

**PENGEMBANGAN VIDEO TUTORIAL MENGENAI PEMAHAMAN
STRATEGI GAYA BELAJAR PADA PESERTA DIDIK SMAN 4
KABUPATEN TANGERANG**

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengembangkan Video Tutorial Mengenai Pemahaman Strategi Gaya Belajar pada Peserta Didik kelas XI SMA Negeri 4 Kabupaten Tangerang. Penelitian ini termasuk dalam *Research and Development (R&D)* dengan menggunakan model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Penelitian ini dilakukan di SMA Negeri 4 Kabupaten Tangerang dengan menggunakan metode *random sampling*. subjek penelitian kelas XI yang berjumlah 80 peserta didik. Pengumpulan data dengan menggunakan teknik wawancara dan penyebaran angket kepada peserta didik. Hasil uji validasi ahli media pertama persentase sebesar 89% (Sangat layak), uji validasi ahli media kedua persentase 94% (Sangat layak), uji validasi ahli materi pertama persentase sebesar 79% (Sangat layak) dan ahli konten kedua persentase sebesar 96% (Sangat layak). Hasil uji coba pada kelompok kecil persentase sebesar 92% (Sangat layak) pada penilaian media dan 96% (Sangat layak) pada ketercapaian tujuan intruksional. Video tutorial mengenai strategi penerapan pemahaman gaya belajar pada peserta didik SMAN 4 Kabupaten Tangerang dapat dinyatakan "Sangat Layak". Video tutorial ini berisi tentang definisi, ciri-ciri, serta strategi-strategi gaya belajar.

Kata Kunci: Pengembangan, Model ADDIE, Video Tutorial, Gaya Belajar

**THE DEVELOPMENT OF TUTORIAL VIDEO FOR UNDERSTANDING
STRATEGIES OF LEARNING STYLE IN STUDENTS OF SMAN 4
TANGERANG REGENCY**

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ABSTRACT

This study aims to develop a Tutorial Video Regarding the Strategy for Understanding of Learning Styles in Class XI Students of Tangerang District 4 High School. This research is included in Research and Development (R&D) using the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). This research was conducted in Tangerang District 4 High School using the random sampling method. subject of class XI research which amounted to 80 students. Data collection using interview techniques and questionnaires to students.. The results of the first media expert validation test were 89% (Very feasible), the second media expert validation test was 94% (Very feasible), the first expert validation test was 79% (Very feasible) and the second content expert was 96% (Very feasible). The results of the trial in a small group were 92% (Very feasible) on media assessment and 96% (Very feasible) on achieving instructional objectives. The video tutorial on the strategy of applying the understanding of learning styles to students of Tangerang District 4 High School can be declared "Very Feasible". This tutorial video contains definition, characteristics, and learning style strategies.

Keywords: Development, ADDIE Model, tutorial video, learning style