

ABSTRAK

Anggi Nandani Manurung : Pengembangan Model Pembelajaran *Direct Instruction* Berbantuan Video Interaktif Pada Mata Pelajaran Perawatan Kulit Kepala dan Rambut (*creambath*) Siswa Kelas X Tata Kecantikan SMK Pariwisata Imelda Medan. Skripsi. 2023

Sebagai sekolah menengah kejuruan, SMK memiliki beberapa jurusan yang salah satunya adalah jurusan kecantikan. Dari hasil observasi awal yang dilakukan di SMK Pariwisata Imelda Medan pada kelas X Tata Kecantikan ditemukan keluhan siswa mengenai cara belajar mengajar yang diterapkan sekolah kurang efektif dan kurangnya perhatian guru kepada siswa. Penelitian ini bertujuan untuk mengetahui pengembangan dan kelayakan dari model pembelajaran *direct instruction* berbantuan video interaktif pada mata pelajaran perawatan kulit kepala dan rambut (*creambath*) siswa kelas X SMK Pariwisata Imelda medan.

Jenis penelitian yang dipakai menggunakan metode *Research And Development* (R&D). Prosedur penelitian ini mengadaptasi model pengembangan ADDIE yang dikembangkan oleh Dick and Carey meliputi lima tahapan yaitu analisis analisis (*analysis*), desain (*design*), pengembangan (*development*), implementasi (*implementation*), dan evaluasi (*evaluation*). Objek penelitian ialah model pembelajaran *direct instruction* pada materi perawatan kulit kepala dan rambut (*creambath*). Subjek penelitian ialah siswa kelas X Tata Kecantikan SMK Pariwisata Imelda medan berjumlah 54 siswa.

Hasil penelitian dan pengembangan model pembelajaran, yakni data secara keseluruhan menampilkan bahwa hasil penelitian dari ahli materi dengan rata rata skor total 3.9 dengan kriteria “baik” dan penilaian ahli desain pembelajaran dengan rata rata skor total 4.55 dengan kriteria “sangat baik”, hasil belajar siswa didapati rata rata sebesar 49,4 sebelum mendapatkan pembelajaran dengan model *direct instruction* berbantuan video interaktif (*pre test*) dan hasil belajar siswa mendapatkan rata rata 72,5 setelah pembelajaran model *direct instruction* berbantuan video interaktif (*post test*). Melalui ini dapat disimpulkan adanya peningkatan hasil belajar siswa sebesar 23,1 setelah pembelajaran model *direct instruction*. Bersumber dari data tersebut, pengembangan model *direct instruction* berbantuan video interaktif dinyatakan sangat layak dipakai untuk materi perawatan kulit kepala dan rambut untuk membantu guru dalam menyampaikan pembelajaran serta memudahkan murid dalam memahami pembelajaran.

Kata kunci : pengembangan model, *direct instruction*, video interaktif, *creambath*.

ABSTRACT

Anggi Nandani Manurung : Development of an Interactive Video-Assisted Direct Instruction Learning Model in the Subject of Scalp and Hair Care (creambath) Class X Beauty Cosmetology Vocational School of Tourism Imelda Medan. Essay. 2023

As a vocational high school, SMK has several majors, one of which is the beauty department. From the results of preliminary observations conducted at the Imelda Medan Tourism Vocational School in class X Beauty Counseling, it was found that student complaints regarding the teaching and learning methods applied by schools were less effective and the teacher's lack of attention to students. This study aims to determine the development and feasibility of an interactive video-assisted direct instruction learning model in the subject of scalp and hair care (creambath) for class X students of SMK Wisata Imelda Medan.

The type of research used uses the Research And Development (R&D) method. This research procedure adapts the ADDIE development model developed by Dick and Carey and includes five stages, namely analysis, design, development, implementation, and evaluation. The object of research is the direct instruction learning model on scalp and hair care (creambath) materials. The research subjects were 54 students of Class X Beauty Counseling at the Imelda Medan Tourism Vocational School.

The results of research and development of learning models, namely the data as a whole show that the results of research from material experts with an average total score of 3.9 with the criteria of "good" and the assessment of learning design experts with an average total score of 4.55 with the criteria of "very good", student learning outcomes found an average of 49.4 before learning with interactive video-assisted direct instruction models (pre-test) and student learning outcomes getting an average of 72.5 after learning interactive video-assisted direct instruction models (post-test). Through this it can be concluded that there is an increase in student learning outcomes of 23.1 after learning the direct instruction model. Based on these data, the development of an interactive video-assisted direct instruction model is stated to be very suitable for use for scalp and hair care materials to assist teachers in conveying learning and make it easier for students to understand learning.

Keywords: model development, direct instruction, interactive video, creambath,