

ABSTRAK

Kemal Ibrahim: Pengembangan Media Video Pembelajaran Menggunakan *Adobe After Effects* Pada Materi Sistem Kekebalan Tubuh

Terbatasnya media yang sering dihadapi di sekolah menjadi kendala dalam pembelajaran daring dimasa pandemi sehingga terjadi permasalahan seperti siswa kurang aktif, miskonsepsi, materi kurang tersampaikan, serta kurangnya siswa memahami materi terutama materi sistem kekebalan tubuh yang merupakan materi kompleks. Penelitian ini bertujuan mengembangkan media, menganalisis kelayakan, serta mendeskripsikan respon siswa terhadap media video pembelajaran menggunakan *Adobe After Effects*. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model 3D (*Define, Design, Develop*). Sumber data dalam penelitian ini yakni validator dosen ahli media, materi, guru biologi, serta siswa kelas XI IPA. Instrumen pengumpulan data yang digunakan yakni lembar observasi, wawancara, validasi materi, media, serta angket respon siswa. Teknik analisis data dilakukan secara deskriptif kuantitatif. Hasil uji validasi diperoleh persentase sebesar 86,58% untuk aspek media, 89,11% untuk aspek materi, dan hasil uji kepraktisan diperoleh 100% dengan kategori valid. Hal ini menunjukkan bahwa media video pembelajaran menggunakan *Adobe After Effects* valid dan layak digunakan sebagai media pembelajaran di sekolah dan direspon positif oleh siswa sebesar 85,75%.

Kata kunci: *Adobe After Effects*, Pengembangan Media, Respon Siswa, Validasi, Video Pembelajaran.

ABSTRACT

Kemal Ibrahim: Development of Learning Video Media Using *Adobe After Effects* on Immune System Materials

The limited media that is often faced in schools is an obstacle in online learning during the pandemic so that there are problems such as students being less active, misconceptions, material is not conveyed, and the lack of students understanding the material, especially the immune system material which is complex material. This study aims to develop media, analyze feasibility, and describe student responses to instructional video media using *Adobe After Effects*. This study uses the *Research and Development* (R&D) method with a 3D model (*Define, Design, Develop*). Sources of data in this study are validators of media expert lecturers, materials, biology teachers, and students of class XI science. The data collection instruments used were observation sheets, interviews, material validation, media, and student response questionnaires. The data analysis technique was carried out in a quantitative descriptive manner. The results of the validation test obtained a percentage of 86.58% for the media aspect, 89.11% for the material aspect, and the results of the practicality test obtained 100% with a valid category. This shows that the learning video media using *Adobe After Effects* is valid and

feasible to be used as a learning medium in schools and 85.75% of students responded positively.

Keywords: *Adobe After Effects*, Learning Video, Media Development, Student Response, Validation.

