

ABSTRAK

Gustini, Sri. 2024. *Developing Doratoon Animation Video as a Teaching Media for Cause and Effect Material*. Skripsi. Tanjungpinang: Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Maritim Raja Ali Haji. Pembimbing: (I) Assist. Prof. Pradipta Agustina, S.Hum., M.Pd. (II) Assist. Prof. Benni Satria, S.Pd., M.Pd.

Kata Kunci : Media pembelajaran, Media Audio Visual (Video), Doratoon, Cause and effect

Jenis penelitian ini adalah Research and Development (R&D) yang bertujuan untuk mengembangkan video animasi Doratoon sebagai media pengajaran materi sebab dan akibat. Menggunakan model ADDIE dari Branch (2010) yang terdiri dari five phase yaitu Analysis, Design, Development, Implementation, dan Evaluation. Subject penelitian ini adalah siswa kelas 11 di SMA Negeri 1 Singkep sebanyak 27 siswa. Instrument yang digunakan adalah wawancara, angket kebutuhan siswa, lembar validasi dan angket respon siswa terhadap produk. Analisis kualitatif dan analisis kuantitatif digunakan sebagai metode analisis data. Hasil uji validasi oleh media dan materi menunjukkan bahwa Doratoon animation video as a teaching media valid dan tidak perlu revisi. Nilai rata-rata uji coba media yaitu sebesar 90,09% termasuk kategori sangat layak dan nilai rata-rata efektivitas penggunaan media mendapat nilai 80 dengan KKM 78. Dapat disimpulkan bahwa video animasi Doratoon layak digunakan sebagai media pengajaran pada materi cause and effect dan dapat meingkatkan motivasi belajar siswa.

ABSTRACT

Gustini, Sri. 2024. *Developing Doratoon Animation Video as a Teaching Media for Cause and Effect Material*. Skripsi. English Language Education Study Program, Teacher Training and Education Faculty, Universitas Maritim Raja Ali Haji Tanjungpinang. Advisors: (I) Assist. Prof. Pradipta Agustina, S.Hum., M.Pd. (II) Assist. Prof. Benni Satria, S.Pd., M.Pd.

Keywords: Learning Media, Audio Visual Media (Video), Doratoon, Cause and Effect

This type of research was Reserch and Development (R&D) which aims to develop Doratoon animation video as a teaching media for Cause and Effect material. The ADDIE model from Branch (2010) consisted of five phases, namely Analysis, Design, Development, Implementation, and Evaluation. The subject of this research were 27 grade 11th students at SMA Negeri 1Singkep. The instruments used were interviews, students' need questionnaires, validation sheets, and students' response questionnaires toward the product. Qualitative analysis and quantitative analysis were employed as data analysis methodology. The media and material validation test results show that Doratoon's animation video as a teaching media was valid and did not need revision. The average value of the media trials was 90,09%, which as in the very feasible category. The average value of effectiveness of using the product received an average score of 80 with a KKM of 78. It could be concluded that the Doratoon animation video is feasible to use as a teaching media in Cause and Effect material and can increase students learning motivation.