

ABSTRAK

Tujuan dari penelitian pengembangan ini adalah untuk mendeskripsikan proses pengembangan media video animasi *motion graphic* pembelajaran dan untuk mendeskripsikan validitas pengembangan media video animasi *motion graphic* pembelajaran. Penelitian pengembangan ini menggunakan model ADDIE sebagai landasan metodologi. Metode yang digunakan dalam mengumpulkan data penelitian ini adalah kuesioner dan tes. Hasil penelitian (1) proses pengembangan media video animasi *motion graphic* pembelajaran. (2) Hasil uji validasi oleh para ahli dan subjek uji coba produk. Adapun hasil uji validitas media video animasi *motion graphic* pembelajaran dinyatakan valid melalui beberapa penilaian sebagai berikut: (a) Penilaian dari uji ahli isi pembelajaran mendapat persentase sebesar 75% (baik). (b) Penilaian dari uji ahli desain pembelajaran mendapat persentase sebesar 90% (sangat baik). (c) Penilaian dari uji ahli media pembelajaran mendapat persentase 92,85% (sangat baik). (d) Penilaian dari uji coba perorangan mendapat persentase 91,36% (sangat baik). (e) dan penilaian dari uji coba kelompok kecil mendapat persentase 91,76% (sangat baik). Berdasarkan hasil penilaian tersebut, dapat disimpulkan bahwa media video animasi *motion graphic* pembelajaran berada pada kualifikasi sangat baik dan layak diterapkan dalam pembelajaran.

Kata-kata kunci: Video pembelajaran, animasi *motion graphic*, pengembangan.

ABSTRACT

The purpose of this development research is to describe the process of developing learning motion graphic animation video media and to describe the validity of developing learning motion graphic animation video media. This development research uses the ADDIE model as the foundation of the methodology. The methods used in collecting data were questionnaires and tests. The results of the study (1) the process of developing learning motion graphic animation video media. (2) The results of the validation test by experts and product trial subjects. The results of the learning motion graphic animation video media validity test were declared valid through several assessments as follows: (a) The assessment of the learning content expert test received a percentage of 75% (good). (b) The assessment from the learning design expert test received a percentage of 90% (very good). (c) The assessment from the learning media expert test received a percentage of 92.85% (very good). (d) The assessment from the individual trial got a percentage of 91.36% (very good). (e) and the assessment of the small group trial got a percentage of 91.76% (very good). Based on the results of the assessment, it can be concluded that learning motion graphic animation video media is a very good qualification and feasible to be applied in learning.

Keywords: Learning videos, motion graphic animations, development.