ABSTRAK

Penelitian dan pengembangan ini dilaksanakan secara langsung dengan target tempat penelitian di MTs N 1 Mempawah Kelas VIII. Penelitian ini menghasilkan produk media pembelajaran berupa video pembelajaran interaktif untuk guru mata pelajaran ilmu pengetahuan sosial (IPS). Pengembangan ini menggunakan model pengembangan ADDIE yang dikembangkan oleh Dick and Carry (1996) yang terdiri dari 5 (lima) tahap yang meliputi analisis *(analysis)*, desain *(design)*, pengembangan *(development)*, implementasi *(implementation)*, dan evaluasi *(evaluation)*.

Hasil penilaian media pembelajaran oleh ahli media dari aspek *aesthetic* adalah 77,5% yang dikategorikan "Layak", aspek kemudahan penggunaan sebesar 83,92% yang dikategorikan "Layak", aspek integrasi media sebesar 81,25% yang dikategorikan "Layak", dan aspek kualitas teknis sebesar 75 % yang dikategorikan "Sangat Layak". Penilaian kelayakan materi pada media pembelajaran berbasis Android ditinjau dari 3 aspek yaitu Kesesuaian , Kualitas Isi dan Tujuan dan Kualitas instruksional Hasil skor persentase kelayakan media kemudian dikonversikan ke dalam kalimat dengan pedoman tabel kriteria kelayakan media.

Hasil penilaian media pembelajaran oleh ahli materi dari aspek kesesuaian adalah 100% yang dikategorikan "Sangat Layak", aspek kualitas isi dan tujuan sebesar 100% yang dikategorikan "Sangat Layak", dan aspek kualitas instruksional sebesar 100% yang dikategorikan "Sangat Layak". Respon siswa meliputi aspek kemudahan penggunaan dan navigasi, aspek kejelasan sajian, aspek aesthetic atau keindahan, dan aspek instruksional. Hasil penilaian oleh siswa dari aspek kemudahan penggunaan adalah 85,29 dengan kategori "Sangat Baik", aspek kejelasan sajian 83,61 dengan kategori "Sangat Baik", aspek aesthetic atau keindahan 83,97 dengan kategori "Sangat Baik", aspek kualitas instruksional 89,38 dengan kategori "Sangat Baik", sehingga diperoleh skor akhir sebesar 85,56.

Kata Kunci : Media Pembelajaran, Video Interaktif, Filmora, EdPuzzle

ABSTRACT

This research and development was carried out directly with the target of the research site at MTs N 1 Mempawah Class VIII. This research produces learning media products in the form of interactive learning videos for teachers of social science subjects (IPS). This development uses the ADDIE development model developed by Dick and Carry (1996) which consists of 5 (five) stages which include analysis, design, development, implementation, and evaluation. .

The results of the assessment of learning media by media experts from the aesthetic aspect are 77.5% which are categorized as "Decent", 83.92% ease of use which is categorized as "Decent", media integration aspects are 81.25% which are categorized as "Decent", and technical quality aspect of 75% which is categorized as "Very Eligible". Assessment of material on Android-based learning media in terms of 3 aspects, namely suitability, quality of content and quality of instructional results according to the proportion of media which is then converted into sentences with appropriate media criteria guidelines.

The results of the assessment of learning media by material experts from the appropriate aspects are 100% which are considered "Very Eligible", the quality and goal aspects are 100% which are categorized as "Very Eligible", and the instructional quality aspect is 100% which is categorized as "Very Eligible". Student responses include several aspects of use and navigation, aspects of hitting, aesthetic or aesthetic aspects, and instructional aspects. The results by students from the ease of use aspects were 85.29 with the category "Very Good", the praise aspect from 83.61 with the "Very Good" category, aesthetic or aesthetic aspects 83.97 with the "Very Good" category, instructional quality aspects 89.38 with the category "Very Good", so that the final score of 85.56 is obtained.