

**PENGEMBANGAN MEDIA POSTER AUDIO VISUAL BERBASIS
PENDEKATAN SAINTIFIK PADA MATA PELAJARAN IPAS KELAS V
SDN 11 SESETAN**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan rancang bangun media poster audio visual berbasis pendekatan saintifik pada mata pelajaran IPAS kelas V SDN 11 Seseetan, (2) mengetahui kelayakan media poster audio visual yang ditinjau dari ahli desain instruksional, ahli materi, dan ahli media, (3) mengetahui kepraktisan media poster audio visual berdasarkan uji kepraktisan guru, uji coba perorangan, dan uji kelompok kecil, serta (4) mengetahui efektivitas media poster audio visual dalam meningkatkan hasil belajar peserta didik pada mata pelajaran IPAS. Penelitian ini menggunakan model pengembangan ADDIE dengan metode pengumpulan data berupa angket dan tes. Hasil pengembangan berupa media poster audio visual berbasis pendekatan saintifik pada mata pelajaran IPAS kelas V SD. Hasil analisis menunjukkan bahwa (1) media poster audio visual yang dikembangkan berupa media digital berdasarkan tahapan model ADDIE dengan persentase pencapaian sebesar 92,50% sehingga dinyatakan sangat layak, (2) kelayakan media poster audio visual memperoleh persentase sebesar 92,50% dari ahli desain pembelajaran, 92,71% dari ahli materi, dan 89,58% dari ahli media, yang seluruhnya dinyatakan sangat layak, (3) kepraktisan media poster audio visual memperoleh persentase sebesar 96,59% pada uji kepraktisan guru, 89,40% pada uji coba perorangan, dan 88,89% pada uji kelompok kecil, yang seluruhnya dinyatakan sangat praktis, serta (4) hasil uji *Paired Sample t-Test* menunjukkan bahwa nilai t_{hitung} sebesar 15,807 lebih besar daripada t_{tabel} sebesar 2,045 pada taraf signifikansi 5% dengan derajat kebebasan (dk) = 29, sehingga H_0 ditolak dan H_1 diterima. Dengan demikian, media poster audio visual berbasis pendekatan saintifik terbukti efektif dalam meningkatkan hasil belajar peserta didik pada mata pelajaran IPAS kelas V SDN 11 Seseetan.

Kata Kunci: poster audio visual, pendekatan saintifik, IPAS, hasil belajar, ADDIE.

**DEVELOPMENT OF AUDIO-VISUAL POSTER MEDIA BASED ON THE
SCIENTIFIC APPROACH IN GRADE V AT SDN 11 SESETAN**

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ABSTRACT

This study aims to (1) describe the design and development of audiovisual poster media based on the scientific approach for the Grade V Natural and Social Sciences subject at SDN 11 Sesetan, (2) determine the feasibility of the audiovisual poster media as assessed by instructional design, content, and media experts, (3) determine the practicality of the audiovisual poster media based on teacher practicality tests, individual trials, and small-group trials, and (4) determine the effectiveness of the audiovisual poster media in improving student learning outcomes in the Grade V IPAS subject. This study employs the ADDIE development model, utilizing questionnaires and tests for data collection. The development output consists of audiovisual poster media based on the scientific approach for the Grade V IPAS subject. Analysis results indicate that (1) the developed audiovisual poster media a digital medium created following the ADDIE model stages achieved a score of 92.50%, thereby being classified as highly feasible; (2) the feasibility ratings were 92.50% from the instructional design expert, 92.71% from the content expert, and 89.58% from the media expert, all of whom rated it as highly feasible; (3) practicality ratings were 96.59% in the teacher practicality test, 89.40% in the individual trial, and 88.89% in the small-group trial, all of which were rated as highly practical; and (4) the Paired Sample t-Test results showed a calculated t-value of 15.807, which is greater than the t-table value of 2.045 at a 5% significance level with degrees of freedom (df) = 29, so that H_0 was rejected and H_1 was accepted. Consequently, the audiovisual poster media based on the scientific approach is proven effective in improving student learning outcomes in the Grade V IPAS subject at SDN 11 Sesetan.

Keywords: audiovisual poster, scientific approach, IPAS, learning outcomes, ADDIE.