

ABSTRAK

Penelitian ini bertujuan untuk mengetahui efektivitas media motion graphic dalam meningkatkan pemahaman mahasiswa mengenai prospek kerja lulusan Fakultas Ilmu Komputer Universitas Amikom Purwokerto. Penelitian ini dilatarbelakangi oleh masih terbatasnya pemahaman mahasiswa mengenai peluang karier yang sesuai dengan program studi yang ditempuh. Penelitian ini menggunakan metode kuantitatif. Pengembangan media dilakukan menggunakan metode Multimedia Development Life Cycle (MDLC), sedangkan pengujian efektivitas menggunakan desain Pre-Experimental One Group Pretest–Posttest Design. Instrumen penelitian berupa 10 soal pilihan ganda yang telah dinyatakan valid dan reliabel. Analisis data dilakukan menggunakan statistik deskriptif, uji normalitas, Wilcoxon Signed Rank Test, dan uji N-Gain. Hasil penelitian menunjukkan bahwa rata-rata nilai pretest meningkat dari 7,17 menjadi 8,50 pada posttest. Hasil Wilcoxon Signed Rank Test memperoleh nilai signifikansi $<0,001$ ($p<0,05$), yang menunjukkan adanya perbedaan yang signifikan antara nilai pretest dan posttest. Selain itu, hasil uji N-Gain sebesar 0,47 termasuk dalam kategori sedang. Berdasarkan hasil tersebut, dapat disimpulkan bahwa media motion graphic yang dikembangkan efektif dalam meningkatkan pemahaman mahasiswa mengenai prospek kerja lulusan Fakultas Ilmu Komputer Universitas Amikom Purwokerto.

Kata kunci: motion graphic, efektivitas media, pemahaman mahasiswa, prospek kerja, MDLC.

ABSTRACT

This study aims to determine the effectiveness of motion graphic media in improving students' understanding of the career prospects of graduates from the Faculty of Computer Science, Universitas Amikom Purwokerto. This research was motivated by the limited understanding among students regarding career opportunities related to their study programs. This study employed a quantitative method. The media were developed using the Multimedia Development Life Cycle (MDLC) method, while the effectiveness was evaluated using a Pre-Experimental One Group Pretest–Posttest Design. The research instrument consisted of 10 multiple-choice questions that had been proven valid and reliable. Data were analyzed using descriptive statistics, a normality test, the Wilcoxon Signed Rank Test, and the N-Gain test. The results showed that the mean pretest score increased from 7.17 to 8.50 in the posttest. The Wilcoxon Signed Rank Test produced a significance value of <0.001 ($p < 0.05$), indicating a statistically significant difference between the pretest and posttest scores. In addition, the N-Gain test yielded a score of 0.47, which falls into the moderate category. Based on these findings, it can be concluded that the developed motion graphic media are effective in improving students' understanding of the career prospects of graduates from the Faculty of Computer Science, Universitas Amikom Purwokerto.

Keywords: motion graphic, media effectiveness, students' understanding, career prospects, MDLC.