

ABSTRAK

SANIA MICALANY SURBAKTI. Pengembangan Media Audio Visual Berbasis *Canva* Untuk Meningkatkan Hasil Belajar Bahasa Inggris Peserta Didik Kelas IV SDN 058324 Pungai T.A 2023/2024. Skripsi. Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan, 2024.

Penelitian ini bertujuan untuk menghasilkan sebuah media pembelajaran berbasis *Canva* yang layak, praktis dan efektif digunakan dalam kegiatan pembelajaran. Jenis media pembelajaran yang dihasilkan yaitu media audio visual berupa video pembelajaran yang dirancang menggunakan aplikasi *Canva*. Metode yang digunakan dalam penelitian ini adalah metode research and development (R&D) dengan model penelitian dan pengembangan ADDIE (Analysis, Design, Development, Implementation and Evaluation). Data yang dikumpulkan pada penelitian ini berupa data kuantitatif dan kualitatif. Data Kuantitatif di peroleh melalui hasil validasi ahli materi, ahli media, respon praktisi dan hasil belajar pretest posttest siswa kelas IV-B SDN 058324 Pungai. Sedangkan data kualitatif diperoleh melalui wawancara dengan guru serta masukan dan saran melalui angket para validator. Penilaian Media audio visual berbasis *canva* pada penelitian ini dinyatakan 82,67% “sangat layak” dan penilaian kelayakan materi sebesar 85,33% juga “sangat layak” digunakan dalam kegiatan pembelajaran. Penilaian kepraktisan media oleh guru 92% praktis digunakan dalam pembelajaran. Keefektifan media diperoleh berdasarkan hasil pretest dan posttest. Hasil pretest sebesar 55,5% meningkat menjadi 90,6% pada posttest yang kemudian dianalisis menggunakan N-gain dan memperoleh hasil skor sebesar 78% dengan kategori “efektif”. Sehingga dapat disimpulkan bahwa media audio visual layak, praktis, dan efektif digunakan dalam kegiatan pembelajaran dan disarankan agar guru dapat menggunakan media audio visual berbasis *canva* pada saat proses pembelajaran Bahasa Inggris berikutnya.

Kata Kunci : Pengembangan media, Vidio Pembelajaran, *Canva*

ABSTRACT

SANIA MICALANY SURBAKTI. Development of Canva-Based Audio Visual Media to Improve English Learning Outcomes for Class IV Students at SDN 058324 Pungai T.A 2023/2024. Skripsi. Medan: Faculty of Education, Universitas Negeri Medan, 2024.

This research aims to produce a Canva-based learning media that is feasible, practical and effective for use in learning activities. The type of learning media produced is audio-visual media in the form of learning videos designed using the Canva application. The method used in this research is the research and development (R&D) method with the ADDIE (Analysis, Design, Development, Implementation and Evaluation) research and development model. The data collected in this research is in the form of quantitative and qualitative data. Quantitative data was obtained through validation results from material experts, media experts, practitioner responses and pretest posttest learning results for class IV-B students at SDN 058324 Pungai. Meanwhile, qualitative data was obtained through interviews with teachers as well as input and suggestions through validator questionnaires. The Canva-based audio visual media assessment in this study was declared 82.67% "very feasible" and the material feasibility assessment was 85.33% and "very suitable" for use in learning activities. The teacher's assessment of media practicality is 92% practical for use in learning. The effectiveness of the media obtained is based on the results of the pretest and posttest. The pretest result of 55.5% increased to 90.6% in the posttest which was then analyzed using N-gain and obtained a score of 78% in the "effective" category. So it can be concluded that audio visual media is feasible, practical and effective for use in activities and it is recommended that teachers can use Canva-based audio visual learning media during the next English learning process.

Keywords: Media development, learning videos, Canva