

## **DEVELOPMENT OF POWTOON-BASED LEARNING MEDIA ON CAPITAL MARKET MATERIAL FOR GRADE X OF STATE HIGH SCHOOL 1 ALALAK**

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### **Abstract**

The purpose of this study is to develop a capital market material media product using the powtoon web application. This study measures the validity and practicality of the media. The method in this study is Research and Development (R&D) and uses the 4D model. The procedures in the development include (1) define, (2) design, (3) development, and (4) dissemination. The results of the research conducted show the development process of learning media using powtoon starting from a) initial analysis, students, assignments, concepts, and analysis of learning objectives b) selection of media, selection of formats, and design c) validation by experts and product trials. d) dissemination. The validation of material experts received a rating of 95.08% very valid. While expert validation for media with an assessment of 80% valid criteria. As for the product trial in the operational field for the results of student responses to the powtoon learning media. The assessment of the product trial in the operational field with a percentage of 87.30% is in the very practical category.

**Keywords:** *Learning Media, Powtoon, R&D, 4D*

### **INTRODUCTION**

With the current advancement of science and technology, society is expected to improve their skills and competencies to adapt to this modern era. These technological developments can influence human life and impact various aspects, including education. Technological advancements in education can facilitate the learning process and provide benefits for educators. Along with the advancement of science and technology, the nation has succeeded in producing a quality generation. Therefore, the use of technology in education and training needs to be carried out creatively. Technology can be a solution by providing more equitable access to education (Trenggono Hidayatullah et al., 2023). The existence of various learning platforms and technologies allows students and teachers to access educational materials that are appropriate and appropriate to their learning needs. The development of learning media can use multimedia, animation, and interactive simulations that can increase student engagement with the subject matter. The role of educators in learning activities is expected to create an active, innovative, and creative learning atmosphere in the teaching and learning process (Hartono, 2019).

Producing active, innovative, and creative learning activities can be achieved through the use of media. Learning media can be used to convey information about a lesson, which is then conveyed by educators to facilitate the learning process (Haryadi et al., 2021). The role of media in learning activities is to increase students' willingness to learn, so they will not feel bored during the learning process. The choice of media for teaching and learning activities can influence how motivated students are to learn. Not all media are effective in conveying information to students. The use of inappropriate media can hinder the achievement of learning objectives. Furthermore, media selection must also consider learning objectives, the number of students, and school facilities. Researchers conducted initial observations at SMA Negeri 1 Alalak in economics learning, specifically capital market material, and found several problems. The learning process still relies heavily on teacher explanations, such as taking notes or summarizing material, and only relies on textbooks as the primary source. The variety of media used is limited and does not provide a clear picture of the material. Teachers often only use PowerPoint for lectures. Students only listen to the teacher, which causes them to feel bored, lack enthusiasm, and are not interested in the learning material. According to previous research by (Khofifah & Kamalia, 2022), the results of the feasibility test by experts for material and media indicate that the developed Powtoon media product is suitable for use in economics subjects.

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Furthermore, research by (Susanti & Razak, 2023) revealed that Powtoon media for the material of Environmental Changes, after being validated by lecturers and biology teachers, was proven valid. Based on the results of previous research, researchers felt the need to create engaging media. For this reason, the researchers took the research entitled "Development of Powtoon-Based Learning Media for Capital Market Material for Grade X of SMAN 1 Alalak." Powtoon is a web-based application that allows you to create presentations with animations, images, and music. Using Powtoon is expected to help students understand the material more easily.

## METHOD

With today's advances in science and technology, society is expected to improve their skills and competencies to adapt to the modern era. These technological developments can impact human life and various aspects, including education. Technological advancements in education can facilitate the learning process and provide benefits for educators. Along with advances in science and technology, the nation has succeeded in producing a quality generation. Therefore, the use of technology in education and training must be carried out creatively. Technology can be a solution by providing more equitable access to education. (Trenngono Hidayatullah et al., 2023). Various learning platforms and technologies enable students and teachers to access educational materials that are appropriate and tailored to their learning needs. Learning media development can utilize multimedia, animation, and interactive simulations to increase student engagement with the subject matter.

The role of educators in learning activities is expected to create an active, innovative, and creative learning atmosphere in the teaching and learning process (Hartono, 2019). Active, innovative, and creative learning activities can be achieved through the use of media. Learning media can be used to convey information about the lesson, which is then conveyed by educators to facilitate the learning process (Haryadi et al., 2021). The role of media in learning activities is to increase students' willingness to learn, so they will not feel bored during the learning process. The choice of media for teaching and learning activities can influence how motivated students are to learn. Not all media are effective in conveying information to students. The use of inappropriate media can hinder the achievement of learning objectives. Furthermore, media selection also needs to consider learning objectives, the number of students, and school facilities. Researchers conducted initial observations at SMA Negeri 1 Alalak in economics lessons, specifically capital market material, and identified several problems. The learning process still relies heavily on teacher explanations, such as note-taking or summarizing, and relies solely on textbooks as the primary source. The variety of media used is limited and does not provide a clear understanding of the material. Teachers often use PowerPoint presentations. Students simply listen to the teacher, which causes them to feel bored, unmotivated, and uninterested in the learning material.

According to previous research by Khofifah & Kamalia (2022), expert feasibility tests for materials and media indicated that the developed Powtoon media product was suitable for use in economics. Furthermore, research by Susanti & Razak (2023) revealed that the Powtoon media for the topic of Environmental Changes, after being validated by biology lecturers and teachers, was proven valid. Based on the results of previous research, the researcher felt the need to create engaging media. For this reason, the researcher undertook a study entitled "Development of Powtoon-Based Learning Media for Capital Market Material for Class X of SMAN 1 Alalak." Powtoon is a web-based application that allows the creation of presentations with animations, images, and music. The use of Powtoon is expected to help students understand the material easily.

Percentage of Learning Media Validity (%) =  $x \times 100$

**Table 1 Validity Criteria for Learning Media**

No	Value in percent (%)	Validity Category
1	$85 < - \leq 100$	Very Valid
2	$65 < - \leq 85$	Valid
3	$50 < - \leq 65$	Quite Valid
4	$35 < - \leq 50$	Invalid
5	$20 < - \leq 35$	Totally Invalid

Source: Eka et al., (2022)

The percentage of practical results can be calculated using the formula: Percentage of Practicality of Learning Media (%) =  $x \times 100$

**Table 2 Practicality Criteria for Learning Media**

No	Value in percent (%)	Practicality Category
1	0 -20	Very impractical
2	21- 40	Impractical
3	41–60	Quite Practical
4	61–80	Practical
5	81–100	Very Practical

Source: Muthoharoh (2021)

## RESULTS AND DISCUSSION

### A. Subject Matter Expert

T-test, Validation of the material was conducted by economics teachers at SMAN 1 Alalak, with Mrs. Titien Andayani, SE as the first material validator and Mrs. Titik Sukarni, SE as the second validator. The questionnaire included 20 assessment statements with scores ranging from 1 to 5 per item. The validation process considered various aspects, including (1) Learning Design, (2) Material Accuracy, (3) Language and Communication, (4) Media Utilization, and (5) Presentation and Presentation.

**Table 3 Validation of Assessment from Material Experts**

Assessment Aspects	Expert Score (%)		Average Score (%)	Category
	1	2		
Learning Design	100	96	98	Very Valid
Accuracy of Material	80	93	86.6	Very Valid
Language and Communication	96.6	100	98.3	Very Valid
Utilization	100	100	100	Very Valid
Presentation and presentation	90	95	92.5	Very Valid
Average Total Score (%)			95.08	Very Valid

Source: Primary Data (2024)

Table 3 shows that the validation assessment results by material experts show that the learning media product achieved an overall percentage of 95.08%, with the category of Very Valid. This indicates that the developed media product is considered suitable and feasible.

### B. Media Expert

The results of validation by experts for media conducted by Mr. Gusti Fredy Abdillah, S. Kom., who is an Information and Communication Technology (ICT) Teacher. The questionnaire used consists of 15 assessment items with a score of 1-5. This validation includes assessment of the aspects of (1) Narrative Suitability, (2) Text Presentation, (3) Video Presentation, (4) Audio Presentation, (5) Aspects of Learning Video Media Programs, and (6) Aspects of Media Against Learning Strategies.

**Table 4 Validation of Assessment from Media Experts**

Assessment Aspects	Expert Score (%)	Average Score (%)	Category
Narrative Suitability	80	80	Valid
Text Presentation	80	80	Valid
Video Presentation	80	80	Valid
Audio Presentation	80	80	Valid
Learning Video Media Program	80	80	Valid
Media Against Learning Strategies	80	80	Valid
Average Total Score (%)		80	Valid

Source: Primary Data (2024)

In Table 4, the results of the expert validation assessment for the material aspect show that the media product that has been developed obtained an overall score of 80%, which is included in the Valid category.

### C. Student Response Results

Student responses to the operational field trial were obtained from a questionnaire completed by students. The following are the responses from the field trial involving 26 students:

**Table 5 Practical Results from Student Responses**

No	Aspect	Student Assessment Results (%)	Category
1	Display	89.42	Very practical
2	Operation	85.38	Very practical
3	Benefits	87.11	Very practical
Average Total Score		87.30	Very practical

Source: Primary Data (2024)

In table 5, the results of the operational field trial of the student response questionnaire show a value of 87.30%, which indicates a Very Practical category for product use.

### DISCUSSION

The expert assessment results for the material show that the Powtoon media for capital market material obtained a percentage of 95.08%, categorized as very valid. This finding is consistent with (Latifah & Lazulva, 2020) who also stated that the Powtoon learning media product was declared Very Valid. The material presented in the Powtoon media was in accordance with the accuracy and clarity of learning objectives, and was categorized as very valid. Research (Sari & Ganing, 2021) also supports this, stating that the material in the Powtoon media had been adjusted to the Basic Competencies, indicators, and learning objectives. In addition, research from (Akbar et al., 2021) assessed that the Powtoon learning media also obtained very valid criteria in terms of language, communication, presentation, and presentation aspects. Meanwhile, the expert assessment results for the media showed that the Powtoon Learning Media product for Capital Market Material obtained a percentage of 80% with a valid category. This result is consistent with (Yunus et al., 2023) who stated that the Powtoon media validation results were declared Valid. Powtoon learning media can broaden students' horizons and understanding, as reflected in the assessment indicators for media program aspects of learning strategies with valid criteria. This finding is supported by (Awalia et al., 2019), which shows that Powtoon media can improve understanding of learning materials.

The results of the operational field trial showed a score of 87.30%, categorized as very practical. This finding aligns with research by Eka et al., 2022, which found the Powtoon media product to be highly practical. The display aspect was categorized as very practical in student responses. This finding also supports research by Wulandari et al., 2020, which stated that the Powtoon media display was attractive and used easy-to-understand language. Regarding the operational aspect, indicators such as ease of use of the video media, coherent presentation of the material, and ease of selecting the material to be studied all categorized as very practical. Research by Fauziah, 2022, further corroborates this finding, showing that the ease of use of the features in the Powtoon animated video categorized as very good, indicating that these features are easy to understand. Student responses to the usability aspect, with indicators such as ease of learning, the ability to attract attention, and increased enthusiasm for learning due to the musical presentation, also categorized as very practical. Research by (Fifit & Sri, 2021) shows that the media's benefits were categorized as very good, including its ability to increase learning motivation, create a fresh atmosphere, and facilitate understanding of the material. Therefore, the Powtoon learning media for the 10th grade Capital Market topic at SMA Negeri 1 Alalak is generally suitable for use in learning activities after receiving a very practical assessment.

### CONCLUSION

Based on the results of the development research conducted by the researcher, it can be concluded that the Powtoon learning media for Capital Market material for grade 10 at SMA Negeri 1 Alalak has been declared very valid by the material validator and valid by the media validator. Furthermore, this media is also considered very practical for use in the learning process.

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