

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN ANIMASI 2D PADA MATA KULIAH ETIKA PROFESI MATERI ETIKA KEPEMIMPINAN

(Marudut Dearman Damanik, 2025 : 96 Halaman)

Penelitian ini bertujuan untuk mengembangkan media pembelajaran berbasis animasi 2D sebagai alat bantu dalam menyampaikan materi Etika Kepemimpinan pada mata kuliah Etika Profesi. Metode yang digunakan dalam pengembangan media ini adalah metode Multimedia Development Life Cycle (MDLC), yang terdiri dari enam tahapan: konsep, desain, pengumpulan materi, pembuatan, pengujian, dan distribusi. Validasi kelayakan dilakukan oleh ahli materi dan ahli media dengan hasil masing-masing sebesar 92% (sangat layak) dan 72% (layak). Untuk menguji efektivitas media, dilakukan pretest dan posttest terhadap 30 mahasiswa Program Studi Teknik Komputer. Hasil analisis menggunakan Paired Samples T-Test menunjukkan bahwa terdapat perbedaan yang sangat signifikan antara nilai pretest dan posttest, dengan nilai rata-rata meningkat dari 38,00 menjadi 88,00 dan signifikansi $< 0,001$. Analisis effect size menghasilkan nilai Cohen's d sebesar -3.598 dan Hedges' g sebesar -3.551, yang menunjukkan bahwa media ini memberikan dampak sangat besar terhadap peningkatan hasil belajar mahasiswa. Dengan demikian, dapat disimpulkan bahwa media pembelajaran animasi 2D yang dikembangkan dalam penelitian ini layak digunakan, efektif secara statistik, dan mampu meningkatkan pemahaman mahasiswa terhadap materi Etika Kepemimpinan secara signifikan dan merata.

Kata kunci : media pembelajaran, animasi 2D, etika profesi, etika kepemimpinan, efektivitas, MDLC

ABSTRACT

Development of 2D Animation-Based Learning Media on Leadership Ethics Material in the Professional Ethics Course

(Marudut Dearman Damanik, 2025 : 96 Pages)

This study aims to develop 2D animation-based learning media as a teaching aid to deliver Leadership Ethics material in the Professional Ethics course. The development method used in this study is the Multimedia Development Life Cycle (MDLC), which includes six stages: concept, design, material collection, assembly, testing, and distribution. The feasibility of the media was assessed by material and media experts, resulting in scores of 92% (very feasible) and 72% (feasible), respectively. To evaluate the effectiveness of the media, pretest and posttest assessments were administered to 30 students of the Computer Engineering Study Program. The results of the Paired Samples T-Test analysis showed a significant difference between pretest and posttest scores, with the average score increasing from 38.00 to 88.00 and a significance value of < 0.001 . Furthermore, effect size analysis showed that Cohen's d was -3.598 and Hedges' g was -3.551, indicating a very large effect on student learning improvement. These findings demonstrate that the 2D animation learning media developed in this study is not only statistically effective but also practically impactful in enhancing students' understanding of Leadership Ethics. The media is feasible for use and can serve as an innovative alternative to support effective teaching and learning in higher education, particularly in ethics-related courses.

Keywords : learning media, 2D animation, professional ethics, leadership ethics, effectiveness, MDLC