PENGEMBANGAN VIDEO ANIMASI BERBASIS PENDEKATAN KONTEKSTUAL UNTUK MENINGKATKAN *PRONUNCIATION* DAN PEMAHAMAN KONTEKS PADA MATERI *I WANT AN ICE CREAM CONE* SISWA KELAS V SD

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media pembelajaran berupa video animasi berbasis pendekatan kontekstual yang valid, praktis, dan efektif untuk meningkatkan *pronuncation* dan pemahaman konteks siswa kelas V SD. Penelitian pengembangan ini menggunakan model ADDIE, yang terdiri atas lima tahap utama: (1) analisis, (2) perancangan, (3) pengembangan, (4) penerapan, dan (5) evaluasi. Subjek penelitian ini adalah media video animasi berbasis pendekatan kontekstual, sedangkan objeknya mencakup aspek validitas, kepraktisan, dan efektivitas dari produk yang dihasilkan. Pengumpulan data dilakukan melalui instrumen berupa angket atau kuisioner. Hasil penelitian menunjukkan bahwa: (1) produk yang dikembangkan memiliki validitas tinggi dengan nilai rata-rata untuk aspek media sebesar 0,86 dan aspek materi 0,9 yang mengindikasikan produk sangat layak digunakan; (2) kepraktisan media berdasarkan respon siswa mendapatkan skor rata-rata 90,8%, yang termasuk dalam kategori sangat baik; (3) hasil uji-t berkolerasi menunjukkan nilai signifikansi (2-tailed) sebesar 0,001 atau $p < 0,05$, yang berarti bahwa media video animasi efektif dalam meningkatkan *pronuncation* dan pemahaman siswa kelas V SD.

Kata kunci: Video animasi, *Pronunciation*, Pemahaman, Model ADDIE.

DEVELOPMENT OF ANIMATION VIDEOS BASED ON A CONTEXTUAL APPROACH TO IMPROVE PRONUNCIATION AND CONTEXT UNDERSTANDING IN I WANT AN ICE CREAM CONE MATERIAL FOR GRADE V ELEMENTARY SCHOOL STUDENTS

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ABSTRACT

This research aims to develop learning media in the form of animated videos based on a contextual approach that is valid, practical, and effective to improve the pronuncation and understanding of the context of grade V elementary school students. This development research uses the ADDIE model, which consists of five main stages: (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation. The subject of this research is an animation video media based on a contextual approach, while the object includes aspects of validity, practicality, and effectiveness of the products produced. Data collection is carried out through instruments in the form of questionnaires or questionnaires. The results of the study show that: (1) the product developed has high validity with an average score for the media aspect of 0.86 and the material aspect of 0.9 which indicates that the product is very suitable for use; (2) the practicality of the media based on student responses received an average score of 90.8%, which was included in the very good category; (3) The results of the correlated t-test showed a significance value (2-tailed) of 0.001 or $p < 0.05$, which means that the animation video media was effective in improving the pronuncation and comprehension of grade V elementary school students.

Keywords: *Animation video, Pronunciation, Comprehension, ADDIE Model.*