

ABSTRAK

Rainalvio Prasetya. Pengembangan *Learning Object* “Pembiasaan Budaya HEART” di PT Global Service Indonesia. Jakarta: Fakultas Ilmu Pendidikan Universitas Negeri Jakarta.

Penelitian pengembangan ini bertujuan untuk menghasilkan produk berupa *Learning Object* “Pembiasaan Budaya HEART”. *Learning Object* ini dimanfaatkan untuk membantu pegawai PT Global Service Indonesia menerapkan sikap dan perilaku budaya organisasi perusahaan. Penelitian Pengembangan ini dilakukan berdasarkan model Rapid Prototyping yang memiliki lima tahap yakni *Assess Needs and Analyze Content*, *Set Objectives*, *Construct Prototype (design)*, *Utilization Prototype (research)*, dan *Installing the Final System*. Penelitian pengembangan ini telah melalui evaluasi yang dilakukan para ahli (*expert review*) dan pengguna (*One to one evaluation*) yang mengambil responden dari pegawai PT PT Global Service Indonesia. Evaluasi tersebut melibatkan 1 orang ahli materi, 1 orang ahli media, dan 5 orang pengguna. Hasil ujicoba *expert review* diperoleh dengan nilai rata-rata keseluruhan sebesar 3,59 yang menunjukkan kategori sangat baik. Pada tahap *one to one evaluation* didapatkan nilai rata-rata sebesar 3.73 yang menunjukkan kategori sangat baik. Evaluasi hasil belajar peserta didik juga didapatkan nilai rata-rata sebesar 87% yang menunjukkan bahwa tujuan pembelajaran telah tercapai dengan baik. Hasil penelitian pengembangan ini menunjukkan bahwa *Learning Object* ini dapat digunakan untuk membantu pegawai PT Global Service Indonesia dalam membiasakan budaya organisasi perusahaan.

Kata Kunci: Pengembangan, *Learning Object*, Pembiasaan Budaya HEART, *Rapid Prototyping*, Budaya Organisasi.

ABSTRACT

Rainalvio Prasetya. Development Research of Learning Object “Pembiasaan Budaya *HEART*” in PT Global Service Indonesia. Faculty of Education, State University of Jakarta, 2019.

This development research aims to create a product in form of Learning Object "Pembiasaan Budaya HEART". These Learning Objects are utilized to help the employee of PT Global Service Indonesia applying the organizational stance and culture of the company. This development research is conducted with Rapid Prototyping model which includes five steps, such as Assess Needs and Analyze Content, Set Objectives, Construct Prototype (design), Utilization Prototype (research), and Installing the Final System. This development research has been through an expert review and reviewed by a couple of users (one to one review) from PT Global Service Indonesia. A content expert, a media expert and five users were involved in the evaluation process. The average score achieved from expert review is 3.59 which falls into 'very good' category. The average score achieved from one to one evaluation is 3.73 which also falls into 'very good' category. The average score of the test participants took is 87% which shows that the learning objective has been completed. The result of this development research shows that these Learning Objects can be used to help the employee in PT Global Service Indonesia to practice organizational culture of the company.

Keywords: Development, *Learning Object*, Pembiasaan Budaya *HEART*, *Rapid Prototyping*, Organizational Culture