

ABSTRAK

Helnita. 8196182008. Pengembangan Model Tutorial Audio Visual Berkonten Syariah Islam Untuk Meningkatkan Kreativitas Mahasiswa Di Universitas Bina Bangsa Getsempena Banda Aceh. Tesis. Prodi Pendidikan Dasar. Medan: Program Pascasarjana Universitas Negeri Medan, Agustus 2021.

Penelitian ini berlatar belakang dari rendahnya kreativitas mahasiswa dalam mengembangkan media pembelajaran, penelitian ini bertujuan untuk meningkatkan kreativitas mahasiswa melalui pengembangan model tutorial audio visual berkonten syariah islam. Jenis penelitian ini merupakan penelitian pengembangan atau *Research and Development (R&D)* yang mengikuti langkah-langkah pengembangan model ADDIE yaitu: *Analyze, Design, Development, Implementation, dan Evaluation*. Subjek penelitian ini adalah mahasiswa PG-PAUD semester II yang berjumlah 40 mahasiswa. Berdasarkan hasil penelitian yang telah dilaksanakan menunjukkan bahwa hasil validasi ahli media sebesar 95.83%, ahli materi sebesar 95,45%, ahli bahasa sebesar 95.00%, dari hasil validasi ahli video model tutorial audio visual berkonten syariah islam yang dikembangkan menunjukkan hasil pada kreteria sangat layak dan dinyatakan valid sehingga layak untuk digunakan dalam penelitian, dan berdasarkan hasil dari penyebaran angket kreativitas mahasiswa, nilai pre tets menunjukkan hasil rata-rata yaitu sebesar 49.35% dan nilai post test menunjukkan hasil rata-rata sebesar 90.57% , hasil analisis statistik membuktikan bahwa tingkat kreativitas mahasiswa meningkat sebesar 41.22%, hal ini dapat dimaknai bahwa pemberian video model tutorial dapat meningkatkan kreativitas mahasiswa dan video model tutorial yang telah disusun secara sistematis telah mencapai taraf keefektifan.

Kata Kunci: Model Tutorial, Audio Visual, Kreativitas Mahasiswa

ABSTRACT

Helnita. 8196182008. Development of an Audio Visual Tutorial Model with Islamic Syariah Content to Increase Student Creativity at the University of Bina Bangsa Getsempena Banda Aceh. Thesis. Basic Education Study Program. Medan: Medan State University Postgraduate Program, August 2021.

This research is based on the low creativity of students in developing learning media, this study aims to increase student creativity through the development of an audio-visual tutorial model with Islamic sharia content. This type of research is Research and Development (R&D) which follows the steps of developing the ADDIE model, namely: Analyze, Design, Development, Implementation, and Evaluation. The subjects of this study were second semester PG-PAUD students, totaling 40 students. Based on the results of the research that has been carried out, it shows that the results of the validation of media experts are 95.83%, material experts are 95.45%, linguists are 95.00%, from the results of expert validation of video tutorial models with Islamic sharia content developed showing results in the criteria are very feasible and declared valid so that they are suitable for use in research, and based on the results of the distribution of student creativity questionnaires, the pre-test score shows an average result of 49.35% and the post-test value shows an average result of 90.57%, the results of statistical analysis proves that the level of student creativity increased by 41.22%, this can be interpreted that the provision of video tutorial models can increase student creativity and video tutorial models that have been systematically arranged have reached the level of effectiveness.

Keywords: Tutorial Model, Audio Visual, Student Creativity