a development model. The development model that is used as a reference in this research is to use the design flow from the development of the Borg and Gall, the research and development (R&D) model for education. The products that will be produced in this research is web-based Somatic, Auditory, Visual, Intellectual (SAVI) learning media assisted by Project Based Learning models to improve student learning achievement. This model is chosen because the model is simple, linear, detailed, and widely used for educational purposes, making it easier to be implemented in the development of learning media Automatic, Auditory, Visual, and Intellectual (SAVI). In this research the development procedures are described in the figure below.



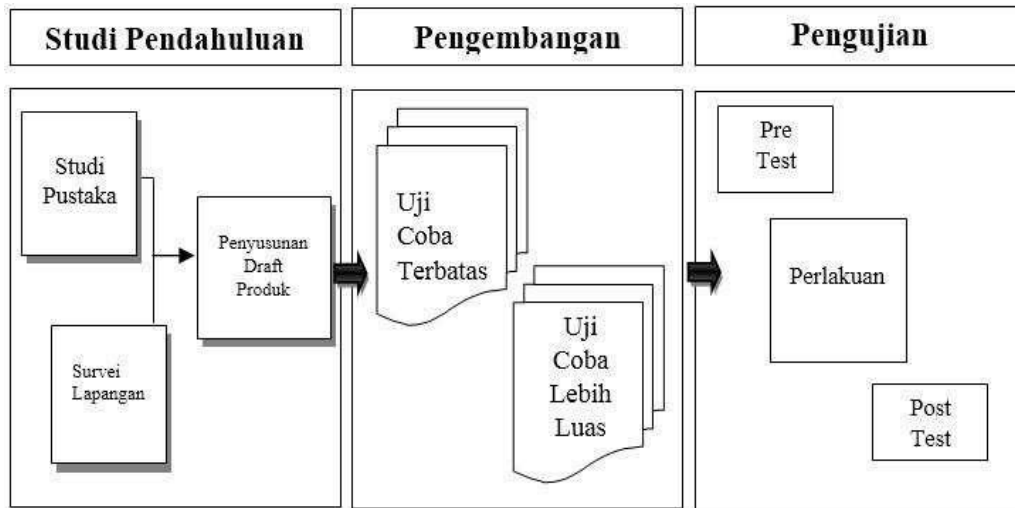


Figure 3. 1. The Steps of R&D research.

Source: Sukmadinata, (2013: 189)

**FINDING AND DISCUSSION**

Based on the data obtained from the field survey and referring to the theoretical basis of the results of the literature study, the researcher compiled an initial draft of the product being developed. The development of the product is in the form of developing a website -based SAVI learning media on online marketing subjects, in order to improve student learning achievements. The draft product is then validated and assessed by experts' team who know about the learning media developed. Based on the advice and scoring experts team, the researcher makes revisions or improvements to the learning media products developed. The draft of improved learning media product then tested to a limited trial phase in one school. The next step is testing. The effectiveness testing of SAVI learning media will be carried out at SMK N 3 and 5 Sukoharjo to second grade students of marketing class and effectiveness tests using the experimental group and the control group. The test of the effectiveness of the media is measured by looking at the increasing of students' learning achievement before and after using website -based SAVI learning media on Online marketing subjects. So at this stage the experimental research method is used to find out the improvement of students' learning achievements. The experimental design used in this research was a pre-test-post-test control group design, which means to test the effectiveness before being treated there will be conducted a pre-test first, after that the students will be given treatment in a form of post-test. Those two results of learning achievements then will be compared with the situation before being treated. Based on data from the results of research that has been done, the discussion of research results related to the application of the media can be explained as follows:

**The Validity of SAVI Learning Media Website Based**

The finding of the previous research become the basis for developing a website -based SAVI learning media product , by utilizing several applications; Pinnacle Studio and Camtasia Studio, in the preparation of the draft media products, a scoring will be done regarding whether or not this learning media is proper to be applied by the validation team. The scoring result from material experts with the average score is 3.88 and percentage of 97% that fulfilled the criteria of very well, a scoring from media experts with average score is 3.3 and the percentage is 82% which fulfilled very well criteria, and the score from multimedia experts with the average score is 3.2 and the percentage is 81.2% that fulfilled very well criteria. The percentage of score from material experts, media experts, and multimedia experts shows the numbers of criteria is more than 60%, so it can be concluded that SAVI learning media website based is proper to be used in learning process. The draft of the product has been tested for eligibility and revised based to the advices from the validators. After it is ready to be tested at the development stage, the next stage is the development stage. This development stage covers a limited trial phase and a wider trial, in this research a limited trial is using second grade students of marketing class and was taken as a sample of 40 students in SMK Negeri 1 Sukoharjo, and random subjects were taken resulting in a limited trial using 10 students and extensive trials using 30 students. Limited tests were carried out to see the use of SAVI learning media website based and also to find out the scoring from students and teachers about SAVI learning media applied. Limited trials are trials conducted in 1 to 3 schools or use 6-12 research subjects; in this limited trial the researcher uses 10 students. After a limited trial, it is known that the scoring of students and teachers about the SAVI learning media applied. At this stage the researcher revised the limited trial of the SAVI learning media product which was tested on students. In order to get the total responses of students with average score is 3.2 and a percentage is 81.4% that fulfilled both of criteria. Before the wider trial, the product should be revised and planned first.

Based on the result analysis from the responses, it is only a few things that need to be revised. The revision made is from the aspect of ease of need for instructions on the use of SAVI learning media website –based which is located on the initial appearance / home, so that students are easier to learn or operate this website -based SAVI media. After the revision of the limited trial, then proceed to the trial phase widely. Wide trials, wider trials are trials conducted in 5 to 15 schools or using 30-100 research subjects. In this wide trial the researchers used 30 students who have received online marketing subjects at school Next, the researcher revised and improved the website -based SAVI learning media which was tested on students.

So it can be accumulate the total responses obtained from students with an average overall score percentage is 86%, so it can be concluded that the overall score of SAVI learning media website based has been developed based on students' responses from extensive trials that fulfilled the criteria very well. Furthermore, the extensive revision of the trial is based on the results of the questionnaire responses of students on the application of SAVI learning media website -based, at online marketing material using e-commerce websites online marketing subjects. At this stage the website -based SAVI learning media fulfilled very good criteria so there was nothing to be revised.

## **The Effectiveness of SAVI Learning Media Website Based**

The next step of this research is the testing stage. At this stage of the test or operational field test, the media is implemented in the learning process. Utilization of website -based SAVI learning media effectively improves student learning achieves in the experimental class. The results are shown through the results of the t test which explains that the experimental class has higher post-test average score than the control class. The results of tests conducted to second grade student of marketing class at SMKN 3 and 5 Sukoharjo, it is known that based on the pre-test scores given, the average score of the experimental class is 68.7, while the control class get an average score 66.4. It can be concluded that the average score of the experimental class' pre-test is higher than the average score of the control class'. Based on the score of pre-test and post-test conducted in the experimental class and the control class an increasing of average score from learning achievement in the experimental class is 13.7 while an increasing of average score from learning achievement in the control class is 13.3, so that it can concluded that the increasing score of learning achievement in the experimental class is higher than in the control class, if it is known the effectiveness of the website -based SAVI learning media.

The research findings from Setyawan and Kurniawan in 2015 stated that the results of the learning used SAVI media with students being taught using "conventional" method after being treated. Through the t-test with an error level of 5%, the results of t count are higher than the value of t table that is  $2.34 > 1.66$ , it can be concluded that the learning achievement of students are increasing after the application of SAVI media. Research conducted by Deny Setyawan & Adhetya Kurniawan which is use Research and Development (R&D) research methods, as well as analyzing the improvement of learning achievement. Research findings from Retta Guy & Millicent Lownes-Jackson in 2013 argue that the results of the learning show that website -based learning is more effective than traditional learning. Research conducted by Retta Guy & Millicent Lownes-Jackson to know the effectiveness in learning when using website -based learning media. Research findings from Marian W.Boscia & King's College in 2001 stated that the research of website -based media use is very positive in increasing the activeness of students while learning. Learning can also be varied with questions and answers and discussions when using the learning media.

This research develops learning media Website based as its learning media, to achieve the positive things for improving the learning achievement of students. The product which produced by the researcher will get the follow up use started from the 2019/2020 academic year for second grade students. The school committee of Vocational high School State 3 and Vocational high School State 5 Sukoharjo which represented by Ibu Aning Retno Wulandari stated that those schools will use SAVI learning media Website based in Online marketing subjects in Online marketing materials towards e-commerce website. The role of the research is to communicate towards the update innovation in the both side of design and content, so there will be strong relationship between the

researcher and education institution. The teacher is also able to do modification as innovation and update to SAVI learning media product website based.

## CONCLUSION

Based on the finding of the research and discussion, it can be concluded as follow; this development research produces product in the form of learning media of tutorial video based on website, and it never been developed in State Vocational High School in Sukoharjo and this product will get the law protection in the form of Copyright and will be recorded as one of the intellectual product in Directorate General of Intellectual Property at the Ministry of Law and Human Rights Republic of Indonesia.

Learning media SAVI website based in Online marketing subjects has been declared as proper and effective to be used as learning media. This acceptance based on the scoring from the experts of materials with the average score is 3,88 and the percentage of 97% has been fulfilled the criteria of very well, the scoring from media experts with the average 3,3 and the percentage of 82% which has been fulfilled the very well criteria and the scoring from multimedia experts with the average of 3,2 and percentage of 81,2% which has been fulfilled the very well criteria. Those number of percentages from the experts; material experts, media experts and multimedia experts show the average number more than 60% so it can be concluded that SAVI learning media website based is proper to be used as learning media.

Based on the scoring of the experts, it can be concluded that developed SAVI learning media Website based has been fulfilled the criteria of proper media, so it can be used in learning processes in Online marketing subjects, the proper product draft has been tested its proper and was revised according to the validator's suggestions. For the next step, the draft product is ready to be tested in development stage. Data from the development stage can be produced from the limited test and the result of free test show the positive response from students while they are using this learning media.

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