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DEVELOPMENT OF VIDEO TUTORIAL LEARNING MEDIA FOR STUDENTS AT UNIVERSITAS MUHAMMADIYAH SUKABUMI

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Abstract

This study aims to develop a video tutorial media design that will be used as a learning medium and test the feasibility of the resulting product. This research is a development research with development procedures according to Borg and Gall stages such as 1) Potential and Problems, 2) Data Collection, 3) Product Design, 4) Design Validation, 5) Design Revision, 6) Product Testing, 7) Product Revision, 8) Trial Use, and 9) Product Revisions. The research subjects were students of Information Technology Education at Muhammadiyah Sukabumi of University. The object of this research is the development of instructional media for video tutorials on shooting techniques and camera movement. Data collection to determine the assessment of material experts, media experts and students of this tutorial video learning media using a Likert type questionnaire with a score range of 1 to 5. Based on the evaluation of material experts by 91%, media experts by 95% and students by 88% who included in the very feasible category, this video tutorial learning media is suitable for use as a learning medium in videography courses at the Information Technology Education, Muhammadiyah University of Sukabumi.

Keywords: *learning media, videography, video tutorials*

INTRODUCTION

Education plays an important role in improving the quality of human life in all aspects of life. In fact, education always develops following the changing times. Therefore, education must be designed to follow the flow of these changes so that it is not left behind by the pace of the times itself. This is in line with the development of human education, namely preparing future generations in the development of life. The point is that those who used to live in a traditional sphere must prepare a generation capable of living modern life and playing an active role. In modern times like now, the education aspect has increasingly followed technological developments so that the quality and quantity of education will increase. In order to improve the quality of education, educators must find innovations from curriculum development, learning, to improving educational facilities and infrastructure. According to Ibrahim in (Zubaidah, 2015), learning media is anything that can be used to transmit messages to learning material, so that it can stimulate the attention, interests, thoughts and feelings of students, in learning activities to achieve certain learning goals. Educators are required to design learning to be more creative that encourages students to learn optimally both in individual learning and in classroom learning.

Higher education is a level of education after secondary education which includes diploma, bachelor, master, specialist and doctoral education programs organized by universities (Article 19 Paragraph 1 of Law Number 20 of 2003 concerning the National Education System). Higher education graduates are expected to become human beings who are skilled, have high innovation and creativity, and are highly educated and have a global perspective.

Muhammadiyah Sukabumi University is a higher education institution located on Jl. R. Syamsudin, SH. No. 50, Sukabumi City, West Java Province. The vision of this university is "The realization of the University of Muhammadiyah Sukabumi which is Excellent in Science and Islam in 2022. Information Technology Education is a Study Program of the Teacher Training and Education Faculty of Muhammadiyah Sukabumi University. The Videography course is one of the materials contained in the Information Technology Education study program at the University of Muhammadiyah Sukabumi, which includes the competence to analyze video scripts, understand the needs for tools and camera operations, apply shooting techniques and camera movements, and plan the process of shooting in the field.

Based on preliminary observations such as observations and interviews conducted with PTI semester V students of Muhammadiyah Sukabumi University, researchers can conclude that students do not seem to fully understand the science of videography. This is caused by : 1). The impact of the Coronavirus Disease (COVID-19) pandemic which is spreading in 2020 as well as the release of a chancellor's announcement regarding the anticipation of the spread of the COVID-19 outbreak which has resulted in students being forced to carry out academic activities at home. 2). Of the 7 people in PTI semester V of UMMI, none of them have a personal camera, which hinders the learning process independently. Limited facilities in the PTI study program result in students not having the freedom to be creative.

One of the media that can be used by students to study videography is by utilizing instructional video tutorials. This video tutorial discusses how someone can maximize their smartphone to learn shooting techniques because basically the camera movement can be applied to smartphones or video cameras. According to Riyana in (Pritandhari & Ratnawuri, 2015), instructional video media are media that present audio and visuals that contain good learning messages containing concepts, principles, procedures, application theory to help understanding a learning material. According to Rusman in (Kurniawan, 2016), the advantages of video media, namely: video can provide messages that can be received more evenly by students, videos are very good for explaining a process, overcoming space and time limitations, are more realistic and can be repeated or stopped according to the needs.

The use of video tutorials as a learning medium directs the character of lecturers in a more positive and productive direction. The use of video tutorials also makes lecturers not need to explain material over and over again so that the teaching and learning process can take place effectively and efficiently. Lecturer attention can be more directed to the development and deepening of the material. Students can study video tutorials in advance by seeing and absorbing the study material more clearly. So that when the media developed is suitable for application to students, the quality of learning will increase.

The formulation of the problem posed in this study is how the process of designing video tutorial instructional media as videography learning media, with the competence of Image Capture Techniques and Camera Movement and how to test the feasibility of video tutorial media products for the competence of Image Capture Techniques and Movement Techniques when used in the learning process.

The benefits that can be obtained from this research include: 1) For researchers, this development allows researchers to understand how the steps to develop video tutorial media

for image capture techniques and camera movement techniques. After the video product has been developed, the researcher can use the product as a teaching tool if one day becomes an educator, 2) For students, this research is expected to increase the enthusiasm of students to be more diligent in absorbing knowledge because of the easy access they get when studying a course Videography with competency standards in Image Capture Techniques and Camera Movement Techniques and 3) For educators, this development will stimulate the creativity of educators in developing video tutorials. Video products developed by researchers can be used repeatedly by educators in the Videography course.

METHOD

This research is a development research that refers to the ten stages of development of Borg & Gall in (Sugiyono, 2009), namely (1) Potentials and problems, (2) data collection, (3) product design, (4) design validation, (5) revision design, (6) product testing, (7) product revision, (8) usage trial, (9) product revision, and (10) mass production. The product developed in this study was video tutorial learning media using video editing software such as Adobe Premiere Pro and Adobe After Effects on Image Capture Techniques in videography material at Information Technology Education, Muhammadiyah University, Sukabumi. This research was conducted at Muhammadiyah Sukabumi University on November 21, 2020 - November 26, 2020. The subjects of this study were material experts and learning media experts. While the research subjects for the trial of the video tutorial products produced were 7 semester students of PTI Muhammadiyah Sukabumi University, totaling 7 people.

The method used for data collection is to use a questionnaire filled in by material experts, media experts, and students. The questionnaire is used as a guide in product improvement and refinement. Alternative answers using a Likert scale are given with five alternative answers, namely very good, good, sufficient, not good and very poor. The total score is formulated by the total score obtained, then divided by the highest total score.

RESULTS AND DISCUSSION

Figure 1. Display of the Video Tutorial Learning Media Title

Figure 2. Explanation of Image Capture Technique

Figure 3. Explanation of Camera Movement Technique

This video tutorial learning media was developed using the Adobe Premiere Pro and Adobe After Effects applications with the Borg & Gall development stage. The instructional media design has been adjusted to the identification of problems and the results of the needs analysis that has been carried out at the Muhammadiyah Sukabumi University. Based on the results of the interview analysis, information on the problem was obtained, namely that from 7 people in the PTI semester V UMMI, none of them had a personal camera, thus hampering the learning process independently. Limited facilities in the PTI study program result in students not having the freedom to be creative. This makes researchers have to rack their brains to find solutions so that the material can be conveyed effectively even though the current situation and conditions are not possible for face-to-face learning. One way is to take advantage of instructional video tutorials.

At the product design planning stage, it is done by designing storyboards, preparing materials, scripts, and making learning and animation videos. Furthermore, the initial product goes through a validation process from material experts and media experts. Based on the results of the feasibility test for material experts and media experts, this video tutorial learning media is suitable for research without revision. The overall score on the material expert assessment questionnaire is 4.5 or 91% and is included in the "Very Good / Very Proper" category. The overall score on the media expert assessment questionnaire is 4.7 or 95% and is included in the "Very Good / Very Worth" category.

Table 4.1 Results of the Material Expert's Assessment

Assessment Aspects	Number of Grains	Score obtained	Ideal Score	Assessment
Video Tutorial on Learning Media Materials	15	68	75	91% (4,5)

Table 4.2 Results of the Media Expert's Assessment

Assessment Aspects	Number of Grains	Score obtained	Skor Ideal	Assessment
Video Tutorial Learning Media Material	11	52	55	95% (4,7)

Furthermore, this product was tested in the field to determine the feasibility of 7 PTI semester V students who had not received learning material for Image Capture Technique and Camera Movement using a questionnaire totaling 8 items on a *Likert* scale.

Table 4.3 Student Assessment Instruments

College student	Instrument								Comments and Suggestions
	I1	I2	I3	I4	I5	I6	I7	I8	
M1	5	5	5	5	5	3	5	4	The effect in the video is smoothed again
M2	4	5	5	4	5	5	5	5	Videos that motivate learning
M3	4	4	3	4	4	3	3	3	The contrast is further enhanced
M4	5	5	4	4	5	4	4	4	Overall the video is very interesting
M5	4	5	4	3	4	4	4	5	Use of good and correct language
M6	5	5	5	5	5	4	5	5	So that a clear photo is shown
M7	4	4	3	5	5	5	4	5	The video is good, hopefully better
Total Score	31	33	29	30	33	28	30	31	
Average	4.4	4.7	4.1	4.3	4.7	4.0	4.3	4.4	
Total Mean	**4.4**								
Total Criteria	**Very Worth it**								

Based on the results of student assessments, the assessment aspect of the media is declared "Very Appropriate" to be used as a learning media for videography in the Information Technology Education study program, Muhammadiyah University of Sukabumi with a result of 4.4 or 88%.

Table 4.4 Field Trial Results

Assessment Aspects	Number of Grains	Score obtained	Skor Ideal	Appropriateness
Media and Materials	8	248	280	88% (4,4)
Category	**"Very Worth"**			

Based on the results of the development and assessment, the tutorial video learning media with the theme "Image Capturing Techniques and Camera Movement" is categorized as "Very Appropriate". The average score given by the material expert was 4.5 in the "Very Appropriate" category, then by media experts, namely 4.7 in the "Very Appropriate" category, and based on a student questionnaire that was 4.4 in the "Very Appropriate" category. The results of these material experts, media experts, and students made video tutorial learning media that can be used in videography learning with the material on Image Capture

Techniques. Video tutorial learning media is important to be developed and adapted to the needs of students in order to be able to assist the training process in how to apply shooting techniques and camera movements. To complement the shortcomings of previous research, further research is needed so that this learning media can be better in the future.

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