ABSTRAK

**PENGEMBANGAN VIDEO PEMBELAJARAN BERBASIS *POWTOON*
PADA MATERI ANIMALIA KELAS X**

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2022

Pandemi Covid-19 yang masih berlangsung menyebabkan kegiatan pembelajaran dilaksanakan secara *blended learning* yaitu pencampuran pembelajaran luring dan daring. Berdasarkan analisis kebutuhan, minat peserta didik menurun ketika mengikuti pembelajaran di kelas dan materi yang sulit dipahami adalah animalia. Penggunaan *Powtoon* dapat mengurangi rasa bosan bagi peserta didik. Tampilan pada *Powtoon* lebih menarik daripada PPT biasa. Animasi yang dipakai disesuaikan dengan materi sehingga menarik minat belajar peserta didik. Peneliti mengembangkan video pembelajaran berbasis *Powtoon*. Penelitian ini bertujuan untuk mengetahui desain, kelayakan produk video pembelajaran berbasis *Powtoon* pada materi animalia kelas X.

Penelitian ini menggunakan metode *Research and Development* (R&D) menurut Borg & Gall dalam Sugiyono. Lima tahapan digunakan dalam penelitian ini, yaitu potensi dan masalah, pengumpulan data, desain produk, validasi produk, dan revisi produk. Produk divalidasi oleh ahli materi, ahli media, dan guru biologi SMA. Data hasil penelitian dianalisis menggunakan analisis kualitatif dan kuantitatif. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara dan kuesioner. Instrumen pengumpulan data yang digunakan dalam penelitian ini adalah lembar wawancara analisis kebutuhan dan angket validasi produk. Produk yang dikembangkan berbentuk video pembelajaran berbasis *Powtoon* yang terdiri dari ringkasan materi, tujuan pembelajaran, profil pengembang, latihan soal, dan gambar relevan materi. Berdasarkan hasil validasi yang dilakukan oleh ahli materi, ahli media dan dua guru biologi SMA, media pembelajaran video berbasis *Powtoon* memperoleh skor rata-rata pada aspek materi sebesar 84% dan pada aspek media sebesar 91,4% sehingga skor rata-rata keseluruhan validasi sebesar 87,7%. Oleh karena itu, video pembelajaran berbasis *Powtoon* pada materi animalia kelas X termasuk dalam kategori "Sangat Layak" untuk diujicobakan dengan revisi sesuai saran validator.

Kata kunci: *Research and Development* (R&D), Media Pembelajaran, Video Pembelajaran berbasis *Powtoon*, Materi Animalia.

ABSTRACT

DEVELOPMENT OF POWTOON-BASED LEARNING VIDEO TO TEACH

ANIMALIA MATERIAL FOR 10 th GRADE STUDENTS

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The ongoing Covid-19 pandemic causes learning activities to be carried out in a blended learning manner, namely mixing offline and online learning. Based on the needs analysis, the interest of students decreases when they take part in learning in class and the material that is difficult to understand is animalia. The use of Powtoon can reduce boredom for students. Powtoon looks more attractive than regular PPT. The animation used is adapted to the material so that it attracts students' interest in learning. Researchers developed a Powtoon-based learning video. This study aims to determine the design, feasibility of Powtoon-based learning video products for class X animalia material.

This study uses the Research and Development (R&D) method according to Borg & Gall in Sugiyono. Five stages were used in this study, namely potential and problems, data collection, product design, product validation, and product revision. The product is validated by material experts, media experts, and high school biology teachers. The research data were analyzed using qualitative and quantitative analysis. Data collection techniques used in this study were interviews and questionnaires. The data collection instruments used in this study were needs analysis interview sheets and product validation questionnaires. The product developed is in the form of a Powtoon-based learning video consisting of a summary of the material, learning objectives, developer profile, practice questions, and relevant images of the material. Based on the results of the validation carried out by material experts, media experts and two high school biology teachers, Powtoon-based video learning media obtained an average score of 84% on the material aspect and 91.4% on the media aspect so that the overall average score for validation was 87.7%. Therefore, Powtoon-based learning videos on class X animalia are included in the "Very Eligible" category to be tested with revisions according to the validator's suggestions.

Keywords: *Research and Development (R&D), Learning Media, Powtoon-based Learning Videos, Animalia Materials.*