

# Development of Contextual Learning Media for Subject of Research Methodology of Education Administration

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## ABSTRACT

### Abstract

This research aims to: 1) produce contextual learning media for the subjects of Research Methodology of Education Administration in the form of learning videos, and 2) know the feasibility of contextual learning media for the subjects of Research Methodology of Education Administration in the form of learning videos based on expert opinion.

The research method used is research and development method of ADDIE (Analysis, Design, Development, Implementation, Evaluation). Stages performed in this research and development consists of Analysis, Design, Development. The analysis phase consists of problem analysis and learning component analysis. The design phase includes the preparation of learning material structure and storyboard. Development stage includes preparation of script of instructional media, making of learning video, and expert validation. Validation of contextual learning media for the subjects of Research Methodology of Education Administration involves media experts and material experts. Data collection in the analysis phase used interview technique and observation, while at development stage using questionnaire technique. The collection instrument used is the inventory questionnaire in the form of rating scale. Data analysis used is descriptive analysis technique with quantitative and qualitative approach.

The conclusion of this research are: 1) has produced contextual learning media in the form of learning video for the subject of Research Methodology of Education Administration with topic of Chapter Introduction; 2) according to the assessment of media experts and material experts, the developed learning videos have very reasonable criteria.

Keywords: learning video, contextual learning, research methodology

Kata Kunci: *learning video, contextual learning, research methodology*