

Development of Audio Visual Learning Media Integrating Character Education in Chemistry Learning to Facilitate Conceptual Change and Strengthening Students Character

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Audio visual media is a set of tools that can project moving images and sound. This study aims to produce audio-visual learning media that integrates character education in chemistry learning to facilitate conceptual change and strengthening students character. This research is a development research which includes three stages, namely preliminary studies, development and validation, as well as testing and implementation to produce valid, practical, and effective audio-visual learning media. The validation was carried out by three experts through the Focus Group Discussion. Audio visual media and learning tools developed were tested on students at SMA Negeri 1 Kabila Gorontalo. The research data collection technique used observation and a three-tier diagnostic test. Data were analyzed using qualitative descriptive techniques. The results obtained were that the developed audio visual learning media had validity with a very valid category, practicality with a very high category, and was effective in shifting students' conceptions from misconceptions and not knowing concepts to knowing concepts with N-Gain in the high category, namely 0.83. The conclusion of this research is that the audio visual learning media and learning tools developed are of good quality.

Keywords: Audio visual media, Chemical Bonding, Conceptual Change, Character