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KEYWORD : ASIA CONTINENT : THE LAND OF DIFFERENTIATION / THE DEVELOPMENT OF
MULTIMEDIA INSTRUCTIONAL PACKAGE

WANPEN MEEKHAMSAEN : THE DEVELOPMENT OF MULTIMEDIA INSTRUCTIONAL
PACKAGE ON ASIA CONTINENT : THE LAND OF DIFFERENTIATION THESIS ADVISOR :
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The purposes of this study were to develop the multimedia instructional package on Asia Continent : The land of differentiation for eighth grade students which consisted of 4 steps as follows : (1) baseline data study (2) multimedia instructional package development and efficiency (3) package try out (4) package evaluation. The samples of this study was 45 of the eighth grade students of Navamintrachinuthit Striwittaya Phuthamonthon School. The study instruments were (1) A multimedia instructional package on Asia continent : The land of differentiation (2) An achievement test (3) A questionnaire on multimedia instructional package after studying the package. Data were statistically analyzed by using percentage, mean, standard deviation, t – test dependent and content analysis.

The findings were as follow: (1) According to the baseline data study, teachers and students needed the multimedia instructional package. (2) The development and efficiency of multimedia instructional package consisted of 8 contents namely: general knowledge of earth, general knowledge of Asia continent, landscape and climate of Asia continent, division of Asia continent, social and culture, civilizations and occupations of Asia continent with other media that presented by computer, map , globe, exercises and posttest. The package efficiency was 86.11/86.16. (3) Test result showed that the teacher performed the role as consultant and evaluator. The students' role were performers who studying the package and doing the exercises and taking the test. (4) The learning achievement before and after study the package were statistically significant different at 0.01 level. The average achievement scores after studying the package was higher than before. The students had good attitude towards learning through instructional package. Furthermore they were enthusiastic, confident about learning and gained self – access learning .