

Effectiveness use Interactive Media Applications Sparkol Videoscribe on Results Study Social Sciences Student Class VII Junior High School Muhammadiyah Rappang

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ABSTRACT

This influence research aims to determine the The aim of this research is to determine how effective the use of interactive media from the Sparkol Videoscribe application is on the social studies learning performance of students in Class VII SMP Muhammadiyah Rappang. For this research, a one group pretest-posttest and quasi-experimental design was used. This research involved 28 students from class VII.a Muhammadiyah Rappang Middle School. There are two data collection methods used to measure student learning outcomes, namely learning completeness and timeliness in obtaining material. The research results showed that class VII students at SMP Muhammadiyah Rappang achieved good social studies learning outcomes by using the Sparkol Videoscribe application as an interactive medium. The sample test results show this... This is shown from the T-test sample test results of pretest and posttest data on student learning outcomes found mark significance. From results study This Which has analyzed, then obtained mark flat- average $M_x(\text{Posttest}) = 82.5 > M_y(\text{Pretest}) = 59.57$. So it can be concluded that this research show exists effectiveness use media interactive Sparkol app Videoscribe to results Study student.

INTRODUCTION

Education helps Indonesian people transition from a life of helplessness become a competent and useful life for the country. Education aims to produce power Work quality Which can help Indonesia become country dear. This is in accordance with Kompri's opinion in the Education Management book that "Education improve people's quality of life and help them achieve personal goals them." To interesting worker Which quality, education aim For increase knowledge Which obtained from institution education official and informal. For reach required qualities, appropriate educational goals must be established. Process success The development of quality human resources is determined by educational objectives, which are consider importance component education other.

According to Decree MPRS No. 2 Year 1989, objective education national is enlighten life nation And develop man Indonesia completely, that is man who has a steady and independent personality, have knowledge and skills, health physical and spiritual, personality Which Excellent And independent, flavor not quite enough answer society And nationality. Sujana (2019) emphasize objective education national This. In learning, there is interaction between students, teachers, and educational materials. The support provided by teachers to their students to acquire new knowledge, skills, skills and lifestyle options is known as learning. Learning is a systematic activity consisting of various parts. These components must not be carried out separately, but must operate in an orderly, interdependent, complementary and sustainable manner. One important aspect of learning is how students can actively study the subject matter so that they can understand it well.

This shows that using information technology to improve classroom learning has become a necessity in the modern era. For this reason, to increase the efficiency and effectiveness of learning, it is very important to create various innovative and creative learning models. To avoid a boring, boring and uninteresting teaching and learning process, this is very important. Media can provide variety and interest in learning, making it important for education (Septiasari & Sumaryanti, 2022).

LITERATURE REVIEW

Learning will not be successful if the process is not optimized. To deal with this problem, teachers can create interesting and innovative learning materials. Interactive learning media can help students understand lessons (Gulo & Harefa, 2022). Effectiveness is the degree of success aimed at, namely the application of a model or learning media. Effectiveness is measured by student learning outcomes. An effective learning model or media is considered if student learning outcomes increase, while an ineffective learning model or media is considered if student learning outcomes decrease. Therefore, one can measure the level of effectiveness of the media or CR-DET learning model (Puspitasari et al., 2022).

Effectiveness describes the actions achieved to achieve certain goals by considering time, quality and quantity as well as effectiveness. According to Nur (2022), maximum results increase efficiency. Interactive learning media is designed to make learning more fun, effective and efficient. This medium allows students to engage more deeply with the subject matter, which makes it easier to understand it. Students can also receive immediate feedback about what they understand, control the learning process, and repeat the material over and over again. The author wants to use the Sparkol Videoscribe application as a learning medium in this research.

The use of educational media in the learning process can have a psychological effect on learning, as well as foster new interest and enthusiasm. Learning media are tools or intermediaries that help facilitate the teaching and learning process and make communication between teachers and students more effective. This really helps teachers in teaching and helps students understand the lesson. To carry out this process, teachers must be able to balance their learning media and learning methods.

According to Refai and Anni (2018), learning media can be defined as a tool or type of media used by teachers to convey learning messages throughout the learning process. This contributes to increasing the role of learning strategies as part of the entire learning system. Therefore, learning tools play an important role in the learning process. This is due to the fact that learning media includes many things, including audio media (listening), motor media (movement), and visual media (seeing). According to some opinions, learning media is a very important component in the teaching and learning process. Learning media is also a tool that helps students learn and supports teacher instructions in the classroom. In addition, learning media can improve students' learning experiences and help them achieve better learning outcomes.

Interactive is multimedia that has a controller that is operated by the user and allows users to carry out interactive learning media. Examples of interactive media include games and interactive learning applications. Multimedia-based interactive learning media are used to convey messages (knowledge, skills and attitudes) and encourage students' emotions, attention and desires to improve the learning process. Deliberately, precisely, and under control, this was done. Sparkol Videocibe is a white background narration software developed in 2012 by one of the leading companies in the UK. It is widely used to create animation programs and is an excellent learning medium for students. Additionally, more than 100,000 people have used the program just a year after its release.

One program that can help you create animated designs with a white background is Sparkol Videoscribe (Yusnia, 2019: 72). Lessons presented using Sparkol Videoscribe make it easier for students to understand. This is in accordance with the theory described below (Azhar, 2014: 23). From the previous explanation, he stated, "If we can convey the elements of knowledge in

an organized, concrete and targeted manner by combining words and images as learning media, then we can improve the quality of learning outcomes." Thus, Video Scribe is software that can be used to create animated videos.

Learning outcomes are the abilities a person acquires during the learning process, which can change behavior and improve students' knowledge, understanding, attitudes and skills. Learning outcomes are defined as the results achieved by a person or student after participating in or carrying out learning activities within a certain period of time. Learning outcomes include actual and potential abilities as well as the basic abilities that students have to achieve achievement (Muhlisa et al., 2023).

Research on this research topic includes Neni Firdayanti's (2020) research on Videoscribe media, which shows that Sparkol Videoscribe is an animated video learning tool created based on content suitability assessments by media experts, material experts and language experts. Furthermore, Hasanuddin's research (2023 on the Influence of Sparkol Videoscribe Based Learning Media on Research Results conducted by Dias Empress Meditation (2023) about "Effectiveness Multimedia Interactive Freely Augmented Reality reviewed from Results Study Student".

After conducting observations, researchers found that students in class VIIa of Muhammadiyah Rappang Middle School did their learning in an inactive way . They also found that the learning media used did not vary, so students were not interested in learning, they did not really pay attention to what the teacher was teaching, and they were not interested in reading textbooks during learning.

METHODOLOGY

This research uses quantitative methods, which involve data collection techniques in the field that are full of nuanced numbers (Djollong, 2014). This study used a quasi-experimental type of research with one pretest group before the test was designed. There was no comparison class in this study. On the other hand, data obtained from the initial test on Sparkol Videoscribe media use was used to compare the results of the pretest and posttest on media use with student learning outcomes. This study was conducted in class VIIa of SMP Muhammadiyah Rappang, where there were 28 students. In this study, there were 28 students.

Table 1. Population Study

No.	Class	L	P	Amount
1	VII A	13	15	28

Source : Data JUNIOR HIGH SCHOOL Muhammadiyah Rappang

The sample in this study consisted of 28 students class VIIa where the technique is used is probability sampling with a simple random sampling type. Probability Sampling is a sampling technique where all individuals in the

population, either individually or together given that opportunity The same to choose from as sample members.

According to Suharsimi Arikunto (2010: 109), sampling is taking all samples if the number of subjects is less than 100, and sampling 10-25% of the subjects, or 20-25% of them if there are more than 100 subjects. Because there are only 28 people in the population-the total is less from 100-researchers choose For take sample from all over group.

Table 2. Sample Study

No.	Class	L	P	Amount
1	VII A	13	15	28

Source: Data JUNIOR HIGH SCHOOL Muhammadiyah Rappang

Data analysis is a research process that is carried out after all the required data to answer the research problems that have been collected. Data collected in this technique analyzed using descriptive statistical techniques in the form of means. Analysis procedures data includes categorization mark student based on results test.

The following steps for analyzing data are student test results used for determine value classification student. Score converted become mark on formula under This:

$$SP$$

$$N = SM \times 100$$

Information :

N = Mark

SP = Acquisition Score SM = Maximum Score 100 = Score Standard

For know effective or or not use media interactive application Sparkol Videoscribe to results Study ips student class VII.a JUNIOR HIGH SCHOOL Muhammadiyah Rappang so must use formula mean.

Information :

M_x = Symbol Mean X (Posttest) M_y = Symbol Mean Y (Pretest)

Σ = Sigma (amount) N = Amount Individual

$$M_x = \frac{\sum Fx}{\sum N_x}$$

$$M_y = \frac{\sum Fy}{\sum N_y}$$

$\sum fx$ = Amount respective frequencies mark individual x

$\sum fy$ = Amount respective frequencies mark individual y

Results data Which obtained from formula the will used For test hypothesis Which not submitted. It is said to be effective if the average posttest result > pretest , otherwise it is said No effective if average results posttest < pretest .

RESULTS AND DISCUSSION

This study was conducted at Muhammadiyah Rappang Middle School, located in Rappang, Panca Rijang District, Sidenreng Rappang Regency, South Sulawesi Province. The research began on 27 May 2024 to 27 July 2024, in accordance with the research permit issued by the Office of the Investment and One-Stop Service Service in the Field of Providing Licensing Services for the South Sulawesi Provincial Government. This research uses social studies subjects with material on Natural Resource Potential. This research was conducted using the Sparkol Videoscribe application. This study can be completed within the specified time. Because the Sparkol Videoscribe application makes learning easier for students, the time required to complete assignments is relatively faster.

Students use this time to re-study previous material and then relate it to the material that will be taught as a whole. At the last minute, Sparkol videoscribe uses questions to assess students' understanding of the material. In the first week, the researcher discussed the material for the specified time, and then at the last minute, the researcher conducted a test to find out how well the students understood and accepted the material. In the second week, the researcher used the Sparkol Videoscribe application to carry out the learning process for a predetermined time, and then at the last minute, the researcher carried out a test to find out how well the students understood and accepted the material.

To improve student learning outcomes of 28 students as a whole population and sample size, this data is the results of the social studies learning test for class VII a students at SMP Muhammadiyah Rappang. Students are given a test of thirty multiple choice questions to measure their level of learning ability during learning. The results will be calculated using a formula that determines the scores of 0 and 1, with the total number of scores from thirty multiple choice questions divided by the number of questions multiplied by 100, and the maximum score from students who answer correctly is 100. The individual scores obtained from this exam are shown below this.

The evaluation of pretest learning results carried out by 20 students at Muhammadiyah Rappang Middle School shows how effective the use of the Sparkol Videoscribe application is. This question is done before students start studying social studies using the Sparkol Videoscribe application, and then students do posttest questions to measure their learning results after using the Sparkol Videoscribe application.

The pre- and post-test results of 28 class VII A students of SMP Muhammadiyah Rappang are shown in the following table:

Table 3. Results Test Pretest and Posttest Student Class VII A Junior High School Muhammadiyah Rappang

Score	Mark	Score	Mark
	Pretest		Posttest

13	43	25	83
19	63	25	83
21	70	24	80
22	73	24	80
20	66	28	93
18	60	25	83
11	36	24	80
11	36	25	83
18	60	24	80
23	76	23	76
14	46	26	86
15	50	27	90
23	76	28	93
19	63	24	80
19	63	27	90
19	63	29	96
15	50	25	83
18	60	26	86
24	80	25	83
21	70	28	93
24	80	24	80
13	43	25	83
22	73	24	80
20	66	27	90
22	73	27	90
11	36	26	86
16	53	24	80
12	40	25	83

Source : Sheet pretest answers And posttest student

There are no students who get a score of 100 in both the pre-test and the final test. In the initial test, students got the highest score of 80, while the lowest score was 36. In the final test, students got the highest score of 96, while the lowest score was 76.

The results of the two tests, pre-test and post-test, were used to determine whether the use of Sparkol Videoscribe media was effective on the social studies learning outcomes of class VII Muhamadiyah Rappang students. The following table shows the results in question:

Table 4. Calculation Work Mean

	Posttest		Pretest	
	F	X/Y	F	Fy
FX	F	X/Y	F	Fy

96	1	96	-	-
276	3	93	-	-
360	4	90	-	-
258	3	86	-	-
664	8	83	-	-
640	8	80	2	160
76	1	76	2	152
-	-	73	3	219
-	-	70	2	140
-	-	66	2	132
-	-	63	4	252
-	-	60	3	180
-	-	53	1	53
-	-	50	2	100
-	-	46	1	46
-	-	43	2	86
-	-	40	1	40
-	-	36	3	108
-	-	30	-	-
	28	Σ	28	1,668
	2,3			
	10			

Results calculation score acquisition posttest And pretest with mark maximum 100 use formula mean as following :

$$My = \frac{\sum Fy}{\sum Ny}$$

$$Mx = \frac{\sum Fx}{\sum Nx}$$

$$My = 1,668 = 59.57 \quad Mx = \frac{2,310}{28} = 82.5$$

From results calculation the, para student get mark average 59.57 on pretest and value average 82.5 on the posttest .Objective from study This is For know exists effectiveness use media interactive application Sparkol Videoscribe to results Study Social Sciences student class VII JUNIOR HIGH SCHOOL Muhammadiyah Rappang. This research was conducted in class VII.a of SMP Muhammadiyah Rappang using a sample of 28 students. After that, the researchers carried out previous tests use media Then researcher will test return student after using media.

CONCLUSIONS AND RECOMMENDATIONS

The results of research on the effectiveness of using interactive media from the Sparkol Videoscribe application on the learning outcomes of Class

VII.a students at Muhammadiyah Rappang Middle School are concluded as follows:

Class VII.a students at Muhammadiyah Rappang Middle School show good learning results because the use of the Sparkol Videoscribe application makes lessons more interesting and more interesting, easy to accept. The results of the analysis show that the average value of M_x (Pretest) = 82.5 is greater than M_y (Posttest) = 59.57. Based on the average value, it can be concluded that the use of the interactive media application Sparkol Videoscribe has a positive impact on the social studies learning outcomes of Class VII students at SMP Muhammadiyah Rappang. The final results of the research show that students who study through the Sparkol Videoscribe application have a much better learning effect than studying using conventional methods.

FURTHER STUDY

Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

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