

ABSTRAK

Winda Anggreini Siregar: Pengembangan Media Pembelajaran Berbasis Swishmax Pada Mata Pelajaran Pemangkas Rambut Kelas XI Tata Kecantikan Smk Negeri 10 Medan. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2026

Permasalahan pada penelitian ini adalah, rendahnya variasi media pembelajaran, kurang optimalnya pemahaman peserta didik terhadap materi pemangkas rambut, serta belum tersedianya media interaktif yang dapat membantu peserta didik belajar secara mandiri. Penelitian ini bertujuan untuk mengembangkan dan menguji kelayakan media pembelajaran berbasis *Swishmax* pada mata pelajaran Pemangkas Rambut teknik graduasi bagi peserta didik kelas XI Tata Kecantikan SMK Negeri 10 Medan.

Metode penelitian yang digunakan dalam penelitian ini adalah *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Pada tahap analisis dilakukan identifikasi kebutuhan guru dan peserta didik. Selanjutnya media dirancang dan dikembangkan menggunakan aplikasi *Swishmax*, lalu divalidasi oleh dua ahli materi dan dua ahli media. Produk kemudian diimplementasikan melalui uji coba kelompok kecil, sedang, dan besar yang melibatkan total 62 peserta didik. Data diperoleh melalui angket validasi dan uji kelayakan, kemudian dianalisis secara deskriptif kuantitatif menggunakan persentase kelayakan.

Hasil penelitian menunjukkan bahwa media pembelajaran berbasis *Swishmax* dinyatakan sangat baik berdasarkan validasi ahli materi dengan persentase 87% dan ahli media sebesar 90%. Uji coba kepada peserta didik juga menunjukkan respons sangat layak, yaitu pada kelompok kecil 86%, pada kelompok sedang 88%, dan pada kelompok besar 90%. Media ini terbukti mampu meningkatkan pemahaman, motivasi, serta kemudahan belajar peserta didik pada materi pemangkas rambut teknik graduasi, sehingga sangat layak digunakan sebagai media pembelajaran interaktif.

Kata Kunci: Media pembelajaran, *Swishmax*, Pemangkas rambut, Tata Kecantikan

ABSTRACT

Winda Anggreini Siregar: Development of Swishmax Based Learning Media in the Subject of Haircutting Class XI Beauty Sciences SMK Negeri 10 Medan. Thesis. Faculty of Engineering. State University of Medan. 2026

The problems in this study are the low variety of learning media, less than optimal understanding of students on hair cutting material, and the unavailability of interactive media that can help students learn independently. This study aims to develop and test the feasibility of Swishmax-based learning media on the subject of hair graduation techniques for grade XI Beauty students of SMK Negeri 10 Medan.

The research method used in this research is Research and Development (R&D) with the ADDIE model which includes the Analysis, Design, Development, Implementation, and Evaluation stages. At the analysis stage, the needs of teachers and students are identified. Furthermore, the media is designed and developed using the Swishmax application, then validated by two subject matter experts and two media experts. The product was then implemented through small, medium, and large group trials involving a total of 62 students. Data was obtained through validation questionnaires and feasibility tests, then analyzed quantitatively descriptively using the percentage of eligibility.

The results of the study showed that the Swishmax-based learning media was declared "Very Good" based on validation by material experts with a percentage of 87% and media experts with a percentage of 90%. The trial on students also showed a "Very Suitable" response, namely in the small group 86%, in the medium group 88%, and in the large group 90%. This media has been proven to be able to increase students' understanding, motivation, and ease of learning on the graduation technique hair cutting material, so it is very suitable for use as an interactive learning media.

Keywords: Learning media, Swishmax, Hair cutting, Beauty