

ABSTRAK

Eko Wahyudi. 8216122018. Pengembangan Media Video Animasi dalam Pendidikan Agama Buddha untuk Penguatan Karakter Peserta Didik Kelas VIII di Perguruan Buddhis Bodhicitta. Tesis. Program Pascasarjana Universitas Negeri Medan. 2025.

Beragam persoalan yang terjadi, terutama di kalangan remaja menjadi fakta yang semakin mengkhawatirkan. Hal ini berpotensi mengancam stabilitas sosial yang menimbulkan krisis moral dan berakibat negatif dalam masyarakat. Upaya yang berorientasi pada internalisasi dan penguatan nilai moral sangat mendesak untuk dilaksanakan. Pendidikan karakter dipandang mampu menjadi kunci atau solusi untuk mengatasi berbagai masalah tersebut. Pendidikan karakter mengajarkan nilai-nilai moral dan etika kepada peserta didik, sehingga mereka mampu memahami, menghayati, dan mengimplementasikannya dalam perilaku sehari-hari. Penelitian ini bertujuan untuk mengembangkan media video animasi dalam pembelajaran Pendidikan Agama Buddha guna memperkuat karakter peserta didik kelas VIII di Perguruan Buddhis Bodhicitta. Penelitian ini menggunakan metode penelitian dan pengembangan (R&D) dengan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Subjek penelitian terdiri dari ahli materi pembelajaran, ahli desain pembelajaran, ahli media pembelajaran, dan peserta didik. Data dikumpulkan melalui wawancara, observasi, dan angket, lalu dianalisis secara deskriptif kuantitatif dan kualitatif. Berdasarkan hasil penelitian, media video animasi yang dikembangkan dinyatakan sangat layak digunakan dalam pembelajaran. Hal ini ditunjukkan oleh skor rata-rata hasil validasi yaitu sebesar 90,47% dari ahli materi, 90% dari ahli desain, dan 88,80% dari ahli media. Penerapan media video animasi dinilai efektif dalam membantu penguatan karakter religius, jujur, disiplin, kerja keras, dan tanggung jawab pada peserta didik. Hal ini ditunjukkan oleh hasil penghitungan nilai *pre-test* dan *post-test* menggunakan *N-Gain Score* sebesar 0,384 dengan kategori sedang.

Kata kunci: Media Video Animasi, Pendidikan Agama Buddha, Penguatan Karakter, ADDIE.



ABSTRACT

Eko Wahyudi. 8216122018. *Development of Animated Video Media in Buddhist Religious Education to Strengthen the Character of Grade VIII Students at Bodhicitta Buddhist School*. Thesis. Graduate Program, State University of Medan. 2025.

The various issues occurring, particularly among teenagers, have become increasingly concerning. These issues have the potential to threaten social stability, leading to moral crises and negative impacts on society. Efforts focused on the internalization and strengthening of moral values are urgently needed. Character education is viewed as a key solution to address these problems. It teaches moral and ethical values to students, enabling them to understand, internalize, and implement these values in their daily behavior. This study aims to develop animated video media for use in Buddhist Religious Education to strengthen the character of Grade VIII students at Bodhicitta Buddhist School. The study employs a Research and Development (R&D) method using the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). The research subjects include content experts, instructional design experts, media experts, and students. Data were collected through interviews, observations, and questionnaires, and analyzed using descriptive quantitative and qualitative methods. The results of the study show that the developed animated video media is highly feasible for use in learning. This is evidenced by the average validation scores: 90.47% from content experts, 90% from instructional design experts, and 88.80% from media experts. The implementation of the animated video media was found to be effective in supporting the development of students' religious, honest, disciplined, hardworking, and responsible character traits. This is shown by the calculation of pre-test and post-test scores using the N-Gain Score, which resulted in a value of 0.384, categorized as moderate.

Keywords: Animated Video Media, Buddhist Religious Education, Character Strengthening, ADDIE.

