

PENGEMBANGAN MEDIA PEMBELAJARAN VIDEO KOMIK PROMOSI DALAM MATERI SISTEM PEREDARAN DARAH PADA MANUSIA MUATAN IPA SISWA KELAS V SD NEGERI 2 BATUNUNGGUL

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ABSTRAK

Kajian ini bertujuan guna melaksanakan pengembangan media pembelajaran video komik promosi yang diuji tingkat validitas, kepraktisan, serta efektivitasnya guna menumbuhkan minat belajar siswa dalam materi sistem peredaran darah pada manusia muatan ilmu pengetahuan alam (IPA) kelas V SD Negeri 2 Batununggul. Kajian ini mempergunakan pemodelan ADDIE dengan tahapan *Analyze, Design, Development, Implementation, and Evaluation*. Data yang dihimpun pada kajian ini adalah data kualitatif dan data kuantitatif. Subjek kajian ini ialah satu ahli materi, 1 ahli media, satu praktisi/guru, 3 siswa uji coba perorangan serta 9 siswa uji kelompok kecil. Hasil dari kajian ini berupa (1) media pembelajaran video komik promosi. (2) validitas media pembelajaran video komik promosi dengan penilaian ahli materi dengan skor rerata 4,8, dan ahli media dengan skor rerata 4,82. (3) Analisis kepraktisan yang dilakukan oleh praktisi/guru mendapatkan skor rerata 4,72. Analisis uji coba perorangan mendapatkan skor rerata 4,74 serta hasil penilaian uji coba kelompok kecil mendapatkan skor rerata 4,72. (4) Hasil uji efektivitas kepada siswa kelas V dilakukan melalui uji t berkorelasi. Berlandaskan pada hasil analisis tersebut didapatkan angka signifikan senilai 0,000. Bisa ditarik simpulan bahwasanya ada perbedaan secara signifikan kemampuan memahami materi siswa kelas V sebelum mempergunakan media pembelajaran video komik promosi serta sesudah mempergunakan media pembelajaran video komik promosi.

Kata Kunci : Media Pembelajaran, Video Komik Promosi, Pengembangan

**THE DEVELOPMENT OF PROMOTIONAL COMIC VIDEO LEARNING
MEDIA IN THE MATERIAL OF THE CIRCULATORY SYSTEM IN
HUMANS IPA CONTENT OF GRADE V STUDENTS OF SD NEGERI 2
BATUNUNGGUL**

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ABSTRACT

This study aims to carry out the development of promotional comic video learning media that is tested for validity, practicality, and effectiveness to foster student interest in learning the material of the circulatory system in humans in the content of natural science (IPA) class V SD Negeri 2 Batununggul. This study uses ADDIE modeling with the stages of Analyze, Design, Development, Implementation, and Evaluation. The data collected in this study are qualitative data and quantitative data. The subjects of this study were one material expert, 1 media expert, one practitioner/teacher, 3 individual test students and 9 small group test students. The results of this study are (1) promotional comic video learning media. (2) the validity of promotional comic video learning media with the assessment of material experts with an average score of 4.8, and media experts with an average score of 4.82. (3) Practicality analysis conducted by practitioners/teachers received an average score of 4.72. The analysis of individual trials received an average score of 4.74 and the results of the small group trial assessment received an average score of 4.72. (4) The results of the effectiveness test for fifth grade students were carried out through a correlated t test. Based on the results of the analysis, a significant figure of 0.000 was obtained. It can be concluded that there is a significant difference in the ability to understand the material of grade V students before using promotional comic video learning media and after using promotional comic video learning media.

Keywords: *Learning Media, Promotional Comic Video, Development*