ABSTRAK

Yarisya Ferika : Pengembangan Media Pembelajaran Wondershare Filmora Food Photography pada Mata Kuliah Seni Kuliner Universitas Negeri Medan. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2023.

Penelitian ini bertujuan untuk : (1) Menghasilkan media pembelajaran berbasis *Wondershare Filmora* pada Mata Kuliah Seni Kuliner; (2) Menguji kelayakan media pembelajaran berbasis *Wondershare Filmora* pada Mata Kuliah Seni Kuliner menurut ahli materi dan ahli media. Lokasi penelitian dilakukan di Program Studi Pendidikan Tata Boga Universitas Negeri Medan. Waktu penelitian pada November 2022 – Februari 2023. Penelitian ini menggunakan model pengembangan ADDIE yang dibatasi menjadi 3 langkah, yaitu (1) *Analysis* (analisis kebutuhan); (2) *Design* (membuat *storyboard* dan pembuatan media pembelajaran); (3) *Development* (validasi oleh ahli materi dan ahli media). Subjek penelitian terdiri dari satu orang ahli materi, satu orang ahli media, dan 30 mahasiswa Program Studi Pendidikan Tata Boga. Teknik pengumpulan data menggunakan angket untuk menjaring data kualitas materi dan data kualitas media. Teknik analisis data secara deskriptif. Berdasarkan hasil penelitian ini, hasil analisis kebutuhan dosen dan mahasiswa bahwa seluruh dosen dan mahasiswa membutuhkan media pembelajaran *Wondershare Filmora,* masing-masing skor $\geq$ 50 persen. Media ini dapat disebarluaskan dan di implementasikan pada mata kuliah Seni Kuliner. Hasil validasi ahli materi memperoleh kelayakan sebesar 95,38 persen dengan kriteria "Sangat Layak", dan hasil validasi ahli media memperoleh kelayakan sebesar 94,12 persen dengan kriteria "Sangat Layak" sehingga pembelajaran media *Wondershare Filmora* pada mata kuliah Seni Kuliner materi *Food Photography* termasuk kategori "Sangat Layak" dengan nilai rerata 94,75 persen. Hasil penilaian mahasiswa terhadap uji coba respon mahasiswa pembelajaran *Wondershare FIlmora* pada mata Kuliah Seni Kuliner materi *Food Photography* termasuk sangat tinggi dengan skor 4,63.

Kata Kunci : Media Pembelajaran; *Wondershare Filmora*; *Food Photography*; Seni Kuliner.

ABSTRACT

Yarisya Ferika: *Development of Wondershare Filmora Food Photography Learning Media for Culinary Arts Courses, Medan State University. Essay. Faculty of Engineering. Medan State University. 2023.*

This research aims to: (1) Produce Wondershare Filmora-based learning media in Culinary Arts Subject; (2) Test the feasibility of Wondershare Filmora-based learning media in Culinary Arts Subject according to material experts and media experts. The research location was conducted at the Culinary Education Study Program at Medan State University. The research time was November 2022 - January 2023. This research uses the ADDIE development model which is limited to 3 steps, namely (1) Analysis (needs analysis); (2) Design (making storyboards and making learning media); (3) Development (validation by material experts and media experts). The research subjects consisted of one material expert, one media expert, and 30 students of the Cosmetology Education Study Program. The data collection technique used a questionnaire to capture material quality data and media quality data. The data analysis technique was descriptive. Based on the results of this study, the results of the analysis of the needs of lecturers and students that all lecturers and students need Wondershare Filmora learning media, each score ≥ 50 percent. This media can be disseminated and implemented in the Culinary Arts course. The results of the material expert validation obtained a feasibility of 95.38 percent with the criteria "Very Feasible", and the results of the media expert validation obtained a feasibility of 94.12 percent with the criteria "Very Feasible" so that Wondershare Filmora media learning in the Culinary Arts course Food Photography material is included in the "Very Feasible" category with an average value of 94.75 percent. The results of student assessment of student response trials of Wondershare FIlmora learning in Culinary Arts courses Food Photography material are very high with a score of 4.63.

Keywords : Learning Media; Wondershare Filmora; Food Photography; Culinary Arts.