

ABSTRACT

“Design of English Learning Materials Through Food and Beverage Videos, Survey Study at SMK Negeri 5 Pontianak, Nova Asteria (321910112). The Teacher Training and Education Institute of the Teachers Association of the Republic of Indonesia Pontianak novaasteria93@gmail.com. This study aims to develop videos as English-language learning media on food and beverage position material at SMK Negeri 5 Pontianak. This research is a development research or Research & Development (R&D) method was employed, focusing on creating a learning video using Canva Pro and KineMaster applications. The ADDIE development model guided the systematic process through the Analysis, Design, Development, Implementation, and Evaluation stages. Purposive sampling involved Class XI students in Hospitality and Business and Tourism Services. Data analysis utilized interviews, questionnaires, and validation by media, language, and material experts. Results indicate the developed video is a suitable learning medium, supporting differentiated learning materials. The ADDIE model's stages, including analysis, design, development, implementation, and evaluation, were followed to enhance video quality for English learning in food and beverage positions at SMK Negeri 5 Pontianak. The results of the video development research as a learning medium for class XI food and beverages material resulted in a percentage of validation from material experts as much as 83.10%, from linguists as much as 91.10%, and from media experts as much as 73.11%, with very good criteria that video as a learning medium is feasible and effective for use in learning.

Keywords: English Learning Material, Video-Based Learning, Research and Development