

CREATING INTERACTIVE LEARNING MEDIA FOR MARKETING COMMUNICATION: AN ONLINE-BASED APPROACH TO ENHANCE STUDENT'S COMMUNICATION SKILLS IN THE WORKPLACE

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ABSTRACT

The limited availability of interactive learning media in Marketing Communication has made it challenging for students to connect theoretical knowledge with real-world workplace practices. Therefore, this study aimed to develop an interactive learning media called MarComm Academy to enhance students' communication skills through an online-based learning platform. This study employed the Research and Development (R&D) method using the ADDIE model, which includes Analysis, Design, Development, Implementation, and Evaluation. The research was conducted at the State Polytechnic of Bengkalis. Data were collected through observation, questionnaires, documentation, and expert validation, and were analyzed using quantitative and qualitative descriptive methods. The results indicated that the developed interactive learning media met students' learning needs and was considered feasible based on expert validation. User responses also showed that MarComm Academy was easy to use, engaging, and relevant to Marketing Communication learning. Furthermore, the implementation results demonstrated that the media supported students' engagement and communication skills by providing interactive and practice-oriented learning experiences. In conclusion, MarComm Academy is a feasible interactive learning medium that can support the teaching and learning process of Marketing Communication while bridging the gap between theory and workplace practice.

Keywords: Interactive learning media, marketing communication, online learning, communication skills, ADDIE model.