

ABSTRAK

Riniwanti,2024. Pengembangan Media Audio Visual Interaktif Berbasis *KineMaster* dalam Pembelajaran IPS pada Peserta Didik Kelas V UPTD SDN 14 Samanggi Kabupaten Maros, dibimbing oleh Nursalam dan Jamaluddin Arifin.

Penelitian ini bertujuan untuk mengembangkan dan mengevaluasi media pembelajaran audio visual berbasis *KineMaster* untuk mata pelajaran Ilmu Pengetahuan Sosial (IPS) di kelas V SDN 14 Samanggi, dengan fokus pada kelayakan, kepraktisan, dan keefektifan media tersebut. Desain penelitian menggunakan pendekatan *research and development* (R&D) dengan model ASSURE. Sampel penelitian terdiri dari 20 siswa kelas V. Data dikumpulkan melalui angket validitas, angket respon guru dan siswa, observasi keterlaksanaan, dan tes hasil belajar. Media yang dikembangkan divalidasi oleh dua validator ahli, yang mengevaluasi modul ajar, materi pembelajaran, media audiovisual, dan instrumen angket. Hasil validitas menunjukkan bahwa media memiliki persentase klasikal di atas 97,5% pada semua komponen yang diuji, menandakan media ini sangat valid untuk digunakan. Respon guru dan siswa menunjukkan kepraktisan yang sangat tinggi dengan persentase masing-masing 100% dan 99,37%, serta hasil observasi keterlaksanaan sebesar 99,25%. Tes hasil belajar menunjukkan bahwa 90% siswa mencapai atau melampaui Kriteria Ketuntasan Minimal (KKM), dengan nilai rata-rata 80. Penelitian ini menyimpulkan bahwa media pembelajaran audio visual berbasis *KineMaster* sangat layak, praktis, dan efektif dalam mendukung pembelajaran IPS. Studi lanjutan disarankan untuk mengeksplorasi teknologi pembelajaran yang lebih maju seperti *augmented reality* (AR) atau *virtual reality* (VR) untuk meningkatkan pengalaman belajar.

Kata Kunci: *media pembelajaran; Audio Visual; KineMaster*

ABSTRACT

Riniwanti,2024. Development of Kinemaster-Based Interactive Audio Visual Media in Social Studies Learning for Class V Students of UPTD SDN 14 Samanggi, Maros Regency. Supervised by Nursalam and Jamaluddin Arifin.

This research aimed to develop and evaluate Kinemaster-based audio visual learning media for Social Sciences (IPS) subjects in class V at SDN 14 Samanggi, with a focus on the feasibility, practicality and effectiveness of the media. The research design usesd a research and development (R&D) approach with the ASSURE model. The research sample consisted of 20 fifth grade students. Data was collected through validity questionnaires, teacher and student response questionnaires, implementation observations, and learning outcomes tests. The media developed was validated by two expert validators, who evaluated teaching modules, learning materials, audiovisual media and questionnaire instruments. The validity results show that the media was in classical percentage above 97.5% for all components tested, indicating that this media was very valid to be used. Teacher and student responses showed very high practicality with percentages were 100% and 99.37% respectively, and implementation observation results was 99.25%. The learning outcomes test showed that 90% of students achieved or exceeded the Minimum Completeness Criteria (KKM), with the average score 80. This research concludes that Kinemaster-based audio visual learning media is very feasible, practical and effective in supporting social studies learning. Further studies are recommended to explore more advanced learning technologies such as augmented reality (AR) or virtual reality (VR) to enhance the learning experience.

Keywords: *Instructional Media; Audio visual; Kinemaster*



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