

## ABSTRAK

**Beatrix S.A Siregar, NIM 5153344003. Pengembangan Media Pembelajaran *Adobe animate cc* Pada Mata Pelajaran Anatomi dan Fisiologi Rambut Kelas X SMK Negeri 1 Beringin. Pendidikan Kesejahteraan Keluarga. Prodi Pendidikan Tata Rias Fakultas Teknik. Universitas Negeri Medan. 2022.**

Penelitian ini bertujuan untuk mengembangkan media pembelajaran *Adobe animate cc* digunakan pada materi Anatomi dan Fisiologi rambut di SMK Negeri 1 Beringin. Media *Adobe animate cc* Pada Mata Pelajaran Anatomi dan Fisiologi Rambut ini belum pernah dikembangkan sebelumnya. Metode dalam penelitian ini menggunakan metode penelitian pengembangan serta model pengembangan yang digunakan yaitu model pengembangan *ADDIE* (*Analysis, Design, Development, Implementation, Evaluation*). Model ini meliputi validasi ahli materi dan validasi ahli media, Teknik pengumpulan data dilakukan melalui angket yang meliputi kualitas materi dengan Aspek kelayakan isi, penyajian, kebahasaan, dan kegrafikan serta pada kualitas media dengan aspek media, tampilan program dan Kualitas Teknis serta Keefektifan Program. Data-data yang di kumpulkan dianalisis dengan teknik analisis deskriptif.

Penelitian dilakukan pada Juli 2022. Hasil penelitian menunjukkan pada uji ahli materi meliputi : (a) aspek kelayakan isi materi pembelajaran dinilai 93% dengan kategori “Sangat Baik”, (b) aspek kualitas penyajian pembelajaran dinilai 91% dengan kategori “Sangat Baik”, dan (c) aspek kualitas kebahasaan dinilai 91% dengan kategori “Sangat Baik” dan aspek kualitas kegrafikan dinilai 90% maka penilaian ahli materi berada pada kualifikasi Sangat Baik dengan nilai (91%). Selanjutnya hasil uji ahli media meliputi: (a) Aspek media pembelajaran dinilai dengan persentase nilai 93% dengan kategori “sangat Baik”, (b) aspek kualitas program media pembelajaran dinilai 89% dengan kategori “sangat Baik”, (c) aspek teknis dan keefektifan media pembelajaran dinilai 92% dengan kategori “sangat baik” dengan demikian pada uji ahli media pembelajaran berada pada kualifikasi Sangat Baik dengan nilai (92%). Media pembelajaran *adobe animate cc* materi Anatomi dan Fisiologi rambut yang dikembangkan termasuk dalam kriteria Sangat Baik dengan presentase 91,5%. Untuk itu disarankan kepada guru SMK Negeri 1 Beringin untuk selalu memanfaatkan media sebagai alat bantu pembelajaran.

**Kata Kunci : Media Pembelajaran. *Adobe animate cc*. Anatomi dan Fisiologi Rambut**

## ABSTRACT

**Beatrix S.A Siregar, NIM 5153344003. Development of *Adobe animate cc* Learning Media in the Subject of Hair Anatomy and Physiology Class X SMK Negeri 1 Beringin. Family Welfare Education. Cosmetology Education Study Program, Faculty of Engineering. Universitas Negeri Medan. 2022**

This study aims to develop learning media *Adobe animate cc* used in the Anatomy and Physiology of hair at SMK Negeri 1 Beringin. Media *Adobe animate cc* In this subject, the Anatomy and Physiology of Hair has never been developed before. The method in this study uses development research methods and the development model used is the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). This model includes validation of material experts and validation of media experts. Data collection techniques are carried out through questionnaires which include material quality with aspects of content feasibility, presentation, language, and graphics as well as media quality with media aspects, program appearance and technical quality and program effectiveness. The data collected were analyzed by descriptive analysis techniques.

The study was conducted in July 2022. The results showed that the material expert test included: (a) the feasibility aspect of the learning material content was assessed 93% with the "Very Good" category, (b) the quality aspect of the learning presentation was assessed 91% with the "Very Good" category, and (c) the quality aspect linguistics was assessed at 91% in the "Very Good" category and the graphic quality aspect was assessed at 90%, so the material expert's assessment was in the Very Good qualification with a score (91%). Furthermore, the results of the media expert test include: (a) The aspect of learning media is assessed with a percentage value of 93% in the "very good" category, (b) the quality aspect of the learning media program is assessed at 89% in the "very good" category, (c) technical aspects and the effectiveness of the learning media was assessed at 92% with the category of "very good" so that the learning media expert test was in the Very Good qualification with a score of (92%). 91.5%. For this reason, it is recommended for teachers of SMK Negeri 1 Beringin to always use the media as a learning aid.

**Keywords :** Learning Media. *Adobe animate cc*. Hair Anatomy and Physiology