

## ABSTRAK

### **PENGEMBANGAN MEDIA ADOBE FLASH CS6 BERBASIS VIDEO TUTORIAL PADA KOMPETENSI PENGAPLIKASIAN EYELINER SISWA KELAS X SMK PARIWISATA IMELDA MEDAN**

Penelitian ini bertujuan untuk mengetahui pengembangan media Adobe Flash CS6 Berbasis Video Tutorial Pengaplikasian Eyeliner pada siswa SMK Pariwisata Imelda Medan dan mengetahui kelayakan media Adobe Flash Cs6 berbasis video tutorial pengaplikasian eyeliner pada siswa SMK Pariwisata Imelda Medan.

Jenis penelitian ini adalah penelitian dan pengembangan atau *Research and Development* (R&D). Objek penelitian dalam penelitian ini adalah pengembangan media Adobe Flash Cs6 berbasis video tutorial pengaplikasian eyeliner pada siswa SMK Pariwisata Imelda Medan. Subjek penelitian ini adalah siswa kelas X Tata Kecantikan SMK Pariwisata Imelda Medan. Subjek uji coba pada penelitian ini adalah 3 ahli materi yang terdiri dari 2 Dosen Fakultas Teknik Universitas Negeri Medan Prodi Pendidikan Tata Rias dan 1 guru bidang studi Dasar Rias SMK Pariwisata Imelda medan, 3 ahli media yang terdiri dari 3 dosen Fakultas Teknik Universitas Negeri Medan. Untuk uji coba kelompok kecil 5 siswa kelas X Tata Kecantikan SMK Pariwisata Imelda Medan, 10 siswa untuk uji coba kelompok sedang dan 68 siswa untuk uji coba kelompok besar. Teknik pengumpulan data yang digunakan yaitu dengan menggunakan angket.

Hasil penelitian ini menunjukkan bahwa penilaian oleh ahli materi tentang keseluruhan aspek penilaian mengenai pengaplikasian eyeliner menunjukkan skor penilaian sebesar 86,67% dengan kategori “Layak”. Penilaian oleh ahli media tentang keseluruhan aspek penilaian mengenai pengembangan media Adobe Flash Cs6 berbasis video tutorial pengaplikasian eyeliner menunjukkan skor penilaian sebesar 92% dengan kategori “Sangat Layak”. Hasil uji coba pengembangan media Adobe Flash Cs6 berbasis video tutorial pengaplikasian eyeliner pada uji kelompok kecil menunjukkan persentase skor (%) sebesar 88,4% dengan kategori “Layak”, hasil uji coba kelompok sedang menunjukkan persentase skor (%) sebesar 84,75% dengan kategori “Layak” dan hasil uji coba kelompok besar menunjukkan persentase skor (%) sebesar 91,09% dengan kategori “Sangat Layak”. Maka, dari hasil data di atas membuktikan bahwa pengembangan media Adobe Flash Cs6 berbasis video tutorial pengaplikasian eyeliner pada siswa SMK Pariwisata Imelda Medan sangat layak digunakan.

Peneliti menghasilkan media video tutorial yang valid dan layak. Hasil penilaian kelayakan materi memperoleh skor 86,67% kriteria “Layak” dan penilaian kelayakan media memperoleh skor 92% kriteria “Sangat Layak”

**Kata Kunci:** *Research And Development* (R&D), *Media Adobe Flash CS6*, *Pengaplikasian Eyeliner*.

## **ABSTRACT**

### ***DEVELOPMENT OF ADOBE FLASH CS6 MEDIA BASED ON VIDEO TUTORIALS ON EYELINER APPLICATION COMPETENCE OF CLASS X STUDENTS OF IMELDA TOURISM VOCATIONAL SCHOOL, IMELDA MEDAN***

*This study aims to determine the development of Adobe Flash CS6 media based on video tutorials for applying eyeliner to Imelda Medan Tourism Vocational High School students and to determine the feasibility of Adobe Flash CS6 media based on video tutorials for applying eyeliner to Imelda Medan Tourism Vocational High School students.*

*This type of research is research and development or Research and Development (R&D). The object of research in this study is the development of Adobe Flash Cs6 media based on video tutorials for applying eyeliner to Imelda Medan's Tourism Vocational High School students. The subjects of this study were students of class X Beauty at Imelda Medan's Tourism Vocational School. The test subjects in this study were 3 material experts consisting of 2 lecturers at the Faculty of Engineering, Medan State University, Cosmetology Education Study Program and 1 teacher in Basic Makeup at the Imelda Medan Vocational High School of Tourism, 3 media experts consisting of 3 lecturers from the Faculty of Engineering, Medan State University. For the small group trial, 5 students of class X Cosmetology, Imelda Medan's Tourism Vocational School, 10 students for the medium group trial and 68 students for the large group trial. The data collection technique used is by using a questionnaire.*

*The results of this study indicate that the assessment by material experts regarding all aspects of the assessment regarding the application of eyeliner shows an assessment score of 86.67% in the "Decent" category. Assessment by media experts on all aspects of the assessment regarding the development of Adobe Flash Cs6 media based on the video tutorial for applying eyeliner shows an assessment score of 92% in the "Very Eligible" category. The test results for the development of Adobe Flash Cs6 media based on video tutorials for applying eyeliner in the small group test showed a score percentage (%) of 88.4% in the "Suitable" category, the results of the medium group trial showed a score percentage (%) of 84.75% in the "Decent" category and the results of the large group trial showed a score percentage (%) of 91.09% in the "Very Eligible" category. So, the results of the data above prove that the development of Adobe Flash Cs6 media based on video tutorials for applying eyeliner to Imelda Medan Tourism Vocational High School students is very feasible to use.*

*Researchers produce video tutorial media that are valid and feasible. The results of the feasibility assessment of the material obtained a score of 86.67% for the criteria of "Appropriate" and the assessment of the eligibility of the media obtained a score of 92% for the criteria of "Very Eligible."*

*Keywords: Research And Development (R&D), Adobe Flash CS6 Media, Eyeliner Application.*