

ABSTRAK

LORENTINA MANIK. Pengembangan Media Pengembangan Media Pembelajaran Video Animasi Berbasis *Powtoon* Pada Mata Pelajaran IPAS Kelas V SD N 3 Sijambur. Skripsi. Medan: Fakultas Ilmu Pendidikan Universitas Negeri Medan, 2024.

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui tingkat kelayakan, kepraktikalitas, dan keefektifan dari media pengembangan media pembelajaran video animasi berbasis *Powtoon* pada mata pelajaran IPAS kelas V SD N 3 Sijambur. Jenis penelitian ini adalah R&D dengan model pengembangan ADDIE. Subjek penelitian ini adalah 16 orang yang terdiri 9 orang laki-laki dan 7 orang perempuan. Teknik pengumpulan data dalam penelitian ini terdiri atas observasi, wawancara, angket dan tes. Adapun instrumen yang digunakan dalam penelitian ini meliputi instrumen wawancara, instrumen ahli (angket, tes, media, dan materi). Instrumen praktikalitas (angket respon guru dan angket respon siswa) dan tes hasil belajar siswa. Teknik analisis data yang digunakan dalam penelitian ini adalah data kualitatif dan kuantitatif. Hasil menunjukkan hasil kelayakan produk mendapatkan persentase 86,6 dan termasuk kategori sangat layak. Hasil praktikalitas produk mendapatkan persentase 91,3 dan termasuk kategori sangat praktis. Hasil efektifitas produk memperoleh hasil 0,75 dan termasuk kategori sangat efektif. Dapat disimpulkan bahwa media pembelajaran video animasi berbasis *Powtoon* pada mata pelajaran IPAS kelas V SD N 3 Sijambur dinyatakan layak, praktis, dan efektif digunakan dalam proses pembelajaran.

Kata Kunci : Media Pembelajaran, Video Animasi, *Powtoon*

ABSTRACT

LORENTINA MANIK. Development of Media Development of Powtoon-Based Animation Video Learning Media in the Social Sciences Subject of Grade V of Elementary School 3 Sijambur. Skripsi. Medan: Faculty of Education, Universitas Negeri Medan, 2024.

This research was conducted with the aim of determining the level of feasibility, practicality, and effectiveness of the development of Powtoon-based animation video learning media in the Social Sciences subject of grade V of Elementary School 3 Sijambur. This type of research is R&D with the ADDIE development model. The subjects of this study were 16 people consisting of 9 men and 7 women. Data collection techniques in this study consisted of observation, interviews, questionnaires and tests. The instruments used in this study include interview instruments, expert instruments (questionnaires, tests, media, and materials). Practicality instruments (teacher response questionnaires and student response questionnaires) and student learning outcome tests. The data analysis techniques used in this study were qualitative and quantitative data. The results showed that the product feasibility results obtained a percentage of 86.6 and were included in the very feasible category. The results of the product's practicality obtained a percentage of 91.3 and were included in the very practical category. The results of the product's effectiveness obtained a result of 0.75 and were included in the very effective category. It can be concluded that the animated video learning media based on *Powtoon* in the subject of science for class V of SD N 3 Sijambur is declared feasible, practical, and effective for use in the learning process.

Keywords: Learning Media, Animated Video, Powtoon