

## ABSTRAK

**Shela Simah Bengi: Pengembangan Media Pembelajaran *E-Modul* pada Elemen *Eyelash Extension* Siswa Kelas XI Tata Kecantikan di SMK Negeri 1 Beringin. Skripsi. Fakultas Teknik, Universitas Negeri Medan. 2025.**

Pembelajaran *Eyelash Extension* di SMK Negeri 1 Beringin masih mengalami beberapa kendala, seperti rendahnya pemahaman siswa mengenai jenis-jenis *eyelash extension*, ketidaktepatan dalam mengidentifikasi kosmetik, serta kurang tepatnya prosedur dan teknik pengaplikasian. Selain itu, belum tersedia media digital yang dapat dipelajari secara mandiri. Berdasarkan permasalahan tersebut, penelitian ini bertujuan mengembangkan *E-Modul Eyelash Extension* serta mengetahui kelayakannya sebagai media pembelajaran interaktif bagi siswa kelas XI Tata Kecantikan.

Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model *ADDIE* yang meliputi tahap analisis, perancangan, pengembangan, implementasi, dan evaluasi. Subjek penelitian terdiri atas ahli materi, ahli media, dan siswa kelas XI berjumlah 35 orang melalui uji coba kelompok kecil, sedang, dan besar. Instrumen penelitian berupa angket validasi dan lembar penilaian digunakan untuk memperoleh data kelayakan.

Hasil penelitian menunjukkan bahwa *E-Modul* memperoleh penilaian ahli materi sebesar 87,99% dan ahli media 90,92% dengan kategori “Sangat Layak”. Uji coba kepada siswa juga menghasilkan kategori yang sama, yaitu 89,6% pada kelompok kecil, 92,13% pada kelompok sedang, dan 93,4% pada kelompok besar. Berdasarkan hasil tersebut, *E-Modul Eyelash Extension* dinyatakan layak dan efektif digunakan sebagai media pembelajaran, serta mampu mendukung pemahaman siswa dan meningkatkan kemandirian belajar.

**Kata Kunci: Pengembangan Media, E-Modul, Eyelash Extension**

## *ABSTRACT*

**Shela Simah Bengi: The Development of *E-Module* Learning Media on the *Eyelash Extension* Element for Grade XI Beauty Department Students at SMK Negeri 1 Beringin. Thesis. Faculty of Engineering, State University of Medan. 2025.**

Eyelash Extension instruction at SMK Negeri 1 Beringin still faces several challenges, such as students' lack of understanding of the types of eyelash extensions, inaccuracy in identifying cosmetics, and inaccurate application procedures and techniques. Furthermore, there is a lack of digital media for independent study. Based on these challenges, this study aims to develop an Eyelash Extension e-module and determine its feasibility as an interactive learning medium for eleventh-grade Beauty students.

This study employed a Research and Development (R&D) method with the ADDIE model, which includes analysis, design, development, implementation, and evaluation. Subjects included subject matter experts, media experts, and 35 eleventh-grade students, conducted through small, medium, and large group trials. Validation questionnaires and assessment sheets were used to obtain feasibility data.

The results showed that the e-module received a rating of 87.99% from subject matter experts and 90.92% from media experts, categorizing it as "Very Feasible." Student trials also yielded similar results: 89.6% in the small group, 92.13% in the medium group, and 93.4% in the large group. Based on these results, the Eyelash Extension E-Module was deemed suitable and effective as a learning tool, supporting student understanding and enhancing learning independence.

**Keywords: Learning Media Development, E-Module, Eyelash Extension**