DEVELOPING ONLINE INTERACTIVE MULTIMEDIA TO IMPROVE ACCOUNTING TEACHERS 'LITERACY SKILLS VOCATIONAL SCHOOL OF BUSINESS AND MANAGEMENT IN DIY

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ABSTRACT

The abilities that accounting teachers must-have in the era of the industrial revolution 4.0 are new literacy skills consisting of digital literacy, technological literacy, and human literacy. Continuing previous research with the findings that the literacy skills of accounting teachers are less than optimal, this study aims to develop online interactive multimedia to improve the literacy skills of accounting teachers in Business and Management Vocational Schools in DIY. This research is research and development with the APPED model. This research was conducted for 6 months, from May to October 2020 by taking the research location in DIY. The subjects of this study were accounting teachers in DIY while the object of research was online interactive multimedia. The data collection technique used online interactive multimedia assessment sheets and focus group discussions (FGD). The research instrument is an online interactive multimedia assessment sheet and the FGD terms of reference. The data analysis technique used quantitative descriptive statistical techniques and qualitative descriptive techniques. The results of the research are: 1) the stages of online interactive multimedia development have been carried out by adopting the APPED model; 2) the form of online interactive multimedia products in the form of three types of video literacy, namely digital literacy videos, technology literacy videos, and human literacy videos; and 3) the quality of digital literacy, technology literacy, and human literacy videos is of very good quality with the average digital literacy video score of 92.8 out of 100, video literacy technology 92.6 out of 100, and human literacy video 92.4 out of 100. Output This research is a product in the form of three videos and copyrights.

Kata Kunci: *online interactive multimedia, literacy skills, accounting teacher*