



Developing Articulated Storyline-Based Financial Literacy Learning Media Using the TPACK Approach for Elementary School Students

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Abstract

This research aims to develop financial literacy learning media based on Articulate Storyline using the TPACK (Technological, Pedagogical, and Content Knowledge) approach for elementary school students. The background of this research is based on the low level of financial literacy among children who are at risk of engaging in negative financial practices such as online loans and online gambling. This research uses the 4D Research and Development (R&D) model, consisting of the Define, Design, Develop, and Disseminate stages. The subjects were fifth-grade students at SDN Pondok Bambu 14 Pagi, East Jakarta. The product developed is an interactive learning media in the form of a web-based application accessible via mobile.

This media integrates financial literacy materials, animation, audio-visual aids, and evaluation questions. The results of the feasibility test by material experts and media experts indicate that this media meets feasibility standards. Meanwhile, the results of the effectiveness test indicate an increase in students' interest in learning and understanding of the concept of financial literacy. This research contributes to innovation in learning media and serves as an effective alternative for technology-based learning in elementary schools.

Keywords: financial literacy, articulate storyline, TPACK, learning media, elementary schools

