PENGARUH PENGGUNAAN MEDIA VIDEO ANIMASI TERHADAP KEMAMPUAN LITERASI PKn SISWA KELAS III SD NEGERI 020617 BINJAI SELATAN T.P 2025/2026

ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya kemampuan literasi PKn siswa kelas III SD Negeri 020617 Binjai Selatan yang disebabkan oleh pembelajaran yang masih bersifat konvensional. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media video animasi terhadap kemampuan literasi PKn siswa kelas III SD Negeri 020617 Binjai Selatan Tahun Pelajaran 2025/2026. Penelitian menggunakan pendekatan kuantitatif dengan metode quasi eksperimen dan desain *Non-Equivalent Control Group Design*. Subjek penelitian berjumlah 39 siswa, terdiri atas 20 siswa kelas eksperimen yang diajar menggunakan media video animasi dan 19 siswa kelas kontrol yang diajar menggunakan pembelajaran konvensional. Teknik pengumpulan data dilakukan melalui tes kemampuan literasi PKn berupa *pretest* dan *posttest*. Hasil penelitian menunjukkan rata-rata nilai *pretest* kelas kontrol (IIIA) sebesar 47,25 dan kelas eksperimen (IIIB) sebesar 55. Setelah perlakuan, rata-rata nilai *posttest* kelas eksperimen meningkat menjadi 85 dengan kategori kemampuan literasi (tinggi), sedangkan kelas kontrol menjadi 60,26 dengan kategori kemampuan literasi (tingkat sedang) . Hasil uji hipotesis menunjukkan nilai t_{hitung} (6,182) > t_{tabel} (2,026), sehingga H_0 ditolak dan H_1 diterima. Hal ini menunjukkan bahwa penggunaan media video animasi berpengaruh signifikan terhadap kemampuan literasi PKn siswa. Kesimpulan penelitian ini menunjukkan bahwa terdapat pengaruh penggunaan media video animasi terhadap kemampuan literasi PKn siswa kelas III SD Negeri 020617 Binjai Selatan Tahun Pelajaran 2025/2026.

Kata Kunci: Kemampuan literasi PKn, Media video animasi, Quasi eksperimen

THE EFFECT OF USING ANIMATED VIDEO MEDIA ON CIVIC EDUCATION LITERACY SKILLS OF CLASS III AT SD NEGERI 020617 BINJAI SELATAN ACADEMIC YEAR 2025/2026

ABSTRACT

This study was motivated by the low Civic Education literacy skills of third-grade students at SD Negeri 020617 Binjai Selatan, which resulted from the use of conventional teaching methods. This study aims to determine the effect of using animated video media on the Civic Education literacy skills of third-grade students at SD Negeri 020617 Binjai Selatan in the 2025/2026 academic year. The research employed a quantitative approach with a quasi-experimental method using a Non-Equivalent Control Group Design. The research subjects consisted of 39 students, including 20 students in the experimental class who were taught using animated video media and 19 students in the control class who were taught through conventional learning methods. Data were collected through Civic Education literacy tests administered in the form of pretests and posttests. The results showed that the average pretest score of the experimental class was 55, while the control class obtained 47.75. After the treatment, the average posttest score of the experimental class increased to 85 (categorized as high literacy skills), while the control class reached 60.26 (categorized as moderate literacy skills). The hypothesis test results indicated that the t_{count} (6.182) was greater than the t_{table} (2.026), thus H_0 was rejected and H_1 was accepted. These findings demonstrate that the use of animated video media has a significant effect on improving students' Civic Education literacy skills. The study concludes that there is a significant influence of using animated video media on the Civic Education literacy skills of third-grade students at SD Negeri 020617 Binjai Selatan in the 2025/2026 academic year.

Keywords: Animated video media, Civic Education literacy skills, Quasi experimental