

ABSTRAK

PENGEMBANGAN VIDEO PEMBELAJARAN *STORYTELLING* TERHADAP PEMAHAMAN *EDITING VIDEO* PADA MATA PELAJARAN KONTEN KREATIF DI SMKN 8 BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengembangkan media video pembelajaran berbasis *storytelling* yang valid dan praktis pada mata pelajaran Konten Kreatif di SMK Negeri 8 Bandar Lampung. Prosedur pengembangan mengacu pada model Alessi dan Trollip yang mencakup tiga tahapan, yaitu perencanaan, desain, dan pengembangan. Penelitian ini melibatkan siswa kelas XI DKV 2 dengan jumlah 30 siswa. Instrumen penilaian terdiri dari penilaian validasi ahli produk, validasi ahli materi, kepraktisan persepsi guru, dan uji respon siswa. Analisis ahli media dan ahli materi menggunakan analisis skor, sedangkan respon guru dan respon siswa menggunakan analisis persentase. Hasil uji validasi produk mendapatkan rata-rata skor 3,21 yang menunjukkan pada kategori validitas tinggi. Hasil uji validasi ahli materi, diperoleh rata-rata skor keseluruhan sebesar 3,18 yang menunjukkan validitas tinggi. Hasil uji kepraktisan dari persepsi guru mendapatkan rata-rata persentase kepraktisan 81% dalam kategori kepraktisan sangat tinggi. Hasil uji kepraktisan dari respon siswa mendapatkan rata-rata persentase kepraktisan sebesar 87% dalam kategori kepraktisan sangat tinggi. Media video pembelajaran yang dikembangkan dinyatakan layak dan praktis digunakan sebagai pendukung proses pembelajaran pada mata pelajaran Konten Kreatif, khususnya pada materi dasar *editing video* menggunakan aplikasi *CapCut*.

Kata kunci: capcut, *digital storytelling*, konten kreatif, smk, video pembelajaran

ABSTRACT

DEVELOPMENT OF STORYTELLING-BASED INSTRUCTIONAL VIDEOS TO ENHANCE VIDEO EDITING COMPREHENSION IN THE CREATIVE CONTENT SUBJECT AT SMKN 8 BANDAR LAMPUNG

By

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This study aims to develop a storytelling-based instructional video that is valid and practical for the subject of Creative Content at SMK Negeri 8 Bandar Lampung. The development procedure refers to the Alessi and Trollip model, which includes three stages: planning, design, and development. The study involved 30 students from class XI DKV 2. The assessment instruments consisted of product expert validation, material expert validation, teacher practicality perception, and student response tests. The analyses from media and material experts were conducted using score analysis, while teacher and student responses were analyzed using percentage analysis. The product validation results obtained an average score of 3.21, indicating a high level of validity. The material expert validation results showed an average overall score of 3.18, also categorized as highly valid. The practicality test based on teacher perception resulted in an average practicality percentage of 81%, which falls into the very high category. The practicality test based on student responses yielded an average practicality percentage of 87%, also categorized as very high. The developed instructional video is deemed feasible and practical to support the learning process in the Creative Content subject, particularly in teaching basic video editing using the CapCut application.

Keywords: capcut, digital storytelling, creative content, vocational school, instructional video