

**PENGEMBANGAN VIDEO ANIMASI PEMBELAJARAN
MATERI PENGUKURAN PADA SISWA
KELAS III SDN**

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ABSTRAK

Penelitian ini dilatarbelakangi karena kurangnya guru dalam memanfaatkan teknologi untuk membuat media pembelajaran berupa video pada mata pelajaran matematika kelas III SD. Tujuan penelitian ini adalah (1) untuk mengembangkan media pembelajaran video animasi berbasis *powtoon* pada materi pengukuran kelas III SDN 1 Seraya Timur. (2) untuk mengukur keefektifan media pembelajaran video animasi berbasis *powtoon* pada materi pengukuran kelas III SDN 1 Seraya Timur. Penelitian ini menggunakan model penelitian pengembangan. Desain pengembangan yang digunakan adalah model pengembangan ADDIE. Tahapan-tahapannya yaitu: (1) *analyze*, (2) *desain*, (3) *development*, (4) *implementation*, (5) *evaluation*). Subjek penelitian ini adalah media pembelajaran video animasi berbasis *powtoon* pada materi pengukuran panjang kelas III sekolah dasar yang berdurasi 7.02. Metode mengumpulkan data yang digunakan dalam penelitian ini menggunakan kuisioner. Instrumen penelitiannya adalah berupa lembar validasi ahli media, ahli materi, responden guru dan responden siswa. Lembar validasi ahli menggunakan *rating scale* dengan skala 5. Hasil analisis uji validitas isi dengan rumus Gregory diperoleh hasil 1.00 dengan kualifikasi validitas sangat tinggi. Sedangkan hasil analisis data validitas ahli materi diperoleh 4,42. hasil validitas ahli media diperoleh 4,46. Hasil rata-rata skor dari praktisi guru diperoleh rata-rata skor validitas 4,5. Hasil rata-rata skor dari responden siswa diperoleh rata-rata skor validitas 4,5. Berdasarkan hasil penelitian tersebut maka video animasi berbasis *powtoon* pada materi pengukuran di kelas III sekolah dasar memiliki kualifikasi sangat baik dan yang dikembangkan layak digunakan.

Kata Kunci : Video Animasi, ADDIE, Powtoon, Matematika

THE DEVELOPMENT OF LEARNING ANIMATION VIDEOS OF MEASUREMENT MATERIALS ON STUDENTS IN 3rd GRADE IN ELEMENTARY SCHOOL

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ABSTRACT

The background of this research was based on the lack of teachers in utilizing technology to create learning media in the form of videos in mathematics for grade 3rd grade in Elementary School. This study aimed at: (1) to develop a video animation based on Powtoon for measuring student's learning material in 3rd grade at SDN 1 Seraya Timur. (2) to measure the effectiveness of the animation video learning media based on Powtoon on measurement material in 3rd grade students at SDN 1 Seraya Timur. This study used development research model. The development design used is the ADDIE development model. The stages are: (1) analyze, (2) design, (3) development, (4) implementation, (5) evaluation). The subject of this research was an animation video based on Powtoon learning media on length measurement material for 3rd grade students in Elementary School which has a duration of 7.02. The method of collecting data used in this study was a questionnaire. The research instrument is a validation sheet of media experts, material experts, teacher respondents and student respondents. The expert validation sheet uses a rating scale with a scale of 5. The results of the content validity test analysis using the Gregory formula obtained 1.00 results with very high validity qualifications. While the results of the analysis of the validity of the material expert data obtained 4.42. the results of the validity of media experts obtained 4.46. The results of the average score of teacher practitioners obtained an average validity score of 4.5. The results of the average score of student respondents obtained an average validity score of 4.5. Based on the results of the study, the animated video based on Powtoon on the measurement material in grade III elementary school has very good qualifications and what was developed is feasible to use.

Keywords : Video animation, ADDIE, Powtoon, Mathematics