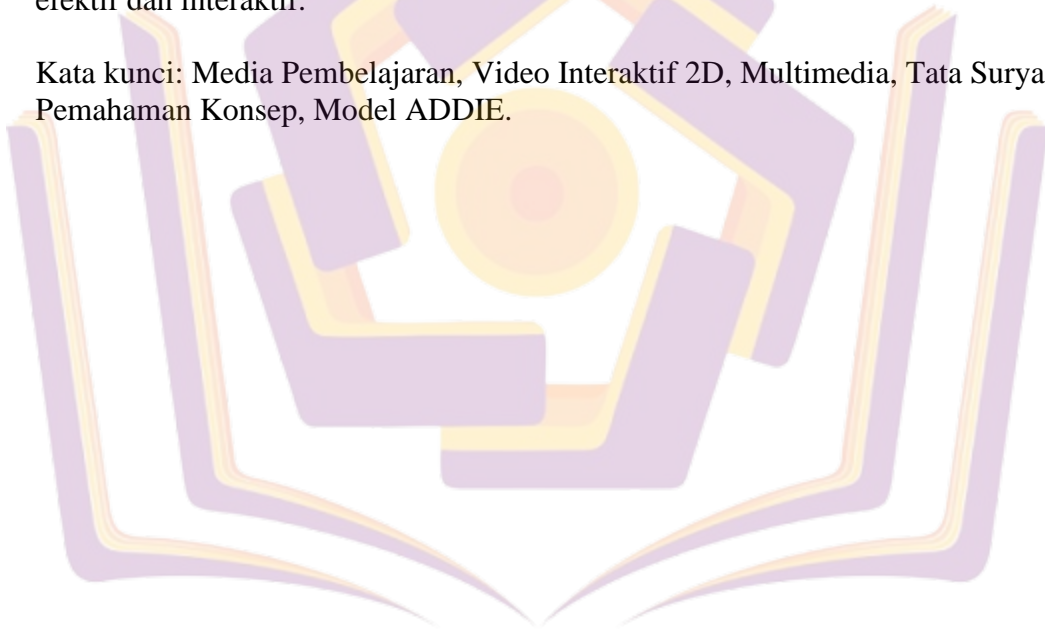


ABSTRAK

Perkembangan teknologi digital telah menggeser metode konvensional ke arah pembelajaran berbasis multimedia yang lebih interaktif dan menarik secara visual, khususnya melalui penggunaan video interaktif 2D yang memiliki potensi besar dalam membantu siswa memahami materi IPA seperti sistem Tata Surya yang bersifat abstrak. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan media pembelajaran video interaktif 2D terhadap tingkat pemahaman siswa kelas IX di SMP Negeri 6 Purwokerto dengan menggunakan metode pengembangan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Melalui teknik visualisasi animasi 2D yang dikembangkan dengan perangkat lunak Autodesk 3ds Max, Adobe After Effects, dan Canva, data dikumpulkan melalui observasi, wawancara, dokumentasi, serta kuesioner. Hasil penelitian menggunakan *User Acceptance Testing* (UAT) menunjukkan sebanyak 89% bahwa penggunaan interaktif 2D sangat layak sebagai media pembelajaran yang lebih efektif dan interaktif.

Kata kunci: Media Pembelajaran, Video Interaktif 2D, Multimedia, Tata Surya, Pemahaman Konsep, Model ADDIE.



ABSTRACT

The development of digital technology has shifted conventional methods toward more interactive and visually engaging multimedia-based learning, particularly through the use of 2D interactive videos, which have significant potential in helping students understand abstract science material such as the Solar System. This study aims to analyze the effect of using 2D interactive video learning media on the level of understanding of ninth-grade students at SMP Negeri 6 Purwokerto using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model development method. Using 2D animation visualization techniques developed with Autodesk 3ds Max, Adobe After Effects, and Canva software, data was collected through observation, interviews, documentation, and questionnaires. The results of the study, using User Acceptance Testing (UAT), showed that 89% of students found the use of 2D interactive media highly suitable as a more effective and interactive learning medium.

Keywords: Learning Media, 2D Interactive Video, Multimedia, Solar System, Conceptual Understanding, ADDIE Model.

