PENGEMBANGAN VIDEO ANIMASI BERBASIS PENDEKATAN *CONCRETE PICTORIAL ABSTRACT* (CPA) PADA MUATAN MATEMATIKA MATERI PERKALIAN BILANGAN CACAH KELAS III DI SD NEGERI 1 KUTA 2024/2025

Oleh
Kadek Deny Hendrawan, NIM 2111031509
Program Studi Pendidikan Guru Sekolah Dasar

ABSTRAK

Dalam konteks globalisasi dan era teknologi informasi, pendidikan menghadapi tantangan baru dan peluang yang menuntut adanya inovasi dan adaptasi terhadap perkembangan zaman. Tekhnologi seharusnya dapat menjadi alat yang kuat untuk mendukung proses belajar mengajar. Akan tetapi pada aspek pendidikan khsusnya muatan matematika masih jarang memanfaatkan media pembelajaran berbasis teknologi. Hal tersebut menyebabkan siswa merasa bosan, kurang termotivasi dan materi pembelajaran yang diberikan susah untuk dipahami. Penelitian ini, bertujuan untuk pengembangan video animasi yang sesuai dengan kebutuhan siswa kelas III SD Negeri 1 Kuta khususnya pada mata pelajaran matematika materi perkalian bilangan cacah. Penelitian ini menggunakan metode pengembangan ADDIE dan pendekatan *Concrete Pictorial Abstract (CPA).* Metode pengumpulan data adalah kuisioner dan tes pilihan ganda serta teknik analisis data berupa analisis deskriptif kualitatif, analisis deskriptif kuantitatif dan analisis statistika inferensial. Penelitian ini melibatkan satu orang ahli materi dan satu orang ahli media untuk menilai produk. Subjek uji coba yang dilibatkan yaitu wali kelas III dan siswa kelas III berjumlah dua puluh delapan orang. Hasi penelitian ini menunjukkan persentase dengan kategori baik dapat dilihat dari uji rancang bangun, uji ahli media, uji isi materi, uji desain, uji perorangan serta uji kelompok kecil. Keefektifan media berdasarkan uji-t, diperoleh thitung 5,403 dan ttabel. Selanjutnya dibandingkan dengan taraf signifikan 5%. Maka, thitung 6,578 > ttabel 2,052 sehingga H_0 ditolak dan H_1 diterima. Terdapat perbedaan yang signifikan pada kelas yang dibelajarkan video animasi berbasis *concrete pictorial abstract (CPA)* muatan matematika materi perkalian dengan sebelum dibelajarkan video animasi berbasis *CPA.* Dengan demikian dapat disimpulkan bahwa produk video animasi berbasis pendekatan *concrete pictorial abstract (CPA)* efektif diterapkan pada muatan matematika materi perkalian bilangan cacah kelas III SD Negeri 1 Kuta.

Kata Kunci: Pengembangan, Model ADDIE, Video Animasi, *Concrete Pictorial Abstract* (CPA), Bilangan Cacah, Matematika.

DEVELOPMENT OF ANIMATION VIDEO BASED ON THE CONCRETE PICTORIAL ABSTRACT (CPA) APPROACH ON MATHEMATICS CONTENT OF GRADE III MULTIPLICATION OF INTEGRATED NUMBERS AT STATE ELEMENTARY SCHOOL 1 KUTA 2024/2025

By

Kadek Deny Hendrawan, NIM 2111031509

Elementary School Teacher Education Study Program

ABSTRACT

In the context of globalization and the era of information technology, education faces new challenges and opportunities that demand innovation and adaptation to the development of the times. Technology should be a powerful tool to support the teaching and learning process. However, in the educational aspect, especially mathematics content, technology-based learning media are still rarely utilized. This causes students to feel bored, less motivated and the learning material provided is difficult to understand. This study aims to develop animated videos that are in accordance with the needs of grade III students of State Elementary School 1 Kuta, especially in the mathematics subject of integer multiplication. This study uses the ADDIE development method and the Concrete Pictorial Abstract (CPA) approach. Data collection methods are questionnaires and multiple-choice tests and data analysis techniques in the form of qualitative descriptive analysis, quantitative descriptive analysis and inferential statistical analysis. This study involved one material expert and one media expert to assess the product. The test subjects involved were the homeroom teacher of grade III and grade III students totaling twenty-eight people. The results of this study show a percentage with a good category can be seen from the design test, media expert test, material content test, design test, individual test and small group test. The effectiveness of the media based on the t-test, obtained tcount 5.403 and ttable. Furthermore, compared with a significance level of 5%. So, tcount 6.578> ttable 2.052 so that H0 is rejected and H1 is accepted. There is a significant difference in the class that was taught the concrete pictorial abstract (CPA) based animation video of the mathematical content of multiplication material with before being taught the CPA-based animation video. Thus, it can be concluded that the animated video product based on the concrete pictorial abstract (CPA) approach is effectively applied to the mathematical content of the multiplication of whole numbers for grade III of SD Negeri 1 Kuta.

Keywords*: Development, ADDIE Model, Animated Video, Concrete Pictorial Abstract (CPA), Whole Numbers, Mathematics.*