

ABSTRAK

Christy Septiany Hermina Br. Tumanggor : Pengembangan Media Pembelajaran Video Tutorial Pemangkas Rambut *Increase Layer* pada Siswa SMK Imelda Medan. 2022

Tujuan dalam penelitian ini ialah (1) Mengetahui pengembangan media pembelajaran video tutorial pemangkas rambut *increase layer* pada siswa SMK Imelda Medan, (2) Mengetahui kelayakan media pembelajaran video tutorial pemangkas rambut *increase layer* pada siswa SMK Imelda Medan.

Metode penelitian ini menggunakan model penelitian *research and development* (R&D). Subjek dalam penelitian ini ialah siswa tata kecantikan kelas XI SMK Imelda Medan. Teknik pengumpulan data dilakukan bertahap melalui observasi, wawancara, dan angket. Uji validitas yang dilakukan oleh 3 ahli materi dan 3 ahli media yang berkompeten di bidangnya, selanjutnya melakukan uji coba produk kelompok kecil, sedang dan besar.

Hasil penelitian pengembangan media pembelajaran pemangkas rambut *increase layer* menunjukkan bahwasanya penilaian oleh ahli materi diperoleh rata-rata 86% dengan kategori “baik”, penilaian oleh ahli media diperoleh rata-rata 94% dan masuk pada kategori “sangat baik”. Pada aspek uji coba kelompok kecil yang berjumlah 6 orang siswa diperoleh persentase sebesar 90% dan masuk kedalam kategori “sangat baik”. Pada uji coba kelompok sedang yang berjumlah 12 siswa diperoleh persentase sebesar 91% dan masuk kedalam kategori “sangat baik”. Pada uji coba kelompok besar yang berjumlah 26 siswa diperoleh persentase sebesar 92,9% dan masuk kedalam kategori “sangat baik”. Dari hasil pengembangan produk dan penilaian yang dilakukan oleh ahli materi, media, uji coba kelompok kecil, sedang dan besar dapat diperoleh kesimpulan bahwa media pembelajaran video tutorial pemangkas rambut *increase layer* dinyatakan layak dan dapat digunakan dalam mendukung kegiatan belajar mengajar.

Kata kunci : Video Tutorial, Pemangkas Rambut, *Increase Layer*

ABSTRACT

Christy Septiany Hermina Br. Tumanggor: Development of Learning Media Video Tutorial on Hair Trimming Increase Layer in Students of SMK Imelda Medan. 2022

The aims of this study were (1) to find out the development of an increase layer hair cutting tutorial video learning media for Imelda Medan Vocational High School students, (2) to find out the feasibility of an increase layer hair cutting tutorial video learning media for Imelda Medan Vocational High School students.

This research method uses a research and development (R&D) research model. The subjects in this study were cosmetology students in class XI at SMK Imelda Medan. Data collection techniques were carried out in stages through observation, interviews and questionnaires. The validity test was carried out by 3 material experts and 3 media experts who were competent in their fields, then carried out product trials for small, medium and large groups.

The results of the research on the development of increase layer hair cutting learning media show that the assessment by material experts obtained an average of 86% in the "good" category, the assessment by media experts obtained an average of 94% and was included in the "very good" category. In the aspect of the small group trial which totaled 6 students, a percentage of 90% was obtained and entered into the "very good" category. In the medium group try out which totaled 12 students, a percentage of 91% was obtained and it was included in the "very good" category. From the results of product development and assessments carried out by material experts, media, small, medium and large group trials it can be concluded that the increase layer hair cutting tutorial video learning media is declared feasible and can be used to support teaching and learning activities.

Keywords: Video Tutorial, Hair Cut, Increase Layer