ABSTRAK

Annisa Fitria Lukman. 2022. **PENGEMBANGAN MEDIA PEMBELAJARAN BERBASIS *MOTION GRAPHICS* MENGGUNAKAN *ADOBE AFTER EFFECT* DENGAN PENDEKATAN *CONTEXTUAL TEACHING AND LEARNING* UNTUK MATERI FLUIDA STATIS.** *Skripsi.* Program Studi Pendidikan Fisika Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Salah satu cara untuk meningkatkan minat belajar fisika siswa adalah dengan penggunaan media pembelajaran yang menarik. Penelitian ini bertujuan untuk mengetahui tingkat kevalidan dan kepraktisan media pembelajaran berbasis *motion graphics* menggunakan *software Adobe After Effect* melalui pendekatan *contextual teaching and learning* yang dapat digunakan untuk pembelajaran fisika materi fluida statis kelas XI IPA SMA. Metode penelitian ini adalah penelitian *research and development* (R&D) dengan model pengembangan yang digunakan adalah *analyze, design, development,* dan *implementation*. Teknik pengumpulan data menggunakan teknik wawancara kepada satu orang guru fisika kelas XI IPA, studi literatur, angket uji validitas media dan materi kepada validator ahli, serta angket uji kepraktisan kepada siswa kelas XI IPA. Penelitian dilakukan di SMA Negeri 7 Tasikmalaya dengan teknik analisis data yang dilakukan berupa analisis deskriptif terhadap analisis kebutuhan guru dan siswa serta angket dari hasil uji validitas dan uji kepraktisan. Hasil penelitian menunjukkan bahwa media pembelajaran berbasis *motion graphics* dengan pendekatan *contextual teaching and learning* valid dan sangat praktis digunakan oleh siswa kelas XI IPA dengan hasil perhitungan indeks Aiken ahli media dan ahli materi berturut-turut sebesar 0,8 dan 0,76 dengan kriteria valid serta rata-rata persentase kepraktisan sebesar 86% dengan kriteria sangat praktis.

Kata Kunci: *Adobe After Effect, Contextual Teaching and Learning,* Media Pembelajaran, *Motion Graphics.*

ABSTRACT

Annisa Fitria Lukman. 2022. *DEVELOPMENT OF MOTION GRAPHICS-BASED LEARNING MEDIA USING ADOBE AFTER EFFECT WITH CONTEXTUAL TEACHING AND LEARNING APPROACH FOR STATIC FLUID MATERIALS.* *Essay. Physics Education Study Program, Faculty of Teacher Training and Education, Siliwangi University.*

One of the efforts to increase students' interest in learning physics is the use of interesting learning media. This study aims to determine the level of validity and practicality of motion graphics-based learning media using Adobe After Effects software through a contextual teaching and learning approach that can be used for learning physics of static fluid material for class XI IPA SMA. This method of research is Research and Development (R&D) research using the Analyze, Design, Development, and Implementation development model. Data collection techniques used interview techniques to one physics teacher in class XI science, study of literature, media and material validity test questionnaires to expert validators, and practicality test questionnaires to students in class XI science. The research was conducted at SMA Negeri 7 Tasikmalaya with data analysis technique was carried out in the form of a descriptive analysis of the analysis of teacher needs as well as a questionnaire from the results of the validity test and practicality test. The results showed that motion graphics based learning media with a contextual teaching and learning approach were valid and very practical to be used by students of class XI IPA with the results of calculating Aiken index of media experts and material experts respectively of 0,8 and 0,76 and average percentage of practically is 86% with very practical criteria.

Keywords: Adobe After Effects, Contextual Teaching and Learning, Learning Media, Motion Graphics.