

**PENGEMBANGAN MEDIA VIDEO INTERAKTIF BERBASIS  
PENDEKATAN KONTEKSTUAL PADA MATERI RANTAI MAKANAN  
KELAS V SD**

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**ABSTRAK**

Penelitian ini didasari oleh permasalahan yang ditemukan di SD Negeri 6 Tianyar, yaitu pembelajaran IPAS khususnya materi rantai makanan pada muatan IPA masih didominasi metode konvensional sehingga siswa mengalami kesulitan memahami konsep yang bersifat abstrak. Keterbatasan pemanfaatan media digital dan pendekatan kontekstual juga berdampak pada rendahnya hasil belajar siswa. Penelitian ini bertujuan untuk: (1) mengetahui rancang bangun media video interaktif, (2) mengetahui validitas media video interaktif, (3) mengetahui kepraktisan media video interaktif, dan (4) mengetahui keefektifan media video interaktif. Jenis penelitian ini adalah *Research and Development* (R&D) dengan model pengembangan ADDIE. Subjek penelitian terdiri dari 2 ahli materi, 2 ahli desain dan media, 2 pendidik, serta 31 siswa. Data dikumpulkan melalui observasi, wawancara, angket, dan tes pilihan ganda. Hasil penelitian menunjukkan bahwa: (1) rancang bangun media video interaktif berbasis pendekatan kontekstual dilengkapi komponen penyajian materi beserta contoh yang dikaitkan dengan kehidupan sehari-hari (teks, gambar, animasi, dan narasi), interaktivitas berupa pertanyaan atau kuis, serta profil pengembang yang digambarkan melalui *flowchart* dan *storyboard*; (2) hasil uji kelayakan menunjukkan media layak digunakan berdasarkan penilaian ahli isi/materi sebesar 3,75 (sangat layak), ahli desain pembelajaran 3,85 (sangat layak), dan ahli media pembelajaran 3,87 (sangat layak); (3) hasil uji kepraktisan menunjukkan media sangat praktis berdasarkan penilaian pendidik 96,65% dan siswa 96,29%; serta (4) hasil uji efektivitas melalui *uji-t paired sample* memperoleh nilai signifikansi (*2-tailed*) sebesar 0,000 (<0,05). Dengan demikian, media video interaktif berbasis pendekatan kontekstual efektif digunakan dalam pembelajaran materi rantai makanan pada muatan IPAS kelas V.

**Kata Kunci :** video interaktif, pendekatan kontekstual, hasil belajar, rantai makanan

# **DEVELOPMENT OF INTERACTIVE VIDEO MEDIA BASED ON A CONTEXTUAL APPROACH TO FOOD CHAIN MATERIAL FOR FIFTH GRADE ELEMENTARY SCHOOL STUDENTS**

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## **ABSTRACT**

This study was based on problems found at SD Negeri 6 Tianyar, namely that IPAS learning, especially food chain material in science, was still dominated by conventional methods, causing students to have difficulty understanding abstract concepts. Limited use of digital media and contextual approaches also contributed to low student learning outcomes. This study aims to: (1) determine the design of interactive video media, (2) determine the validity of interactive video media, (3) determine the practicality of interactive video media, and (4) determine the effectiveness of interactive video media. This research is a Research and Development (R&D) study using the ADDIE development model. The research subjects consisted of 2 subject matter experts, 2 design and media experts, 2 educators, and 31 students. Data were collected through observation, interviews, questionnaires, and multiple-choice tests. The results of the study show that: (1) the design of interactive video media based on a contextual approach is equipped with material presentation components and examples related to everyday life (text, images, animations, and narration), interactivity in the form of questions or quizzes, and developer profiles described through flowcharts and storyboards; (2) The feasibility test results show that the media is suitable for use based on the assessment of content/material experts at 3.75 (very suitable), learning design experts at 3.85 (very suitable), and learning media experts at 3.87 (very suitable); (3) The practicality test results show that the media is very practical based on the assessment of educators at 96.65% and students at 96.29%; and (4) The effectiveness test results through a paired sample t-test obtained a significance value (2-tailed) of 0.000 ( $<0.05$ ). Thus, interactive video media based on a contextual approach is effective for teaching food chain material in Grade 5 science classes.

**Keywords:** interactive video, contextual approach, learning outcomes, food chain