

**PENGEMBANGAN MEDIA VIDEO INTERAKTIF
BERBASIS *CONTEXTUAL TEACHING AND
LEARNING* MATERI BAGIAN TUBUH TUMBUHAN
MATA PELAJARAN IPAS KELAS IV
SD N 3 PENARUNGAN TAHUN AJARAN 2024/2025**

Oleh

Cok Istri Dian Natharani, NIM 2111031284

Jurusan Pendidikan Dasar

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan rancang bangun media video interaktif berbasis *contextual teaching and learning* pelajaran IPAS, (2) mengetahui kelayakan media video interaktif *berbasis contextual teaching and learning* pada pelajaran IPAS, dan (3) mengetahui efektivitas media video interaktif *berbasis contextual teaching and learning* ini menggunakan model pengembangan ADDIE (Analyze, Design, Development, Implementation, Evaluation). Metode pengumpulan data yang digunakan adalah metode kuesioner dan tes. Data tersebut dianalisis menggunakan teknik analisis deskriptif kuantitatif dan analisis statistik inferensial uji-t. Hasil penelitian pengembangan ini menyimpulkan bahwa video interaktif *berbasis contextual teaching and learning* yang dikembangkan layak dan efektif untuk digunakan dalam proses pembelajaran dibuktikan dari: (1) hasil uji ahli rancang bangun diperoleh skor 92,05% (sangat baik) (2) kelayakan media video interaktif berbasis *contextual teaching and learning* berdasarkan hasil uji ahli materi pembelajaran diperoleh skor 97,72% (sangat baik), ahli desain pembelajaran dan ahli media pembelajaran diperoleh skor 92,05% (sangat baik), uji perorangan diperoleh skor 93,33% (sangat baik), uji kelompok kecil diperoleh skor 89,72% (baik), serta (3) hasil uji efektivitas dengan uji-t memperoleh $t\text{-hitung} = 12,558 > t\text{-tabel} = 2,056$ pada taraf signifikansi 5% untuk $dk = 27 - 1 = 26$ sehingga H_0 ditolak dan H_1 diterima, yang artinya terdapat perbedaan *pretest* dan *posttest* sebelum dan sesudah menggunakan media video interaktif *berbasis contextual teaching and learning*. Dengan demikian dapat disimpulkan bahwa produk media video interaktif *berbasis contextual teaching and learning* layak dan efektif untuk diterapkan pada mata pelajaran IPAS (Ilmu Pengetahuan Alam dan Sosial), khususnya pada bagian tubuh tumbuhan kelas IV SD.

Kata Kunci: ADDIE, Video Interaktif, IPAS, Bagian Tubuh Tumbuhan

**DEVELOPMENT OF INTERACTIVE VIDEO MEDIA BASED ON
CONTEXTUAL TEACHING AND LEARNING ON PLANT BODY PARTS
FOR GRADE IV SCIENCE SUBJECTS
SD N 3 PENARUNGAN ACADEMIC YEAR 2024/2025**

By

**Cok Istri Dian Natharani, NIM 2111031284
Elementary Education Department**

ABSTRACT

This study aims to (1) describe the design of interactive video media based on contextual teaching and learning for science subjects, (2) determine the feasibility of interactive video media based on contextual teaching and learning in science subjects, and (3) determine the effectiveness of interactive video media based on contextual teaching and learning using the ADDIE (Analyze, Design, Development, Implementation, Evaluation) development model. The data collection methods used were questionnaire and test methods. The data were analyzed using quantitative descriptive analysis techniques and t-test inferential statistical analysis. The results of this development research concluded that the interactive video based on contextual teaching and learning that was developed was feasible and effective for use in the learning process as evidenced by: (1) the results of the design expert test obtained a score of 92.05% (very good) (2) the feasibility of interactive video media based on contextual teaching and learning based on the results of the learning material expert test obtained a score of 97.72% (very good), the learning design expert and learning media expert obtained a score of 92.05% (very good), the individual test obtained a score of 93.33% (very good), the small group test obtained a score of 89.72% (good), and (3) the results of the effectiveness test with the t-test obtained $t\text{-count} = 12,558 > t\text{-table} = 2.056$ at a significance level of 5% for $dk = 27-1 = 26$ so that H_0 was rejected and H_1 was accepted, which means that there is a difference in the pretest and posttest before and after using interactive video media based on contextual teaching and learning. Thus, it can be concluded that interactive video media products based on contextual teaching and learning are feasible and effective to be applied to the subject of Natural and Social Sciences (IPAS), especially in the plant body parts of grade IV elementary school.

Keywords: ADDIE, Interactive Video, IPAS, Plant Body Parts