

**PENGEMBANGAN VIDEO ANIMASI PEMBELAJARAN BERBASIS
KONTEKSTUAL PADA MUATAN IPAS KELAS IV SD NEGERI 2
PENGLATAN**

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ABSTRAK

Penelitian ini bertujuan untuk: (1) merancang bangun media video animasi pembelajaran interaktif berbasis kontekstual; (2) menguji validitannya media; dan (3) menguji efektivitas media terhadap hasil belajar siswa. Penelitian ini merupakan jenis penelitian dan pengembangan (*Research and Development*) yang menggunakan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pengumpulan data dilakukan melalui observasi, wawancara, angket, dan tes hasil belajar. Validitas media diperoleh melalui penilaian dari ahli isi, ahli desain pembelajaran, dan ahli media, serta melalui uji coba perorangan, kelompok kecil, dan uji coba lapangan. Efektivitas media dianalisis melalui hasil *pre-test* dan *post-test* siswa menggunakan uji-t berpasangan. Data dianalisis dengan pendekatan deskriptif kuantitatif, deskriptif kualitatif, dan statistik inferensial untuk memperoleh gambaran menyeluruh mengenai kelayakan dan dampak media terhadap hasil belajar. Hasil validasi menunjukkan media sangat layak digunakan, dengan persentase dari ahli isi 94,12%, ahli desain 94,60%, dan ahli media 97,50%; uji coba perorangan rata-rata 96,00%, kelompok kecil 96,89%, dan uji coba lapangan 95,03%. Hasil uji efektivitas menunjukkan peningkatan hasil belajar yang signifikan, dengan rata-rata selisih -53,409, nilai $t = -88,224$, dan signifikansi 0,00 ($p < 0,05$). Implikasi dari penelitian ini menunjukkan bahwa pengembangan media video animasi interaktif berbasis kontekstual layak dan efektif untuk digunakan. Media ini mendukung keterlibatan siswa secara aktif dan bermakna dalam memahami konsep-konsep abstrak melalui pengalaman belajar yang kontekstual dan visual.

Kata kunci: Video Animasi Interaktif, Kontekstual, IPAS, ADDIE

**DEVELOPMENT OF CONTEXTUAL-BASED ANIMATED LEARNING
VIDEO ON IPAS CONTENT FOR GRADE IV STUDENTS OF SD NEGERI
2 PENGLATAN**

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ABSTRACT

This study aims to: (1) design and develop an interactive contextual-based animated instructional video; (2) evaluate the validity of the media; and (3) examine the effectiveness of the media on students' learning outcomes. This research is a type of Research and Development (R&D) using the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). Data were collected through observation, interviews, questionnaires, and learning outcome tests. Media validity was assessed by subject matter experts, instructional design experts, and media experts, as well as through individual trials, small group trials, and field testing. The effectiveness of the media was analyzed using students' pre-test and post-test results with a paired t-test. The data were analyzed using descriptive quantitative, descriptive qualitative, and inferential statistical approaches to obtain a comprehensive overview of the feasibility and impact of the media on learning outcomes. The validation results indicated that the media is highly feasible, with scores from content experts at 94.12%, instructional design experts at 94.60%, and media experts at 97.50%; individual trials averaged 96.00%, small group trials 96.89%, and field testing 95.03%. The effectiveness test showed a significant improvement in learning outcomes, with a mean difference of -53.409, t-value of -88.224, and significance level of 0.00 ($p < 0.05$). The implication of this research suggests that the development of contextual-based interactive animated video media is both feasible and effective for use. This media fosters active and meaningful student engagement in understanding abstract concepts through contextual and visual learning experiences.

Keywords: *Interactive Animated Video, Contextual, IPAS, ADDIE*