

**PENGEMBANGAN MEDIA VIDEO
PEMBELAJARAN BERBASIS GESTUR YANG
MEMESONA DALAM PROSES PEMBELAJARAN
PADA GURU-GURU DI SD NO. 3 SANGEH
KABUPATEN BADUNG**

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ABSTRAK

Penelitian pengembangan ini bertujuan untuk mengetahui rancang bangun, kualitas isi, desain, media, uji perorangan, dan uji kelompok kecil serta efektivitas media video gestur memesonakan dalam proses pembelajaran pada guru-guru di SD No.3 Sangreh. Subjek uji coba penelitian ini yakni ahli materi/isi, ahli desain, dan ahli media serta 9 orang guru di SD No.3 Sangreh. Penelitian pengembangan ini menggunakan model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Metode pengumpulan data yang digunakan adalah metode kuesioner dan angket observasi. Teknik analisis data menggunakan teknik analisis deskriptif kuantitatif, analisis deskriptif kualitatif dan analisis statistik inferensial uji t. Hasil penelitian pengembangan ini menyimpulkan bahwa: (1) kualitas hasil uji rancang bangun diperoleh skor 92,5% dengan kualifikasi sangat baik, (2) hasil uji ahli dan uji pengguna diperoleh sebagai berikut. (a) hasil uji ahli isi materi diperoleh skor 93,752% dengan kualifikasi sangat baik, (b) hasil uji ahli desain diperoleh skor 93,75% dengan kualifikasi sangat baik, (c) hasil uji ahli media diperoleh skor 91,67% dengan kualifikasi sangat baik, (d) hasil uji coba perseorangan diperoleh skor 97,14% dengan kualifikasi sangat baik, dan (e) hasil uji coba kelompok kecil diperoleh skor 97,15% dengan kualifikasi sangat baik; (3) hasil uji efektivitas produk melalui uji hipotesis teknik uji-t dengan hasil signifikansi (2-tailed) untuk keterampilan gestur guru sebesar 0,001. Nilai ini lebih kecil dari 0,05 (taraf signifikansi 5%) atau ($p < 0,05$), sehingga hipotesis nol (H_0) ditolak dan hipotesis alternatif (H_1) diterima. sehingga hasilnya adalah signifikan (ada perbedaan yang signifikan). Perbedaan tersebut diduga kuat karena penggunaan media video gestur memesonakan. Dari hasil tersebut, maka dapat disimpulkan bahwa media video gestur memesonakan efektif digunakan sebagai referensi atau sumber ilmu guru- guru dalam penggunaan gestur atau bahasa tubuh yang memesonakan dalam pembelajaran.

Kata-kata kunci: video gestur, guru memesonakan, pembelajaran

**DEVELOPMENT OF A BEAUTIFUL GESTURE-BASED LEARNING
VIDEO MEDIA IN THE LEARNING PROCESS OF TEACHERS AT SD
No. 3 SANGEH, BADUNG REGENCY**

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ABSTRACT

This development research aims to determine the design, content quality, design, media, individual and small group testing, and the effectiveness of the charming gesture video media in the learning process for teachers at SD No. 3 Sangeh. The trial subjects were material/content experts, design experts, and media experts, as well as nine teachers at SD No. 3 Sangeh. This development research used the ADDIE (Analyze, Design, Development, Implementation, Evaluation) model. The data collection methods used were questionnaires and observation questionnaires. The data analysis technique used quantitative descriptive analysis technique, qualitative descriptive analysis and inferential statistical analysis of t-test. The results of this development research concluded that: (1) the quality of the design test results obtained a score of 92.5% with very good qualifications, (2) the results of expert tests and user tests were obtained as follows. (a) the results of the material content expert test obtained a score of 93.752% with very good qualifications, (b) the results of the design expert test obtained a score of 93.75% with very good qualifications, (c) the results of the media expert test obtained a score of 91.67% with very good qualifications, (d) the results of individual trials obtained a score of 97.14% with very good qualifications, and (e) the results of small group trials obtained a score of 97.15% with very good qualifications; (3) the results of the product effectiveness test through the t-test technique hypothesis test with a significance result (2-tailed) for teacher gesture skills of 0.001. This value is less than 0.05 (5% significance level) or ($p < 0.05$), so the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Therefore, the results are significant (there is a significant difference). This difference is strongly suspected to be due to the use of the charming gesture video media. From these results, it can be concluded that the charming gesture video media is effective as a reference or source of knowledge for teachers in using charming gestures or body language in learning.

Keywords: *gesture video, charming teacher, learning*