ABSTRAK

Rati Pratiwi : Pengembangan Media Pembelajaran Berbasis *Prezi* Pada Materi Bahan Penghias Dan Ornament Kue SMK Putra Anda Binjai. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2023.

Penelitian ini bertujuan untuk : (1) Menghasilkan media pembelajaran berbasis *Prezi* pada materi Bahan Penghias Dan Ornament Kue; (2) Menguji kelayakan media pembelajaran berbasis *prezi* pada materi Bahan Penghias Dan Ornament Kue menurut ahli materi dan ahli media;(3) Mengetahui akseptansi media pembelajaran berbasis *Prezi* pada materi Bahan Penghias Dan Ornament Kue berdasarkan respon siswa. Metode penelitian ini menggunakan model pengembangan 4-D yang meliputi *Define* (analisis kebutuhan), *Design* (membuat storyboard dan pembuatan media pembelajaran), *Development* (validasi oleh ahli materi dan ahli media), *Disseminate* (Akseptansi). Subjek penelitian terdiri dari dua orang ahli materi, satu orang ahli media, dan 35 siswa Program Keahlian Jasa Boga. Teknik pengumpulan data menggunakan angket untuk menjaring data kualitas materi dan data kualitas media. Teknik analisis data secara deskriptif. Lokasi penelitian dilakukan di Program Keahlian Jasa Boga SMK Putra Anda Binjai. Waktu penelitian pada Agustus 2022 – Juni 2023. Hasil penelitian ini, hasil analisis kebutuhan guru dan siswa bahwa seluruh guru dan siswa membutuhkan media pembelajaran berbasis *Prezi,* masing-masing skor $\geq$ 50 persen. Media ini dapat disebarluaskan dan di implementasikan pada materi Bahan Penghias Dan Ornament Kue. Hasil validasi ahli materi memperoleh kelayakan sebesar 93,08 persen dengan kriteria "Sangat Layak", dan hasil validasi ahli media memperoleh kelayakan sebesar 89,41 persen dengan kriteria "Sangat Layak" sehingga pembelajaran media *prezi* pada materi Bahan Penghias Dan Ornament Kue termasuk kategori "Sangat Layak" dengan nilai rerata 91,25 persen. Hasil penilaian siswa terhadap uji coba respon siswa pembelajaran *Prezi* pada materi Bahan Penghias Dan Ornament Kue termasuk sangat tinggi dengan skor 4,54.

Kata Kunci : Media Pembelajaran; *Prezi*; Bahan Penghias Dan Ornament Kue.

ABSTRACT

Rati Pratiwi: *Development of Prezi – Based Learning Media On Material Cake Dekoration and Ornaments SMK Putra Anda Binjai. Essay. Faculty of Engineering. Medan State University. 2023.*

This research aims to: (1) Produce Prezi-based learning media in Cake Dekoration and Ornaments Subject; (2) Test the feasibility of Prezi-based learning media in Cake Dekoration and Ornaments Subject according to material experts and media experts; (3)find out the acceptability of Prezi-based learning in Cake Dekoration and OrnamentsSubject on student. This research uses the 4-D development model which include define (need analysis),Design (making Storyboards and making learning media), Development (Validation by material expert and media expert), Disseminate (acceptance). The research subjects consisted of two material expert, one media expert, and 35 students of the Culinary Expertise Program. The data collection technique used a questionnaire to capture material quality data and media quality data. The data analysis technique was descriptive. The research location was conducted at the Culinary Education Study Program at SMK Putra Anda Binjai. The research time was August 2022 - june 2023. 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 Prezi learning media, each score $\geq$ 50 percent. This media can be disseminated and implemented in Cake Dekoration and Ornaments course. The results of the material expert validation obtained a feasibility of 93,08 percent with the criteria "Very Feasible", and the results of the media expert validation obtained a feasibility of 89,41 percent with the criteria "Very Feasible" so that Prezi media learning in the Cake Dekoration and Ornaments material is included in the "Very Feasible" category with an average value of 91,25 percent. The results of student assessment of student response trials of Prezi learning in Cake Dekoration and Ornaments material are very high with a score of 4,54.

Keywords : Learning Media;Prezi; Cake Dekoration and Ornaments.