

The Application of Mayer's Multimedia Theory in Islamic Education Learning

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Abstract

The application of multimedia theory in Islamic Religious Education (PAI) learning is a strategic step to enhance the effectiveness and quality of the teaching and learning process. This study aims to implement Mayer's Multimedia Learning theory, which emphasizes the importance of integrating visual, audio, and text elements to create an optimal learning experience. The research method employs a qualitative approach, focusing on the development of technology-based learning media designed in accordance with Mayer's multimedia principles, such as dual-channel processing, modality principle, and contiguity principle. The results of the study indicate that the application of Mayer's multimedia theory in PAI learning can improve students' understanding of the material by 30% compared to conventional methods. Students also reported increased learning motivation and engagement during the learning process. The conclusion of this study is that Mayer's multimedia theory provides an effective foundation for developing interactive learning media, especially in the context of PAI. With the proper integration of multimedia elements, religious education materials can be delivered more engagingly, facilitating students' understanding of concepts and encouraging the application of moral values in everyday life.