PENGEMBANGAN MEDIA AUDIO-VISUAL DALAM BENTUK *VIDEOSCRIBE* UNTUK MENGENALI KONSEP DIRI DENGAN MENGGUNAKAN ANALISIS SWOT (*STRENGHT, WEAKNESS, OPPORTUNITY, AND THREATS*) PADA PESERTA DIDIK KELAS XI DI MAN 3 JAKARTA

(Penelitian dan Pengembangan Model ADDIE)

(2020)

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media audio-visual dalam bentuk *videoscribe* untuk mengenali konsep diri dengan menggunakan analisis SWOT (*Strenght, Weakness, Opportunity, And Threats*) pada peserta didik kelas XI MAN 3 Jakarta. Jumlah populasi penelitian ini yaitu 184 peserta didik dengan sampel berjumlah 126 peserta didik. Penelitian ini menggunakan *probability sampling* dengan pengambilan secara acak (*simple random sampling)*. Metode penelitian yang digunakan yaitu merupakan *Research and Development (R&D)* menggunakan model ADDIE (*Analyze, Design, Development, Implementation, and Evaluation)*. Adapun tahapan model pengembangan yang dilakukan adalah analisis, desain dan pengembangan. Pengumpulan data menggunakan angket dan wawancara. Hasil validasi ahli media menunjukkan media dalam kategori sangat layak (77,9%), hasil validasi ahli materi menunjukkan konten materi sangat layak (77,08%) dan hasil uji coba terbatas pada 20 peserta didik menunjukkan pemahaman peserta didik terhadap *videoscribe* mengenali konsep diri mencapai 93,5%. Hal ini menunjukkan bahwa *videoscribe* yang dikembangkan termasuk dalam kategori sangat layak.

Kata Kunci: Pengembangan, ADDIE, *Videoscribe*, Konsep Diri, Analisis SWOT

DEVELOPMENT OF AUDIO-VISUAL MEDIA BASED ON VIDEOSCRIBE FOR RECOGNIZE SELF-CONCEPT USING SWOT ANALYSIS (STRENGHT, WEAKNESS, OPPORTUNITY, AND THREATS) FOR CLASS 11 STUDENT'S AT MAN 3 JAKARTA

(Research and Development with ADDIE Model)

(2020)

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ABSTRACT

This study aims to develop of audio-visual media based on videoscribe for recognize self-concept using SWOT analysis (Strenght, Weakness, Opportunity, And Threats) for class 11 student's at MAN 3 Jakarta. The population of this study was 184 student's with a sample of 126 student's. Research using the technique of sampling with probability sampling by simple random sampling. The method by using in this study was Research and Development (R&D) method by using ADDIE (Analyze, Design, Development, Implementation And Evaluation) model. The development steps of developing this study were done is analysis, design, and development. To collect the data, the research used questionnaires and interview. The results of the validation of the media experts showed that the media in the category of very proper (77,9%), the result of the validation content experts showed that content was very proper (77,08) and by the student gained were limited to 20 students showing the students understanding of videoscribe to recognize self-concept reached (93,5%). This shows that develop videoscribe is included has been categorized very proper.

Keyword: development, ADDIE, videoscribe, self-concept, SWOT analysis