

ABSTRAK

Hafiz, Muhammad (2026), Pengembangan *Micro Video* Demonstration-Based dengan Project Based Learning untuk Meningkatkan Hasil Belajar Siswa pada Mata Pelajaran Dasar-Dasar Manajemen Perkantoran dan Layanan Bisnis (MPLB) di SMK Kesehatan Bali Medika. Tesis, Teknologi Pendidikan, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata Kunci: Micro Video, Demonstration-Based, Project-Based Learning, Hasil Belajar, ADDIE

Penelitian ini mengembangkan Micro Video Demonstration Based Project Based Learning untuk meningkatkan hasil belajar peserta didik pada mata pelajaran Manajemen Perkantoran dan Layanan Bisnis (MPLB) di SMK Kesehatan Bali Medika dengan menggunakan model pengembangan ADDIE yang meliputi tahap Analysis, Design, Development, Implementation, dan Evaluation. Pengembangan dilakukan berdasarkan hasil analisis kebutuhan yang menunjukkan bahwa pembelajaran masih didominasi metode ceramah dan penggunaan media yang kurang interaktif, sehingga peserta didik mengalami kesulitan memahami prosedur kerja secara konkret. Produk yang dikembangkan berupa Micro Videoberbasis demonstrasi yang diintegrasikan dengan langkah-langkah Project Based Learning sehingga peserta didik tidak hanya memahami materi melalui tayangan visual, tetapi juga mampu menerapkannya dalam proyek pembelajaran yang relevan dengan dunia kerja. Hasil validasi oleh ahli materi dan ahli media menunjukkan bahwa produk berada pada kategori valid dan layak digunakan dalam pembelajaran. Hasil uji kepraktisan menunjukkan bahwa guru dan peserta didik memberikan respons sangat baik terhadap penggunaan Micro Videokarena mudah digunakan, menarik, serta membantu proses pembelajaran menjadi lebih efektif. Selain itu, hasil uji efektivitas menunjukkan adanya peningkatan hasil belajar peserta didik setelah menggunakan Micro Video, yang ditunjukkan melalui perbedaan nilai pre-test dan post-test serta peningkatan nilai N-Gain. Dengan demikian, Micro Video Demonstration Based Project Based Learning yang dikembangkan terbukti valid, praktis, dan efektif sehingga layak digunakan sebagai media pembelajaran inovatif untuk meningkatkan hasil belajar peserta didik pada mata pelajaran MPLB.

ABSTRACT

Hafiz, Muhammad (2026). *Development of Demonstration-Based Micro VideoIntegrated with Project Based Learning to Improve Students' Learning Outcomes in the Fundamentals of Office Management and Business Services (MPLB) Subject at SMK Kesehatan Bali Medika*. Thesis, Educational Technology Study Program, Postgraduate Program, Ganesha University of Education.

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Keywords: Micro Video, Demonstration-Based Learning, Project-Based Learning, Learning Outcomes, ADDIE.

This study aimed to develop a Demonstration-Based Micro Videointegrated with Project Based Learning to improve students' learning outcomes in the Fundamentals of Office Management and Business Services (MPLB) subject at SMK Kesehatan Bali Medika. The study employed the ADDIE development model consisting of five stages: Analysis, Design, Development, Implementation, and Evaluation. The development process was based on a needs analysis indicating that classroom instruction was still dominated by conventional lecture methods and the use of less interactive learning media, resulting in difficulties for students in understanding office management procedures concretely. The product developed in this study was a Demonstration-Based Micro Videointegrated with Project Based Learning activities, enabling students not only to understand the learning materials through visual demonstrations but also to apply their knowledge through project-oriented tasks relevant to workplace practices. Product validation conducted by subject matter experts and media experts indicated that the developed Micro Videomet the criteria of validity and feasibility for instructional use. The practicality test results showed that both teachers and students provided highly positive responses, indicating that the Micro Videowas easy to use, engaging, and supportive of a more effective learning process. Furthermore, the effectiveness test demonstrated an improvement in students' learning outcomes, as evidenced by the increase in post-test scores compared to pre-test scores and supported by the N-Gain analysis results. Therefore, the Demonstration-Based Micro Videointegrated with Project Based Learning was found to be valid, practical, and effective, making it suitable as an innovative learning medium to enhance students' learning outcomes in the MPLB subject.