

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN POWTOON MATERI CAHAYA DAN SIFATNYA UNTUK MENINGKATKAN HASIL BELAJAR SISWA KELAS V SD

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Penelitian ini dilatarbelakangi dengan kesulitan yang dialami oleh siswa dalam memahami materi cahaya dan sifatnya sehingga mempengaruhi kemampuan pemahaman siswa. Penelitian ini bertujuan untuk mengembangkan produk media pembelajaran berbasis *Powtoon* materi cahaya dan sifatnya untuk meningkatkan hasil belajar peserta didik kelas V SD serta untuk mengetahui kualitas media video pembelajaran tersebut.

Jenis penelitian yang digunakan adalah *Research and Development* (R&D) dengan mengacu pada model ADDIE (*Analyze, Design, Develop, Implement, Evaluation*). Teknik pengumpulan data yang digunakan adalah wawancara kuesioner, dan tes, serta lembar hasil validasi. Analisis data dilakukan secara kuantitatif dan kualitatif.

Hasil validasi penelitian oleh ahli materi mendapatkan persentase 78% dengan kategori “valid”. Hasil validasi oleh ahli media mendapatkan persentase 93,7% dengan kategori “sangat valid”. Hasil rata-rata *pretest* 56,84 dan *posttest* 89,47, dengan memperoleh N-Gain 0,75 berkriteria tinggi. Oleh karena itu, media pembelajaran berbasis *Powtoon* materi cahaya dan sifatnya sangat berdampak dalam meningkatkan hasil belajar siswa kelas V SD.

Kata kunci: Media pembelajaran, *Powtoon*, cahaya dan sifatnya, hasil belajar

ABSTRACT

**DEVELOPMENT OF A POWTOON LEARNING MEDIA ON LIGHT AND ITS
PROPERTIES TO IMPROVE THE LEARNING OUTCOMES OF FIFTH GRADE
ELEMENTARY SCHOOL STUDENTS**

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This study was motivated by the difficulties experienced by students in understanding the topic of light and its properties, which affected their comprehension. The study aimed to develop a Powtoon-based learning media product on light and its properties to improve the learning outcomes of fifth-grade elementary school students and to determine the quality of the learning video media.

The type of research used is Research and Development (R&D), based on the ADDIE model (Analyse, Design, Develop, Implement, Evaluate). The data collection techniques used were questionnaires, interviews, tests, and validation sheets. The data analysis was conducted using both quantitative and qualitative methods.

The results of the research validation by subject matter experts yielded a percentage of 78% with a "valid" rating. The results of the validation by media experts yielded a percentage of 93.7% with a "highly valid" rating. The average pretest score was 56.84 and the posttest score was 89.47, yielding an N-Gain of 0.75, which meets the high-impact criterion. Therefore, the Powtoon-based learning media on the subject of light and its properties has a significant impact on improving the learning outcomes of fifth-grade elementary school students.

Keyword: Learning media, Powtoon, light and its properties, learning outcomes.