# PENGEMBANGAN MEDIA VIDEO SENAM OTAK UNTUK MENINGKATKAN KONSENTRASI BELAJAR BAGI SISWA KELAS III SD NO. 5 JIMBARAN

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## ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan rancang bangun media video senam otak untuk meningkatkan konsentrasi belajar bagi siswa kelas III SD No. 5 Jimbaran, (2) mendeskripsikan kelayakan media video senam otak untuk meningkatkan konsentrasi belajar ditinjau dari isi, desain, media, uji perorangan, dan uji kelompok kecil pada siswa kelas III SD No. 5 Jimbaran, dan (3) menganalisis efektivitas media video senam otak untuk meningkatkan konsentrasi belajar bagi siswa kelas III SD No. 5 Jimbaran. Jenis penelitian ini adalah penelitian pengembangan menggunakan model ADDIE. Pengumpulan data menggunakan metode observasi, wawancara, angket, dan tes. Penelitian ini menggunakan teknik analisis deskriptif kualitatif, deskriptif kuantitatif, dan statistik inferensial uji-t. Hasil penelitian menunjukkan (1) Rancang bangun media video senam otak melalui model ADDIE. (2) Validasi ahli materi diperoleh 98,33%, ahli desain diperoleh 98,33%, ahli media diperoleh 97,5% dengan kualifikasi sangat baik. Hasil validasi media dari siswa pada uji perorangan diperoleh 97,23% dan uji kelompok kecil diperoleh 96,13% dengan kualifikasi sangat baik. (3) Uji efektivitas media video senam otak menunjukkan hasil $t_{hitung} > t_{tabel}$ yaitu $28,303 > 2,026$ sehingga $H_0$ ditolak dan $H_1$ diterima. Artinya terdapat efektivitas media video senam otak untuk meningkatkan konsentrasi belajar bagi siswa kelas III SD No. 5 Jimbaran.

**Kata-kata kunci:** Pengembangan, Media Video Senam Otak, Konsentrasi Belajar

# DEVELOPMENT OF BRAIN GYM VIDEO MEDIA TO IMPROVE LEARNING CONCENTRATION FOR GRADE III STUDENTS OF ELEMENTARY SCHOOL NO. 5 JIMBARAN

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## *ABSTRACT*

*This study aims to (1) describe the design of brain gymnastics video media to improve learning concentration for third grade students of SD No. 5 Jimbaran, (2) describe the feasibility of brain gymnastics video media to improve learning concentration in terms of content, design, media, individual tests, and small group tests on third grade students of SD No. 5 Jimbaran, and (3) analyze the effectiveness of brain gymnastics video media to improve learning concentration for third grade students of SD No. 5 Jimbaran. This type of research is development research using the ADDIE model. Data collection uses observation, interview, questionnaire, and test methods. This study uses qualitative descriptive analysis techniques, quantitative descriptive, and t-test inferential statistics. The results of the study show (1) The design of brain gymnastics video media through the ADDIE model. (2) Validation of material experts obtained 98.33%, design experts obtained 98.33%, media experts obtained 97.5% with very good qualifications. The results of media validation from students in individual tests obtained 97.23% and small group tests obtained 96.13% with very good qualifications. (3) The effectiveness test of brain gymnastics video media showed that the calculated t result was > t table, namely 28.303 > 2.026, so H0 was rejected and H1 was accepted. This means that there is effectiveness of brain gymnastics video media in increasing learning concentration for class III students at SD No. 5 Jimbaran..*

**Keywords:** *Development, Brain Gymnastics Video Media, Learning Concentration*