

ABSTRAK

PENGEMBANGAN MEDIA BERBASIS VIDEO ANIMASI INFOGRAFIS UNTUK MENINGKATKAN KEMAMPUAN BERPIKIR KREATIF PESERTA DIDIK PADA MATA PELAJARAN IPS

Oleh

SISWATI

Penelitian ini bertujuan untuk mengembangkan media berbasis video animasi infografis untuk meningkatkan kemampuan berpikir kreatif peserta didik kelas VII SMP Negeri 3 Banjar Agung. Jenis penelitian *Research and Development*. Setelah produk divalidasi, digunakan untuk kegiatan pembelajaran di kelas kelas kontrol dan kelas eksperimen. Teknik pengumpulan data menggunakan angket, wawancara, tes, dan dokumentasi. Untuk mengetahui efektifitas produk, dilakukan dengan cara membandingkan kemampuan berpikir kreatif peserta didik sebelum dan setelah menggunakan media berbasis video animasi infografis yang dikembangkan. Hasil penelitian: 1) menghasilkan media pembelajaran berbasis video animasi infografis tentang penawaran yang dikembangkan dengan menggunakan prosedur pengembangan menurut Borg and Gall, dimana media berbasis video animasi layak digunakan berdasarkan penilaian ahli materi, ahli media, dan ahli bahasa. 2) Berdasarkan perhitungan diperoleh hasil $t = 2.817 > t$ tabel $= 1,708$ dengan nilai signifikansi sebesar 0.009 (p value $< 0,05$), sehingga H_0 diterima, artinya terdapat perbedaan yang signifikan kemampuan berpikir kreatif peserta didik pada pembelajaran IPS sebelum dan sesudah menggunakan media berbasis video animasi infografis tentang penawaran. 3) Produk media berbasis video animasi infografis tentang penawaran cukup efektif meningkatkan kemampuan berpikir kreatif peserta didik pada mata pelajaran IPS. Berdasarkan Uji *N-gain score* ternormalisasi hasil kemampuan berpikir kreatif peserta didik diperoleh rata-rata sebesar 65,74% sedangkan untuk kelas kontrol memperoleh rata-rata 46,21% artinya media berbasis video animasi infografis tentang materi penawaran lebih efektif meningkatkan kemampuan berpikir kreatif peserta didik daripada media konvensional yang digunakan pada kelas kontrol. Efektivitas penggunaan media video animasi infografis paling dominan terjadi pada aspek kelancaran dalam berfikir (*fluency*) dengan persentase skor 87,50%.

Kata Kunci: Pengembangan, Video Animasi Infografis, Kemampuan Berpikir Kreatif

ABSTRACT

DEVELOPMENT OF AN INFOGRAPHICS ANIMATED VIDEO BASED MEDIA TO IMPROVE ABILITY OF CREATIVE THINKING STUDENTS AT SOCIAL STUDIES

By

SISWATI

This study aims to develop an infographic-animated video-based media to improve the creative thinking skills of class VII students of SMP Negeri 3 Banjar Agung. Type of research Research and Development. After the product is validated, it is used for learning activities in the control class and experimental class. Data collection techniques using questionnaires, interviews, tests, and documentation. To find out the effectiveness of the product, it is done by comparing students' creative thinking abilities before and after using the infographic-animated video-based media that was developed. The results of the research: 1) produce learning media based on animated infographic videos about offers developed using the development procedure according to Borg and Gall, where animated video-based media are appropriate to use based on the assessment of material experts, media experts, and linguists. 2) Based on the calculations, the results obtained are $t = 2,817 > t \text{ table} = 1.708$ with a significance value of 0.009 (p value <0.05), so that H_0 is accepted, meaning that there is a significant difference in students' creative thinking abilities in social studies learning before and after using media video-based animated infographics about the offer. 3) Media products based on video animation infographics about offerings are quite effective in increasing students' creative thinking skills in social studies subjects. Based on the normalized N-gain score test, the results of students' creative thinking abilities obtained an average of 65.74%, while the control class obtained an average of 46.21%, meaning that media based on infographic animated videos about offering material is more effective in increasing students' creative thinking abilities than conventional media used in the control class. The most dominant effectiveness of the use of infographic animation video media occurs in the aspect of fluency in thinking (fluency) with a percentage score of 87.50%.

Keywords: Development, Infographic Animation Video, Creative Thinking Ability