

## ABSTRAK

**Wisna Ayu Kristina Lumban Gaol, NIM. 7193341204, Pengembangan Media Berbasis Video Pembelajaran Ekonomi Untuk Meningkatkan Motivasi Belajar Siswa Kelas X IPS 1 Tahun Ajaran 2022/2023 SMA Swasta Methodist Lubuk Pakam.**

Penelitian ini merupakan pengembangan media pembelajaran ekonomi yang bertujuan untuk mengetahui : 1) Tahapan pengembangan media video pembelajaran sebagai pembelajaran ekonomi; 2) Kelayakan video sebagai media pembelajaran; 3) Keefektifan media video dalam uji coba lapangan; 4) Peningkatan motivasi belajar siswa pada materi Otoritas Jasa Keuangan kelas X IPS 1 SMA Swasta Methodist Lubuk Pakam.

Metode penelitian ini merupakan penelitian pengembangan R&D (Resarch and Development). Desain penelitian ADDIE dikembangkan Dick and Carey untuk pembelajaran. Subjek berjumlah 37 siswa. Instrumen yang digunakan dalam penelitian ini meliputi kuisisioner kelayakan untuk ahli materi, ahli desain dan praktisi pendidikan. Kuisisioner praktikalitas untuk mengetahui kepraktisan media video serta kuisisioner angket motivasi belajar untuk mengetahui keefektifan media video.

Hasil penelitian ini adalah : 1) Tahapan peneltian meliputi RnD: a)analisis; b)desain; c)pengembangan; d)implementasi; dan e)evaluasi. 2) Hasil kelayakan media berdasarkan penilaian ahli materi mendapat skor sebesar 84% dengan kategori sangat layak dan penilaian ahli desain mendapat skor sebesar 75% dengan kategori layak. Hasil kelayakan media berdasarkan penilaian dari praktisi pendidikan mendapat skor sebesar 92% dengan kategori sangat layak. 3) Perolehan hasil penerapan media berbasis video pembelajaran ekonomi pada materi Otoritas Jasa Keuangan memperoleh skor sebesar 85% dengan kategori sangat praktis. 4)Hasil evaluasi motivasi belajar memperoleh skor sebesar 86% sehingga menunjukkan adanya peningkatan motivasi belajar serta pemahaman peserta didik dan disimpulkan bahwa media video dikatakan sangat efektif digunakan dikelas X IPS 1 SMA Swasta Methodist Lubuk Pakam.

**Kata kunci : Media Pembelajaran Video, Motivasi Belajar**

## ABSTRACT

**Wisna Ayu Kristina Luban Gaol, NIM. 7193341204, Development of Video-Based Media for Economic Learning to Increase Learning Motivation in Class X IPS 1 Academic Year 2022/2023 Lubuk Pakam Methodist Private High School.**

This research is the development of economic learning media which aims to find out: 1) The stages of developing learning video media as economic learning; 2) Video feasibility as a learning medium; 3) The effectiveness of video media in field trials; 4) Increasing students' learning motivation on material for the Financial Services Authority class X IPS 1 of Lubuk Pakam Methodist Private High School.

This research method is an R&D (Research and Development) research. The ADDIE research design was developed by Dick and Carey for learning. Subjects amounted to 37 students. The instruments used in this study included a feasibility questionnaire for material experts, design experts and educational practitioners. Practicality questionnaire to determine the practicality of video media and learning motivation questionnaire to determine the effectiveness of video media.

The results of this study are: 1) The stages of research include RnD: a) analysis; b) design; c) development; d) implementation; and e) evaluation. 2) The feasibility results of the media based on the material expert's assessment scored 84% in the very feasible category and the design expert's assessment scored 75% in the feasible category. The results of media feasibility based on assessments from educational practitioners scored 92% in the very feasible category. 3) Obtaining the results of implementing economic learning video-based media in the Financial Services Authority material obtained a score of 85% in the very practical category. 4) The results of the evaluation of learning motivation obtained a score of 86% indicating an increase in learning motivation and understanding of students and it was concluded that video media was said to be very effective for use in class X Social 1 Lubuk Pakam Methodist Private High School.

**Keywords: Video Learning Media, Learning Motivation**