

**PENGEMBANGAN MEDIA VIDEO ANIMASI BERBASIS ANIMAKER
PADA MATERI CIRI-CIRI DAN KLASIFIKASI MAKHLUK HIDUP
KELAS VII**

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Hasil survey analisis kebutuhan di lima sekolah menunjukkan bahwa variasi media pembelajaran dimasa pandemi covid-19 yang diterapkan oleh pendidik masih terbatas. Keterbatasan variasi media pembelajaran berdampak pada permasalahan yang dialami oleh peserta didik yakni meningkatnya kejenuhan dan kebosanan selama proses pembelajaran dan berdampak pada penurunan keaktifan dan partisipasi serta hasil akhir belajar siswa. Salah satu media yang relevan dengan permasalahan di sekolah adalah menggunakan media pembelajaran berupa video animasi. Penelitian ini bertujuan untuk mengembangkan desain produk media video animasi pada materi “Ciri-Ciri dan Klasifikasi Makhluk Hidup” serta mengetahui kualitas dan kelayakan produk media video animasi yang dikembangkan paada materi “Ciri-Ciri dan Klasifikasi Makhluk Hidup”.

Jenis penelitian ini adalah *Research and Development*. Metode yang diterapkan dalam penelitian ini mengacu pada metode Brog and Gall dalam Sugiyono yang terdiri 10 langkah penelitian, dalam penelitian ini hanya diterapkan lima langkah yaitu menggali potensi masalah, pengumpulan data, desain produk, validasi produk dan revisi produk, tujuannya mengetahui kualitas dan kelayakan media video animasi berbasis animaker dalam pembelajaran daring.

Media video animasi dikemas dalam bentuk file berformat MP4 yang diunggah ke situs youtube dan dapat diakses secara *online*. Media video animasi memuat komponen tulisan, gambar, gerakan, audio, *background* dan *backsound* yang bervariasi dan relevan dengan materi ciri-ciri dan klasifikasi makhluk hidup. Hasil validasi produk masuk dalam kategori “Sangat Baik” dengan skor penilaian rata-rata 3,48 dan dinyatakan layak untuk diujicobakan dalam skala terbatas sesuai dengan saran perbaikan dari validator.

Kata Kunci: *R & D*, Video Animasi, Materi Ciri-Ciri dan Kasifikasi Makhluk Hidup.

***DEVELOPMENT OF ANIMAKER-BASED ANIMATION VIDEO MEDIA
ON CHARACTERISTICS AND CLASSIFICATION OF LIVING THINGS IN
CLASS VII***

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The results of the needs analysis survey in five schools showed that the variety of learning media during the COVID-19 pandemic applied by educators was still limited. The limited variety of learning media has an impact on the problems experienced by students, namely increasing boredom and boredom during the learning process and having an impact on decreasing activity and participation as well as student learning outcomes. One of the media that is relevant to the problems at school is to use learning media in the form of animated videos. This study aims to develop an animated video media product design on the material "Characteristics and Classification of Living Things" and determine the quality and feasibility of animated video media products developed on the material "Characteristics and Classification of Living Things".

This type of research is Research and Development. The method applied in this study refers to the Brog and Gall method in Sugiyono which consists of 10 research steps, in this study only five steps were applied, namely exploring potential problems, data collection, product design, product validation and product revision, the aim was to determine the quality and feasibility of the media. Animated videos based on animaker in online learning.

Animated video media is packaged in MP4 format files that are uploaded to the youtube site and can be accessed online. Animated video media contains components of writing, images, movement, audio, background and backsound that are varied and relevant to the material characteristics and classification of living things. The results of product validation are in the "Very Good" category with an average rating score of 3.48 and are declared eligible to be tested on a limited scale according to suggestions for improvement from the validator.

Keywords: R & D, Video Animation, Material Characteristics and Classification of Living Things.