

**THE EFFECT OF EDUCATIONAL VIDEO-BASED
MULTIMEDIA TOWARD STUDENTS' ENGLISH
VOCABULARY MASTERY
(A Quasi Experimental on 7th Grade Students at SMPN 52
North Bengkulu Academic Year 2024-2025)**

T H E S I S



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STATE ISLAMIC UNIVERSITY OF FATMAWATI
SUKARNO BENGKULU
2025**

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THESIS

Submitted As a Partial Requirements
for the degree of sarjana



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Bengkulu, 27 May 2025

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MOTTO

“Dan bersabarlah kamu, sesungguhnya janji Allah adalah benar”

(Qs. Ar-Ruum:60)

“Selalu ada harga dalam sebuah proses. Nikmati saja lelah-lelah itu. Lebarakan lagi rasa sabar itu. Semua yang kau investasikan untuk menjadikan dirimu serupa yang kau impikan. mungkin tidak akan selalu berjalan lancar. Tapi, gelombang-gelombang itu yang nanti bisa kau ceritakan.”

(Boy Chandra)

“Segala sesuatu yang diawali, maka harus diakhiri”

-RF-



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ABSTRACT

Rahmatul Fadillah : The Effect Of Educational Video-Based Multimedia Toward Students' English Vocabulary Mastery (A Quasi Experimental On 7th Grade Students At Smpn 52 North Bengkulu Academic Year 2024-2025)

In the digital era, students are increasingly exposed to multimedia content that influences how they learn and process information. Traditional teaching methods often fail to engage students effectively in mastering English vocabulary. This study aims to investigate the effect of video-based multimedia instruction on students' English vocabulary mastery. The research was conducted using a quasi-experimental design involving two classes of seventh-grade students at SMPN 52 North Bengkulu in the academic year 2024/2025. One class was assigned as the experimental group, which received instruction through educational video-based multimedia, while the control group was taught using conventional methods. Data were collected through pre-tests and post-tests to assess vocabulary comprehension before and after the treatment. The findings revealed that students in the experimental group showed significant improvement in their vocabulary mastery compared to the control group. This suggests that the use of educational video-based multimedia can enhance students' engagement, motivation, and understanding of English vocabulary. The study supports the integration of multimedia in English language teaching and highlights its potential to create a more dynamic and interactive learning environment.

Keywords:

video-based multimedia, vocabulary mastery, English learning, instructional media, quasi-experimental

Rahmatul Fadillah : Pengaruh Multimedia Berbasis Video
Edukasi Terhadap Penguasaan
Kosakata Bahasa Inggris Siswa
(Kuasi Eksperimen Pada Siswa
Kelas 7 Di Smpn 52 Bengkulu
Utara Tahun Ajaran 2024-2025)

Di era digital, siswa semakin terpapar dengan konten multimedia yang mempengaruhi cara mereka belajar dan memproses informasi. Metode pengajaran tradisional sering kali gagal melibatkan siswa secara efektif dalam menguasai kosakata bahasa Inggris. Penelitian ini bertujuan untuk menyelidiki pengaruh pengajaran multimedia berbasis video terhadap penguasaan kosakata bahasa Inggris siswa. Penelitian ini dilakukan dengan menggunakan desain kuasi-eksperimen yang melibatkan dua kelas siswa kelas tujuh di SMPN 52 Bengkulu Utara pada tahun ajaran 2024/2025. Satu kelas ditugaskan sebagai kelompok eksperimen, yang menerima instruksi melalui multimedia berbasis video pendidikan, sedangkan kelompok kontrol diajarkan menggunakan metode konvensional. Data dikumpulkan melalui pre-test dan post-test untuk menilai pemahaman kosakata sebelum dan sesudah perlakuan. Hasil penelitian menunjukkan bahwa siswa dalam kelompok eksperimen menunjukkan peningkatan yang signifikan dalam penguasaan kosakata dibandingkan dengan kelompok kontrol. Hal ini menunjukkan bahwa penggunaan multimedia berbasis video edukasi dapat meningkatkan keterlibatan, motivasi, dan pemahaman kosakata bahasa Inggris siswa. Penelitian ini mendukung integrasi multimedia dalam pengajaran bahasa Inggris dan menyoroti potensinya untuk menciptakan lingkungan belajar yang lebih dinamis dan interaktif.

Kata kunci:

multimedia berbasis video, penguasaan kosakata, pembelajaran bahasa Inggris, media pembelajaran, kuasi-eksperimental

PREFACE

Alhamdulillah, we always express our gratitude to Allah SWT who until now still gives us the blessing of faith and health, so that the author is given to complete a research proposal with the title "THE EFFECT OF EDUCATIONAL VIDEO-BASED MULTIMEDIA TOWARD STUDENTS' ENGLISH VOCABULARY MASTERY (A Quasi Experimental On 7th Grade Students At Smpn 52 North Bengkulu Academic Year 2024-2025)" This proposal is submitted as a prerequisite for proceeding with Thesis Research.

In today's technology-driven era, the education sector is undergoing significant changes, with digital learning tools playing a vital role in enhancing the teaching and learning experience. Educators are increasingly turning to multimedia resources to engage students more effectively and improve academic performance, particularly in language learning contexts. This study aims to investigate the impact of educational video-based multimedia toward students' english vocabulary mastery (A Quasi Experimental On 7th Grade Students At Smpn 52 North Bengkulu Academic Year 2024-2025). The research is driven by the need to address the challenges students face in traditional language instruction, where passive learning may limit vocabulary retention and understanding.

This study follows a structured research methodology, beginning with a pretest to measure students' initial vocabulary. The experimental group will then engage in lessons incorporating educational video-based multimedia, designed to make learning more engaging and interactive. Videos, with their combination of visual and auditory elements, are expected to provide context and enhance students' grasp of vocabulary. The control group will continue with traditional teaching. After the intervention, a posttest will be conducted to determine the effectiveness of video-based multimedia in comparison to conventional teaching methods. It is hoped that this research will contribute to the development of more effective English language teaching strategies, particularly in vocabulary mastery, by highlighting the potential of multimedia in fostering a more dynamic and engaging learning environment.

Bengkulu, Mei 2025

Rahmatul Fadillah
NIM. 2111230035

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