

**PENGEMBANGAN MEDIA VIDEO ANIMASI
BERBASIS *KINEMASTER*
MATERI TEKS CERITA FANTASI
BAGI PESERTA DIDIK SMP KELAS VII**

ABSTRAK

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Keterbatasan media pembelajaran yang digunakan pendidik khususnya dalam pembelajaran teks cerita fantasi menyebabkan rendahnya motivasi dan semangat peserta didik dalam proses pembelajaran. Berdasarkan hal tersebut, tujuan dari penelitian ini yaitu menghasilkan produk media video animasi berbasis *kinemaster*, mendeskripsikan uji kelayakan produk dan mendeskripsikan keefektifan produk untuk peserta didik SMP Kelas VII pada pembelajaran teks cerita fantasi.

Penelitian ini menggunakan metode *Research and Development* yang terdiri atas 7 tahapan yaitu (1) analisis potensi dan masalah, (2) pengumpulan data, (3) desain produk, (4) validasi desain produk, (5) revisi produk, (6) uji coba kelayakan produk, (7) uji efektivitas produk. Penelitian ini dilakukan di SMP Al Kautsar Bandarlampung, SMP N 22 Bandarlampung, dan di SMP N 3 Natar Lampung Selatan tahun ajaran 2023-2024 kelas VII-A dan VII-C. Teknik pengumpulan data dilakukan dengan observasi, wawancara, lembar tes penilaian terhadap 66 peserta didik yang menjadi objek penelitian, dan angket uji kelayakan di 3 sekolah dengan jumlah responden sebanyak 233 peserta didik.

Hasil penelitian menunjukkan bahwa (1) media video animasi berbasis *kinemaster* materi teks cerita fantasi bagi peserta didik SMP kelas VII berhasil dikembangkan dan sudah divalidasi oleh ahli materi, ahli media, dan praktisi (2) media pembelajaran dalam bentuk video animasi berbasis *kinemaster* dinyatakan sangat layak oleh ahli materi, ahli media dan praktisi dengan persentase penilaian 92%, 93%, dan 96% (3) Berdasarkan pada uji efektivitas, media video animasi berbasis *kinemaster* mendapatkan indeks rata-rata *N-gain* sebesar (0.60) di kelas VII A, dan (0,48) di kelas VII-C termasuk dalam kategori sedang sehingga video animasi dinyatakan efektif digunakan dalam pembelajaran.

Kata Kunci : *video animasi, kinemaster, teks cerita fantasi*

ABSTRACT

ANIMATION VIDEO MEDIA DEVELOPMENT KINEMASTER BASED FANTASY STORY TEXT MATERIAL FOR CLASS VII JUNIOR HIGH SCHOOL STUDENTS

By

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The limitations of the learning media used by educators, especially in learning fantasy story texts, cause low motivation and enthusiasm for students in the learning process. Based on this, the aim of this research is to produce Kinemaster-based animated video media products, describe product feasibility tests and describe product effectiveness for Class VII middle school students in learning fantasy story texts.

This research uses the Research and Development method which consists of 7 stages, namely (1) potential and problem analysis, (2) data collection, (3) product design, (4) product design validation, (5) product revision, (6) test try product suitability, (7) test product effectiveness. This research was conducted at SMP Al Kautsar Bandarlampung, SMP N 22 Bandarlampung, and at SMP N 3 Natar South Lampung for the 2023-2024 academic year classes VII-A and VII-C. Data collection techniques were carried out using observation, interviews, assessment test sheets for 66 students who were the objects of research, and feasibility test questionnaires in 3 schools with a total of 233 students as respondents.

The results of the research show that (1) Kinemaster-based animated video media, fantasy story text material for class VII junior high school students, has been successfully developed and has been validated by material experts, media experts and practitioners (2) learning media in the form of Kinemaster-based animated videos is declared very feasible by material experts, media experts and practitioners with assessment percentages of 92%, 93% and 96% (3) Based on effectiveness tests, Kinemaster-based animated video media received an average N-gain index of (0.60) in class VII A, and (0.48) in class VII-C is included in the medium category so that animated videos are declared effective for use in learning.

Key words: animated video, kinemaster, fantasy story text