

## **ABSTACT**

*Putri Gemasih SAB. NIM: 8206122008. Development of Project-Based Learning-Based on Interactive Media in Special Makeup Subjects for Skin and Hair Beauty Department, SMK Negeri 1 Takengon. Medan Thesis: Educational Technology Study Program, Postgraduate Program, State University of Medan.*

*Development of Technology have influenced education, it is necessary to develop learning media to meet student needs. The learning media developed is interactive media based on Project Based Learning. This study aims to develop interactive media and determine the feasibility and effectiveness of interactive media products based Project Based Learning in the subject of make-up. The research method is Research and Development (R&D) which was developed using the Borg and Gall model with 10 steps, namely Conducting Preliminary Research and Information Gathering, Planning, Developing Initial Products, Conducting Initial Field Tests, Revision of Main Products, Conducting Field Tests, Conducting Revision of Operational Products, Conducting Field Trials, and Revision of the Final Product. The results of development research obtained interactive media based on Project Based Learning which were very feasible by media experts with an average (4.25), material experts (4.28), and design experts (4.61) as well as field trials on students with an average -average (4.13) is high. In measuring the level of effectiveness using the N-gain score, namely 0.63 in the medium category. Based on the results of data analysis, this learning media can be used for the learning process.*

**Keywords:** *Interactive Media, Project Based Learning, Development*



## ABSTRAK

Putri Gemasih SAB. NIM: 8206122008. **Pengembangan Media Interaktif Berbasis Project Based Learning Pada Element Rias Wajah Khusus Jurusan Tata Kecantikan Kulit dan SPA SMK Negeri 1 Takengon. Tesis Medan: Program Studi Teknologi Pendidikan, Pascasarjana Universitas Negeri Medan.**

Kemajuan teknologi dan perkembangan zaman berpengaruh pada dunia pendidikan, perlu dikembangkan media pembelajaran untuk memenuhi kebutuhan siswa. Media pembelajaran yang dikembangkan adalah media interaktif berbasis *Project Based Learning*. Penelitian ini bertujuan untuk mengembangkan media interaktif dan mengetahui kelayakan dan keefektifan produk media interaktif berbasis *Project Based Learning* pada element rias wajah. Metode penelitian adalah *Research and Development* (R&D) yang dikembangkan dengan model Borg and Gall dengan 10 langkah yaitu Melakukan Penelitian Pendahuluan dan Pengumpulan Informasi, Melakukan Perencanaan, Mengembangkan Produk Awal, Melakukan Uji Lapangan Permulaan, Melakukan Revisi terhadap Produk Utama, Melakukan Uji Lapangan, Melakukan Revisi terhadap Produk Operasional, Melakukan Uji Coba Lapangan, dan Melakukan Revisi terhadap Produk Akhir Hasil penelitian pengembangan diperoleh media interaktif berbasis *Project Based Learning* yang sangat layak oleh ahli media dengan rata-rata (4,25), ahli materi (4,28), dan ahli desain (4,61) serta uji coba lapangan terhadap siswa dengan rata-rata (4,13) tergolong tinggi. Dalam mengukur tingkat efektivitas menggunakan N-gain score yaitu 0.63 dengan kategori sedang. Berdasarkan hasil analisis data, media pembelajaran ini dapat digunakan untuk proses pembelajaran.

**Kata kunci:** Media Interaktif, *Project Based Learning*, Pengembangan

