

ABSTRAK

Cherys Nawati Sinaga Br. Naibaho : Pengembangan Media Pembelajaran Berbasis Canva Pada Teknologi Pangan Semi Basah Prodi Pendidikan Tata Boga Unimed. Skripsi. Fakultas Teknik Universitas Negeri Medan.2022

Penelitian ini bertujuan untuk (1) Menganalisis kebutuhan dosen dan mahasiswa pada media pembelajaran berbasis *Canva* pada mata kuliah Teknologi Pangan Semi Basah; (2) Mengembangkan media pembelajaran berbasis *Canva* pada mata kuliah Teknologi Pangan Semi Basah; (3) Mengetahui kelayakan media pembelajaran berbasis *Canva* menurut ahli materi ahli media pada mata kuliah Teknologi Pangan Semi Basah. Lokasi penelitian ini dilaksanakan di Program Studi Pendidikan Tata Boga Universitas Negeri Medan. Waktu penelitian pada bulan Mei – juli 2022. Sasaran produk yang dihasilkan yaitu media pembelajaran *Canva* pada mata kuliah Teknologi Pangan yang digunakan oleh dosen dan mahasiswa dan divalidasi oleh 1 ahli materi dan 1 ahli media untuk menilai kelayakan media. Teknik pengembangan yang digunakan yaitu *Research and Development* model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Teknik pengumpulan data menggunakan angket dan kuesioner. Teknik analisis data secara deskriptif.

Berdasarkan hasil penelitian ini, hasil kebutuhan dosen dan mahasiswa menunjukkan bahwa seluruh dosen dan mahasiswa membutuhkan pengembangan media pembelajaran berbasis *Canva* dengan sebesar 100 persen. Produk yang dihasilkan yaitu media pembelajaran *Canva* yang telah diuji kelayakannya menurut ahli materi dan ahli media. Berdasarkan hasil penelitian ini, nilai relata termasuk kategori layak dan nilai relata kelayakan materi menurut ahli materi pada tahap kedua sebesar 92,30 persen termasuk kategori sangat layak. Nilai relata kelayakan media menurut ahli media pada tahap pertama sebesar 71,76 persen termasuk kategori layak dan nilai relata kelayakan media menurut ahli media pada tahap kedua sebesar 85,88 persen termasuk kategori sangat layak. Hasil kelayakan ahli materi dan ahli media termasuk kategori sangat layak dengan nilai relata sebesar 89,09 persen. Sehingga dapat disimpulkan bahwa media pembelajaran berbasis *Canva* yang dikembangkan dapat digunakan dosen dan mahasiswa pada mata kuliah Teknologi Pangan.

ABSTRACT

Cherys Nawati Sinaga Br. Naibaho . Development of Canva-Based Learning Media on Semi-Wet Food Technology, Unimed's Catering Education Study Program. Thesis. Faculty of Engineering, State University of Medan. 2022.

This study aims to (1) analyze the needs of lecturers and students on Canva-based learning media in the Semi-Wet Food Technology course; (2) Developing Canva-based learning media in the Semi-Wet Food Technology course; (3) Knowing the feasibility of Canva-based learning media according to media experts in the Semi-Wet Food Technology course. The location of this research was carried out in the Catering Education Study Program, State University of Medan. Research time in Mei - Juli 2022. The target product produced is Canva's learning media in the Food Technology course used by lecturers and students and validated by 1 material expert and 1 media expert to assess the feasibility of the media. The development technique used is the ADDIE Research and Development model (Analysis, Design, Development, Implementation, Evaluation). Data collection techniques using questionnaires and questionnaires. Descriptive data analysis technique.

Based on the results of this study, the results of the needs of lecturers and students show that all lecturers and students need the development of Canva-based learning media with a score of 100 percent. The resulting product is Canva learning media that has been tested for feasibility according to material experts and media experts. Based on the results of this study, the reality value of the feasibility of the material according to the material expert in the first stage was 69.23 percent including the appropriate category and the reality value of the material feasibility according to the material expert in the second stage was 92.30 percent including the very feasible category. The reality value of media worthiness according to media experts in the first stage was 71.76 percent including the appropriate category and the media expert's reality value according to media experts in the second stage was 85.88 percent including the very feasible category. The results of the feasibility of material experts and media experts were including on category very feasible with an reality value percentage of 89.09 percent. So it can be concluded that the Canva-based learning media developed can be used by lecturers and students in the Food Technology course.