

ABSTRAK

DESTI OKTAVIATIEN WIJAYA. 2026. **EFEKTIVITAS PEMANFAATAN MEDIA VIDEO TERHADAP HASIL BELAJAR PAKET B DI PKBM AL-FATTAH** (Pre-Eksperimen pada Mata Pelajaran Bahasa Indonesia dengan Topik “Kupas Tuntas Karya Sastra” Paket B di PKBM Al-Fattah). Jurusan Pendidikan Masyarakat Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Pembelajaran Bahasa Indonesia pada Program Paket B di PKBM masih menghadapi berbagai permasalahan, terutama rendahnya hasil belajar warga belajar yang disebabkan oleh penggunaan media pembelajaran yang kurang variatif dan cenderung monoton. Kondisi tersebut menyebabkan warga belajar kurang tertarik serta mengalami kesulitan dalam memahami materi yang disampaikan. Penelitian ini bertujuan untuk mengetahui efektivitas pemanfaatan media video terhadap hasil belajar warga belajar Paket B di PKBM Al-Fattah. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pre-eksperimental melalui desain one group pretest-posttest. Subjek penelitian berjumlah 31 warga belajar. Teknik pengumpulan data dilakukan melalui observasi dan tes berupa pretest dan posttest yang telah diuji validitas dan reliabilitasnya. Analisis data meliputi analisis deskriptif, perhitungan N-Gain, uji normalitas, dan uji hipotesis menggunakan uji Wilcoxon Signed Rank Test. Hasil penelitian menunjukkan bahwa nilai signifikansi (Asymp. Sig. 2-tailed) sebesar $0,000 < 0,05$. Nilai tersebut menunjukkan adanya perbedaan yang signifikan antara hasil belajar warga belajar sebelum dan sesudah penggunaan media video, sehingga hipotesis nol (H_0) ditolak dan hipotesis alternatif (H_a) diterima. Selain itu, nilai N-Gain sebesar 0,87 termasuk dalam kategori tinggi yang menunjukkan bahwa pemanfaatan media video memiliki tingkat efektivitas yang tinggi dalam meningkatkan hasil belajar warga belajar. Dengan demikian, penggunaan media video terbukti efektif dalam meningkatkan hasil belajar serta membantu warga belajar memahami materi secara lebih jelas, meningkatkan perhatian, dan menciptakan proses pembelajaran yang lebih menarik dan efektif.

Kata kunci: media video, hasil belajar, Paket B, Pusat Kegiatan Belajar Masyarakat

ABSTRACT

DESTI OKTAVIATIEN WIJAYA. 2026. EFFECTIVENESS OF VIDEO MEDIA USE ON PACKAGE B LEARNING OUTCOMES IN PKBM AL-FATTAH (Pre-Experiment on Indonesian Language Subject with the Topic "Complete Analysis of Literary Works" Package B in PKBM Al-Fattah). Department of Community Education, Faculty of Teacher Training and Education. Siliwangi University.

Indonesian Language Learning in Package B Program at PKBM still faces various problems, especially the low learning outcomes of students caused by the use of learning media that is less varied and tends to be monotonous. This condition causes students to be less interested and have difficulty in understanding the material presented. This study aims to determine the effectiveness of the use of video media on the learning outcomes of students in Package B at PKBM Al-Fattah. This study uses a quantitative approach with a pre-experimental method through a one-group pretest-posttest design. The research subjects were 31 students. Data collection techniques were carried out through observation and tests in the form of pretests and posttests that have been tested for validity and reliability. Data analysis includes descriptive analysis, N-Gain calculations, normality tests, and hypothesis testing using the Wilcoxon Signed Rank Test. The results showed that the significance value (Asymp. Sig. 2-tailed) was $0.000 < 0.05$. This value indicates a significant difference between the learning outcomes of students before and after the use of video media, so the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Furthermore, the N-Gain value of 0.87 is considered high, indicating that the use of video media is highly effective in improving student learning outcomes. Therefore, the use of video media has proven effective in improving learning outcomes and helping students understand the material more clearly, increasing their attention span, and creating a more engaging and effective learning process.

Keywords: video media, learning outcomes, Package B, Community Learning Activity Center