ABSTRAK

Pembelajaran Aqidah Akhlak memerlukan media yang mampu meningkatkan keaktifan siswa dan mendukung proses belajar di era digital. Penelitian ini berjudul "Efektivitas Penerapan Media Digital Interaktif Berbasis Zep Quiz dalam Pembelajaran Aqidah Akhlak pada Siswa Kelas VIII SMPN 6 Lhokseumawe". Tujuan penelitian ini adalah mendeskripsikan efektivitas penerapan Zep Quiz serta menganalisis partisipasi dan respons siswa dalam pembelajaran. Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi terhadap guru Aqidah Akhlak, wakil kepala sekolah bidang kurikulum, dan siswa kelas VIII. Analisis data dilakukan melalui reduksi data, penyajian data, verifikasi, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penerapan Zep Quiz dalam pembelajaran Aqidah Akhlak berjalan efektif. Media ini sesuai dengan kebutuhan pembelajaran, didukung oleh sarana yang memadai, serta dimanfaatkan guru secara optimal dalam proses pembelajaran. Penggunaan Zep Quiz meningkatkan partisipasi, respons positif, dan pemahaman siswa terhadap materi. Kendala yang ditemukan terutama berkaitan dengan jaringan internet dan keterbatasan paket data. Secara keseluruhan, Zep Quiz memberikan kontribusi positif dalam menciptakan pembelajaran yang lebih aktif, menarik, dan bermakna.

Kata Kunci : *Efektivitas Pembelajaran, Media Digital Interaktif, Zep Quiz, Aqidah Akhlak*

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ABSTRACT

The teaching of Aqidah Akhlak requires learning media that encourage active student participation and support the learning process in the digital era. This study, entitled "The Effectiveness of Implementing Interactive Digital Media Based on Zep Quiz in Aqidah Akhlak Learning for Eighth-Grade Students at SMPN 6 Lhokseumawe," aimed to describe the effectiveness of Zep Quiz implementation and examine students' participation and responses during learning activities. This research employed a descriptive. Data were collected through observations, interviews, and documentation involving the Aqidah Akhlak teachers, the vice principal for curriculum affairs, and eighth-grade students. Data analysis consisted of data reduction, data display, verification, and conclusion drawing. The results showed that the implementation of Zep Quiz was effective. The platform met learning needs, was supported by adequate facilities, and was utilized effectively by teachers throughout the learning process. Its use increased student participation, generated positive responses, and improved students' understanding of Aqidah Akhlak materials. The main obstacles were internet network instability and limited data access. Overall, Zep Quiz contributed positively to creating a more active, engaging, and meaningful learning environment.

Keywords : *Learning Effectiveness, Interactive Digital Media, Zep Quiz, Aqidah Akhlak*

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