

**THE ENTANGLEMENT OF ELEMENTS IN VIDEO LEARNING
MATERIALS TO ENHANCE STUDENTS' LEARNING: A
CONTENT ANALYSIS**



*Mencerdaskan dan
Memantabatkan Bangsa*

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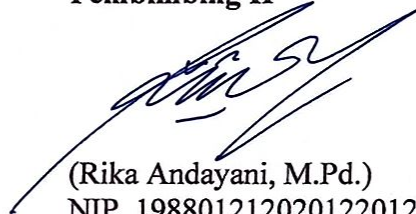
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ABSTRACT

Safira Ananda Putri. 2024. *The Entanglement of Elements in Video Learning Materials to Enhance Students' Learning: A Content Analysis.* A Skripsi. Jakarta: English Language Education Study Program, Faculty of Languages and Arts, State University of Jakarta.

The present study aims to analyze the elements of video learning materials and how those elements are entangled to present knowledge and enhance the learning process effectively. The learning process improves with the usage of more effective video resources. Thus, the efficacy of the learning process will be significantly affected by selecting the right video. The data of this study is English video learning materials with different topics and teachers collected from several YouTube channels. The data is analyzed based on Brame's theory of effective educational videos using a descriptive qualitative method, including observation and note-taking techniques for the data collection. According to Brame (2016), using video as a teaching tool is more effective when educators address three elements: cognitive load, student engagement, and active learning. The results of the study show that most video learning materials fulfill the three elements of effective educational videos. The elements that appear to be most identified in the video learning materials are cognitive load and guiding questions for active learning. Furthermore, there is continuous potential for improvement to optimize the design and delivery of video learning materials, providing a more engaging and effective learning environment for learners.

Keywords: *Video Learning Materials, Cognitive Load, Student Engagement, Active Learning*

ABSTRAK

Safira Ananda Putri. 2024. *Keterikatan Unsur-unsur dalam Video Materi Pembelajaran untuk Meningkatkan Pembelajaran Siswa: Analisis Konten.* Skripsi. Jakarta: Program Studi Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk menganalisis unsur-unsur video materi pembelajaran dan bagaimana unsur-unsur tersebut dirangkai untuk menyajikan pengetahuan dan meningkatkan proses pembelajaran secara efektif. Proses pembelajaran meningkat dengan penggunaan sumber video yang lebih efektif. Dengan demikian, efektivitas proses pembelajaran akan sangat dipengaruhi oleh pemilihan video yang tepat. Data penelitian ini berupa video materi pembelajaran bahasa Inggris dengan topik dan guru berbeda yang dikumpulkan dari beberapa channel YouTube. Data dianalisis berdasarkan teori Brame tentang video edukasi efektif dengan menggunakan metode deskriptif kualitatif, yang meliputi teknik observasi dan pencatatan untuk pengumpulan datanya. Menurut Brame (2016), penggunaan video sebagai alat pengajaran akan lebih efektif ketika pendidik menangani tiga elemen: beban kognitif, keterlibatan siswa, dan pembelajaran aktif. Hasil penelitian menunjukkan bahwa sebagian besar video materi pembelajaran memenuhi ketiga unsur video edukasi efektif. Unsur yang paling banyak teridentifikasi dalam video materi pembelajaran adalah beban kognitif dan pertanyaan panduan pembelajaran aktif. Selain itu, terdapat potensi perbaikan berkelanjutan untuk mengoptimalkan desain dan penyampaian materi pembelajaran video, menyediakan lingkungan belajar yang lebih menarik dan efektif bagi peserta didik.

Keywords: *Video Materi Pembelajaran, Beban Kognitif, Keterlibatan Siswa, Pembelajaran Aktif*

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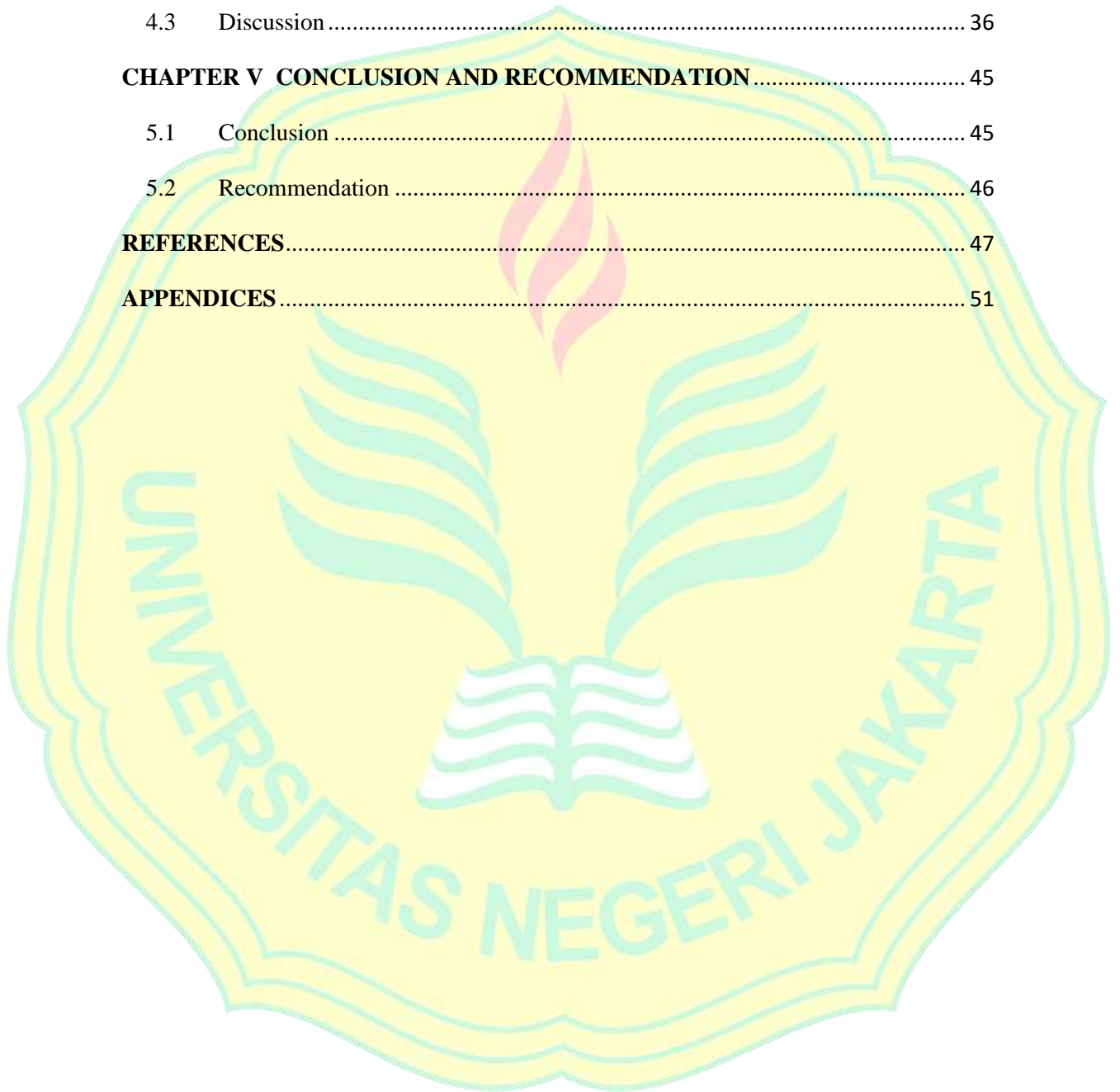
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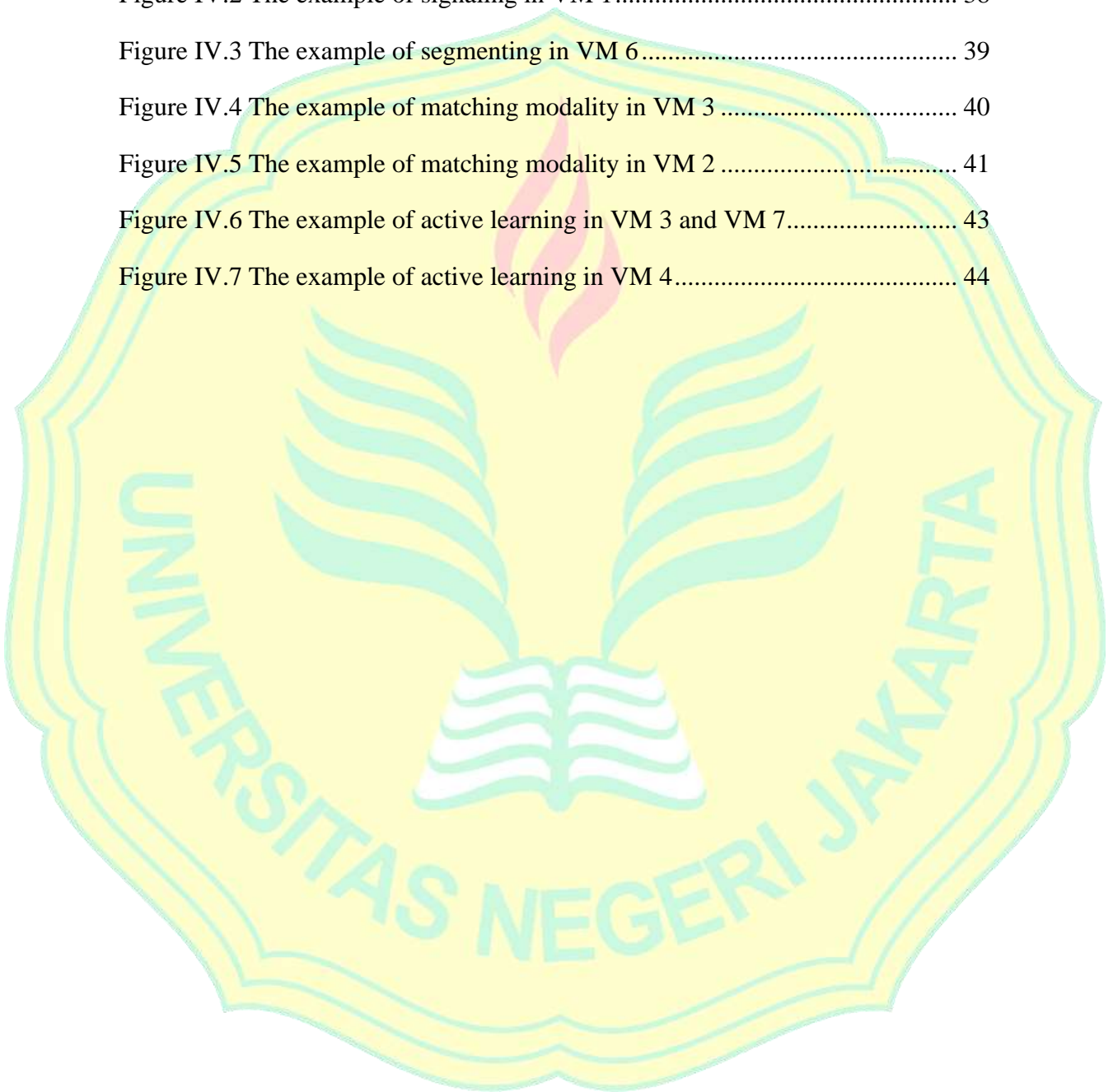


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