

INTISARI

Kesadaran kebersihan lingkungan yang terdiri dari sampah, piket kelas, cuci tangan di sekolah dasar terutama di kelas III SDN 2 Kalangan masih menghadapi kendala karena masih banyak siswa-siswi yang tidak mengerti pentingnya menjaga kebersihan lingkungan. Penelitian ini bertujuan untuk membuat video animasi 3D untuk meningkatkan minat dan pemahaman siswa terhadap kebersihan lingkungan. Pengembangan video animasi 3D menggunakan model ADDIE dengan analisis SWOT. Pengujian video animasi 3D menggunakan validasi dari ahli materi dan ahli media. Dan hasil validasi dinyatakan sangat layak digunakan dengan skor ahli media sebesar 80% dan ahli materi sebesar 85%. Penilaiannya menggunakan skala likert. Sedangkan untuk mengukur tingkat pemahaman siswa dilakukan *pre-test* dan *post-test* yang dianalisis menggunakan *N-Gain*. Hasil *N-Gain* sebesar 0,56 atau 56% dan dikategorikan “cukup efektif”. Video animasi ini dapat menjadi alternatif untuk membantu siswa dalam memahami kebersihan lingkungan.

Kata kunci: ADDIE, Cuci Tangan, Kebersihan Lingkungan, *N-Gain*, Piket Kelas, Sampah, *Skala Likert*, SWOT

ABSTRACT

Awareness regarding environmental cleanliness—specifically concerning waste management, classroom cleaning duties, and handwashing—remains a challenge at the elementary school level, particularly among third-grade students at SDN 2 Kalangan, as many students do not yet grasp the importance of maintaining a clean environment. This study aimed to create a 3D animated video to enhance students' interest in and understanding of environmental cleanliness. The video was developed using the ADDIE model, incorporating a SWOT analysis. Validation was conducted by subject matter and media experts; the video was deemed highly suitable for use, achieving scores of 80% from the media expert and 85% from the subject matter expert, based on a Likert scale assessment. To measure students' level of understanding, pre-tests and post-tests were administered and analyzed using the N-Gain method. The N-Gain result was 0.56 (or 56%), falling into the "moderately effective" category. This animated video serves as an alternative tool to assist students in understanding environmental cleanliness.

Keywords: ADDIE, Classroom Cleaning Duty, Environmental Cleanliness, Handwashing, Likert Scale, N-Gain, SWOT, Waste