

## ABSTRAK

**Subuh Ardiansyah: Pengembangan Buku Ensiklopedia Jajanan Pasar Mandailing Program Studi Pendidikan Tata Boga Universitas Negeri Medan. Fakultas Teknik Universitas Negeri Medan. 2022**

Penelitian ini bertujuan untuk: (1) Menganalisis kebutuhan mahasiswa pada buku ensiklopedia jajanan pasar Mandailing; (2) Mengembangkan buku ensiklopedia jajanan pasar Mandailing; (3) Mengetahui Kelayakan buku ensiklopedia jajanan pasar Mandailing menurut validator materi dan validator tampilan buku. Lokasi penelitian dilaksanakan di Kecamatan Siabu, Kecamatan Panyabungan, Kecamatan Kotanopan, dan Kecamatan Natal Kabupaten Mandailing Natal, Provinsi Sumatera Utara pada bulan September – Oktober 2021. Sasaran produk yang dihasilkan pada penelitian ini yaitu buku ensiklopedia jajanan pasar Mandailing dan divalidasi oleh validator materi dan validator tampilan buku untuk menilai kelayakan buku. Teknik pengembangan yang digunakan *Research and Development*. Teknik pengumpulan data menggunakan angket. Teknik analisis data secara deskriptif.

Berdasarkan hasil penelitian ini, hasil analisis kebutuhan mahasiswa menunjukkan bahwa seluruh mahasiswa membutuhkan pengembangan buku ensiklopedia jajanan pasar Mandailing dengan skor  $\geq 50$  persen. Produk yang dihasilkan yaitu buku ensiklopedia jajanan pasar Mandailing yang telah diuji kelayakannya menurut validator materi dan validator tampilan buku. Berdasarkan hasil penelitian ini, nilai rata-rata kelayakan materi menurut validator materi pada tahap pertama sebesar 64 persen termasuk kategori cukup dan nilai rata-rata kelayakan materi menurut validator materi pada tahap kedua sebesar 89 persen termasuk kategori sangat baik. Nilai rata-rata kelayakan tampilan buku menurut validator tampilan buku tahap pertama sebesar 90 persen termasuk kategori sangat baik dan nilai rata-rata kelayakan tampilan buku menurut validator tampilan buku tahap kedua sebesar 95 persen termasuk kategori sangat baik. Hasil kelayakan validator materi dan validator tampilan buku dinyatakan sangat baik dengan persentase nilai rata-rata sebesar 92 persen. Sehingga dapat disimpulkan bahwa buku ensiklopedia jajanan pasar Mandailing yang dikembangkan dapat digunakan sebagai sumber belajar Kue dan Minuman Indonesia pada mahasiswa Pendidikan Tata Boga di Universitas Negeri Medan.

## ABSTRACT

**Subuh Ardiansyah: Development of the Mandailing Market Snack Encyclopedia Book of the Catering Education Study Program, Medan State University. Faculty of Engineering, State University of Medan. 2022**

This study aims to: (1) analyze the needs analysis of students in the Mandailing street food encyclopedia; (2) Developing an encyclopedia of Mandailing market snacks; (3) Knowing the feasibility of the Mandailing market hawker encyclopedia according to material experts and buku experts. The location of the research was carried out in Siabu District, Panyabungan District, Kotanopan District, and Natal District, Mandailing Natal Regency, North Sumatra Province in September - October 2021. The target product produced in this study was the Mandailing market snack encyclopedia book and was validated by material experts and experts buku to assess the feasibility of the book. The development technique used is Research and Development. Data collection techniques using questionnaires and questionnaires. Descriptive data analysis technique.

Based on the results of this study, the results of the analysis of student needs showed that all students needed the development of an encyclopedia of Mandailing market snacks with a score of 50 percent. The resulting product is an encyclopedia of Mandailing market snacks that have been tested for feasibility according to material experts and buku experts. Based on the results of this study, the average value of the feasibility of the material according to the material expert in the first stage was 64 percent including the sufficient category and the average value of the material feasibility according to the material expert in the second phase was 89 percent including the very good category. The average value of buku eligibility according to the first stage of buku experts is 90 percent including the very good category and the average value of buku eligibility according to the second stage buku experts is 95 percent including the very good category. The results of the feasibility of material experts and buku experts were stated to be very good with an average value percentage of 92 percent. So it can be concluded that the Mandailing market snack encyclopedia that was developed can be used as a source book in learning Indonesian Cakes and Beverages for Catering Education students at the State University of Medan.