

ABSTRAK

ANNISA UL KHAIRA. Pengaruh Penggunaan Media Audiovisual Berbasis *Adobe Illustrator* terhadap Elemen Gambar Mode Kelas XI SMK Negeri 10 Medan. Skripsi, Medan: Fakultas Teknik, Universitas Negeri Medan, 2025.

Berdasarkan hasil observasi pada tanggal 15 Mei 2025, ditemukan bahwa sebagian siswa kelas XI masih mengalami kesulitan dalam menganalisis dan mengevaluasi proporsi tubuh yang tepat, mengembangkan gesture yang proporsional dan ekspresif, serta menerapkan figure berpakaian secara natural baik secara manual maupun digital. Penelitian ini bertujuan untuk mengetahui hasil belajar elemen Gambar Mode siswa, hasil belajar dengan penggunaan media audiovisual berbasis *Adobe Illustrator*, serta pengaruh media tersebut terhadap hasil belajar siswa. Metode penelitian yang digunakan adalah penelitian kuantitatif eksperimen dengan desain *quasi experiment*. Populasi sekaligus sampel penelitian ini adalah seluruh siswa kelas XI SMK Negeri 10 Medan dengan jumlah 68 siswa, yang dibagi menjadi kelas eksperimen dan kelas kontrol. Instrumen penelitian berupa *pre-test* dan *post-test* yang telah melalui uji validitas, reliabilitas, tingkat kesukaran, dan daya pembeda. Analisis data dilakukan melalui uji prasyarat analisis, yaitu uji normalitas menggunakan Shapiro-Wilk dan uji homogenitas menggunakan Levene's Test. Hasil uji normalitas menunjukkan bahwa seluruh data *pretest* dan *posttest* memiliki nilai signifikansi $> 0,05$, sehingga data berdistribusi normal. Uji homogenitas menunjukkan nilai signifikansi sebesar $0,937 > 0,05$, yang berarti data homogen. Hasil penelitian menunjukkan bahwa nilai rata-rata *pretest* kelas eksperimen sebesar 62,91 meningkat menjadi 82,04 pada *posttest*, sedangkan kelas kontrol meningkat dari 60,93 menjadi 70,04. Hasil uji *Independent Samples t-Test* memperoleh nilai t hitung = 47,286, $df = 66$, dan $Sig. (2-tailed) = 0,000 < 0,05$, yang berarti H_0 ditolak dan H_a diterima. Hal ini menunjukkan bahwa terdapat perbedaan yang signifikan antara hasil belajar siswa yang menggunakan media audiovisual berbasis *Adobe Illustrator* dengan yang tidak menggunakannya. Dengan demikian, dapat disimpulkan bahwa penggunaan media audiovisual berbasis *Adobe Illustrator* berpengaruh signifikan terhadap peningkatan hasil belajar pada elemen Gambar Mode siswa kelas XI SMK Negeri 10 Medan.

Kata Kunci : Media Audiovisual, *Adobe Illustrator*, Hasil Belajar, Gambar Mode

ABSTRACT

ANNISA UL KHAIRA. The Effect of Using Adobe Illustrator-Based Audiovisual Media on Fashion Illustration Elements of Grade XI Students at SMK Negeri 10 Medan. Skripsi. Medan: Faculty of Engineering, State University of Medan, 2025.

Based on observations conducted on May 15, 2025, it was found that some eleventh-grade students still experienced difficulties in analyzing and evaluating accurate body proportions, developing proportional and expressive gestures, and applying clothed figures naturally, both manually and digitally. This study aimed to determine the learning outcomes of students in the Fashion Illustration element, the learning outcomes using audiovisual media based on Adobe Illustrator, and the effect of this media on students' learning outcomes. The research method used was quantitative experimental research with a quasi-experimental design. The population as well as the sample consisted of all eleventh-grade students of SMK Negeri 10 Medan, totaling 68 students, divided into an experimental class and a control class. The research instrument consisted of pre-test and post-test items that had passed validity, reliability, difficulty level, and discrimination index tests. Data analysis was conducted through prerequisite tests, including the normality test using Shapiro-Wilk and the homogeneity test using Levene's Test. The results of the normality test showed that all pre-test and post-test data had significance values greater than 0.05, indicating a normal distribution. The homogeneity test showed a significance value of $0.937 > 0.05$, meaning the data were homogeneous. The results showed that the average pre-test score of the experimental class was 62.91, which increased to 82.04 in the post-test, while the control class increased from 60.93 to 70.04. The results of the Independent Samples t-Test obtained a t-value of 47.286, $df = 66$, and $\text{Sig. (2-tailed)} = 0.000 < 0.05$, indicating that H_0 was rejected and H_a was accepted. This demonstrates a significant difference between the learning outcomes of students who used Adobe Illustrator-based audiovisual media and those who did not. Thus, it can be concluded that the use of Adobe Illustrator-based audiovisual media has a significant effect on improving students' learning outcomes in the Fashion Illustration element of the eleventh-grade students at SMK Negeri 10 Medan.

Keywords : Audiovisual Media, Adobe Illustrator, Learning Outcomes, Fashion Illustration