

ABSTRACT

Manalu, Abraham Torsinah, Registration Number: 2223121002, Developing Listening Materials Using Educaplay Video Quiz for Seventh Grade Students at UPT SMP Negeri 17 Medan, A Thesis. English and Literature Department, Faculty of Languages and Arts, Universitas Negeri Medan, 2026.

This study aimed to develop listening materials using Educaplay Video Quiz for seventh-grade students at UPT SMP Negeri 17 Medan. Despite the Merdeka Curriculum's emphasis on digital literacy, field observations revealed that listening activities were systematically skipped due to the unavailability of supporting audio materials, leaving students with minimal exposure to structured listening practice. Employing Design and Development Research (DDR) based on Borg and Gall's (2003) Research and Development model, this study followed six systematic stages: research and information gathering, needs analysis, developing preliminary product, expert validation, product revision, and final product. Data were collected through a needs analysis questionnaire administered to 32 seventh-grade students and an expert validation sheet assessed by two design experts: an English education lecturer and an in-service English teacher. The needs analysis revealed that students strongly preferred video-based, interactive listening materials with immediate feedback and visually attractive displays. Based on these findings, 11 Educaplay Video Quiz activities were developed, covering topics from the Grade 7 English for Nusantara textbook. Expert validation results indicated an overall score of 90.83%, categorized as "Very Good" according to Suharto's (2008) criteria, with content appropriateness (88.00%), consistency (93.33%), practicality (92.00%), and effectiveness (90.00%) all meeting quality standards. Revisions included adding text captions to videos and preparing a teacher guidance document. The findings confirm that the developed Educaplay Video Quiz materials are valid, practical, and appropriate for enhancing English listening instruction for seventh-grade EFL learners.

Keywords: *Listening Materials, Educaplay Video Quiz, Listening Comprehension, Seventh-Grade Students, Design and Development Research*