

**PENGEMBANGAN MEDIA AUDIOVISUAL POTENSI ALAM
PERAIRAN LAUT DESA PERERENAN BERBASIS
ENTREPRENEURSHIP PADA MATERI KONDISI
PEREKONOMIAN DI DAERAH KU KELAS V SD NO. 1
PERERENAN**

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ABSTRAK

Guru masih kurang memanfaatkan media pembelajaran sebagai sarana pendukung dalam proses pembelajaran. Hal ini menjadikan siswa menjadi kurang tertarik untuk mempelajari materi IPAS yang merupakan salah satu materi yang cukup banyak penghafalan. Tujuan penelitian ini yakni untuk menganalisis efektivitas media audiovisual potensi alam perairan laut desa pererenan berbasis entrepreneurship kelas V Sekolah Dasar. Jenis penelitian yakni penelitian pengembangan dengan menggunakan model ADDIE (*analyze, design, development, implementation, dan evaluatuion*). Subjek penelitian ini yakni siswa kelas V sebanyak 20 siswa. Metode dan instrument penelitian yang digunakan yakni wawancara, observasi, kuisioner, angket dan tes pilihan ganda. Teknik analisis data yang digunakan dalam penelitian ini meliputi analisis deskriptif kuantitatif, analisis deskriptif kualitatif, dan analisis statistika inferensial. Hasil penelitian menunjukkan bahwa $t_{hitung} (9.791) > t_{tabel} (1.729)$, sehingga H_0 ditolak dan H_1 diterima. Dengan demikian dapat disimpulkan bahwa produk media audiovisual potensi alam perairan laut Desa Pererenan berbasis *entrepreneurship* pada materi kondisi perekonomian di daerahku efektif digunakan oleh peserta didik kelas V. Diharapkan melalui pengembangan media audiovisual ini, akan muncul dampak positif dalam peningkatan prestasi dan penerapan dalam kehidupan nyata.

Kata Kunci: Media, *Entrepreneurship*, Potensi Alam

**DEVELOPMENT OF AUDIOVISUAL MEDIA OF NATURAL POTENTIAL
OF SEA WATERS IN PERERENAN VILLAGE BASED ON
ENTREPRENEURSHIP ON THE MATERIAL OF ECONOMIC
CONDITIONS IN MY REGION OF GRADE V OF ELEMENTARY SCHOOL
NO. 1 PERERENAN**

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ABSTRACT

Teachers still do not utilize learning media as a supporting tool in the learning process. This makes students less interested in learning the IPAS material which is one of the materials that requires a lot of memorization. The purpose of this study is to analyze the effectiveness of audiovisual media of natural potential of sea waters in Pererenan village based on entrepreneurship for grade V of Elementary School. The type of research is development research using the ADDIE model (analyze, design, development, implementation, and evaluation). The subjects of this study were 20 grade V students. The research methods and instruments used were interviews, observations, questionnaires, and multiple-choice tests. Data analysis techniques used in this study included quantitative descriptive analysis, qualitative descriptive analysis, and inferential statistical analysis. The results showed that t count (9.791) > t table (1.729), so H_0 was rejected and H_1 was accepted. Thus, it can be concluded that the audiovisual media product of the natural potential of the Pererenan Village sea waters based on entrepreneurship on the material of economic conditions in my area is effectively used by class V students. It is hoped that through the development of this audiovisual media, there will be a positive impact on improving achievement and application in real life.

Keywords: *Media, Entrepreneurship, Natural Potential*