ABSTRAK

Ericha Aprillia : *Pengembangan Media Pembelajaran Canva Pada Materi Pemangkasan Rambut Oval (Diagonal Kebelakang) Smk Gelora Jaya Nusantara Medan*. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2023.

Penelitian ini memiliki tujuan untuk mengetahui 1) Bagaimana pengembangan media *canva* pada materi pemangkasan rambut oval (Diagonal Kebelakang) 2) kelayakan media *canva* pada materi pemangkasan rambut oval (Diagonal Kebelakang) di SMK Gelora Jaya Nusantara Medan.

Metode penelitian yang digunakan adalah model penelitian dan pengembangan (*Research and Development*). Subjek dalam penelitian ini adalah siswa kelas X Tata Kecantikan SMK Gelora Jaya Nusantara Medan yang berjumlah 35 orang siswa. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan angket. Pengembangan media diperoleh dari uji kelompok kecil berjumlah 5 orang, kelompok sedang berjumlah 10 orang dan kelompok besar berumlah 20 orang. Uji kelayakan dilakukan validasi oleh ahli materi dan ahli media. ahli materi terdiri dari satu orang dosen Fakultas Teknik Universitas Negeri Medan yang berkompeten di bidang pemangkasan rambut oval (Diagonal Kebelakang) serta dua orang guru bidang studi mata pelajaran kecantikan dasar. Sedangkan ahli media merupakan tiga orang dosen Fakultas Teknik Universitas Negeri Medan.

Hasil penelitian pengembangan media *canva* menunjukkan bahwa hasil skor rata-rata dari ahli materi sebesar 94,96% termasuk dalam kriteria sangat baik dan hasil skor rata-rata dari ahli media sebesar 97,16% termasuk dalam kriteria sangat baik. Hasil skor rata–rata dari uji kelompok kecil sebesar 85,23% termasuk dalam kategori baik, hasil skor rata–rata dari uji kelompok sedang sebesar 88,77% termasuk dalam kategori baik dan skor rata-rata dari uji kelompok besar sebesar 93,68% termasuk dalam kriteria sangat baik, dengan rata-rata nilai keseluruhan yaitu 91,96% termasuk kriteria sangat baik. Dapat disimpulkan bahwa *canva* pada materi pemangkasan rambut oval (Diagonal Kebelakang) dinyatakan layak untuk digunakan dalam proses pembelajaran oleh guru dan siswa.

Kata kunci : Media Pembelajaran, *Canva*, Pemangkasan Rambut Oval

ABSTRACT

Ericha Aprillia: Development of Canva Learning Media on Oval (Back Diagonal) Haircut Material at Gelora Jaya Nusantara Medan High School. Thesis. Faculty of Engineering. Medan State University. 2023.

This study aims to find out 1) How is the development of Canva media on oval haircut material (Back Diagonal) 2) the feasibility of Canva media on oval haircut material (Back Diagonal) at SMK Gelora Jaya Nusantara Medan.

The research method used is a research and development model (Research and Development). The subjects in this study were 35 students of Class X Beauty Cosmetology at Gelora Jaya Nusantara Nusantara Vocational School, Medan. Data collection techniques were carried out through observation, interviews and questionnaires. The feasibility test was validated by material experts and media experts. Material experts consist of one lecturer at the Faculty of Engineering, State University of Medan who is competent in the field of oval (back diagonal) hair trimming and two teachers in basic beauty subjects. Meanwhile, media experts are three lecturers at the Faculty of Engineering, Medan State University. Media development was obtained from a small group test of 5 people, a medium group of 10 people and a large group of 20 people.

The results of the Canva media development research showed that the average score of material experts was 94.96% included in the very good criteria and the results of the media expert's average score of 97.16% were included in the very good criteria. The average score for the small group test was 85.23%, which was included in the good category, the average score for the medium group test was 88.77%, which was included in the good category, and the average score for the large group test was 93.68. % is included in very good criteria, with an average overall score of 91.96%, including very good criteria. It can be concluded that Canva on oval (back diagonal) hair trimming material is declared suitable for use in the learning process by teachers and students.

Keywords: Learning Media, Canva, Oval Haircut