

ABSTRACT

Nadia (321910107).”**DESIGNING FLIPBOOK OF ENGLISH LEARNING FOR FRONT OFFICE**”.(Supervised by Finny Anita, M.Pd and Maliquil Hafis, M.Pd). A Thesis of English Department, Faculty of Language and Art Education, Institute of Teacher Training and Education Teacher Association of the Republic of Indonesia (IKIP PGRI) Pontianak 2023.

This research was conducted with R&D (Research and Development). This study aims to develop flipbook-based learning media using the Heyzine website on Front office material and to test the feasibility of the media developed through experts and find out the attractiveness of the response student.

The development of flipbook-based learning media is guided by the stages of the ADDIE model for the development of the Maribe Branch which includes five steps, namely (1) Analysis, (2) Design, (3) Development, (4) Implementation, (5) Evaluation. The subjects of this study were students of class XI Front office at SMK Negeri 5 Pontianak. Data collection instruments used were interviews and questionnaires. Interviews were conducted with front office teachers while the questionnaire was distributed to media, language and material experts. Data collection techniques using a questionnaire with a Likert scale. The data analysis technique used is interview with the Interactive Analysis model. Questionnaire with Descriptive Statistics.

The result of this research is that the feasibility according to experts which includes material experts, media experts and linguists also know the attractiveness of developing flipbook-based learning media for class XI Front Office materials. The results of the validation percentage from material experts is 94.65%, from media experts 89.29%, and from linguists as much as 93.75%, which can be concluded that there was a significant increase. These results proves that Flipbook-based learning media is very worthy and effective for use in the learning process.

Key words: Research and Development, Learning Media, Flipbook, Front office.