

## ABSTRAK

**Yohana Septana, NIM: 5211144010. Pengembangan Media Pembelajaran *Flipbook* Pada Mata Pelajaran Penataan Rambut Tradisional Daerah Istimewa Yogyakarta (Ukel Tekuk) Tata Kecantikan Kelas XI Di SMK Negeri 10 Medan. Jurusan Pendidikan Kesejahteraan Keluarga. Program Studi: Pendidikan Tata Rias 2021. Fakultas: Teknik. Universitas Negeri Medan 2025.**

Permasalahan yang terdapat pada penelitian ini berawal dari rendahnya kemampuan siswa dalam membentuk sanggul *Ukel Tekuk* secara benar, rapi, dan sesuai standar pembelajaran. Berdasarkan observasi di SMK Negeri 10 Medan, sebanyak 75% siswa mengalami kesulitan karena keterbatasan variasi media pembelajaran dan terlambatan mengingat langkah-langkah pembentukan sanggul karena sistem demonstrasi. Media yang digunakan selama ini masih sebatas Powerpoint sederhana, sehingga diperlukan inovasi media yang lebih interaktif dan menarik. Penelitian ini bertujuan untuk mengetahui pengembangan dan kelayakan media pembelajaran *flipbook* pada mata pelajaran Penataan Rambut Tradisional Daerah Istimewa Yogyakarta (Ukel Tekuk) Tata Kecantikan Kelas XI Di SMK Negeri 10 Medan.

Penelitian ini merupakan penelitian pengembangan yang mengacu pada model pengembangan ADDIE (*Analysis, Design, Development, Implementation and Evaluation*). Subjek uji coba terdiri dari 7 siswa pada kelompok kecil, 30 siswa pada kelompok sedang, dan 60 siswa pada kelompok besar. Instrumen penelitian berupa angket validasi ahli materi, ahli media, serta respon siswa terhadap media yang dikembangkan.

Hasil validasi ahli materi memperoleh skor rata-rata 87% dengan kategori "setuju", sedangkan hasil uji coba siswa memperoleh skor rata-rata 85% pada kelompok kecil, 90% pada kelompok sedang, dan 91% pada kelompok besar dengan kategori "sangat setuju". Hasil tersebut menunjukkan bahwa media pembelajaran *Flipbook* yang dikembangkan layak dan efektif digunakan sebagai media pembelajaran interaktif yang dapat membantu siswa memahami langkah-langkah penataan sanggul Ukel Tekuk serta mendukung pembelajaran mandiri di kelas maupun di rumah.

**Kata kunci:** Pengembangan, Media Pembelajaran, *Flipbook*, Penataan Rambut Tradisional, Ukel Tekuk.

## ABSTRACT

**Yohana Septana, NIM: 5211144010. Development of Flipbook Learning Media for the Traditional Hairdressing Course of the Special Region of Yogyakarta (Ukel Tekuk) in Cosmetology for Grade XI at State Vocational High School 10 Medan. Department of Family Welfare Education. Study Program: Cosmetology Education 2021. Faculty: Engineering. State University of Medan 2025.**

The problem in this research started from the low ability of students in forming Ukel Tekuk bun correctly, neatly, and according to learning standards. Based on observations at SMK Negeri 10 Medan, as many as 75% of students experienced difficulties due to limited variations of learning media and delays in remembering the steps for forming a bun due to the demonstration system. The media used so far is still limited to simple Powerpoint, so more interactive and interesting media innovations are needed. This research aims to determine the development and feasibility of flipbook learning media in the subject of Traditional Hairdressing of the Special Region of Yogyakarta (Ukel Tekuk) Beauty Class XI at SMK Negeri 10 Medan.

This research is a developmental study based on the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) development model. The trial subjects consisted of 7 students in the small group, 30 students in the medium group, and 60 students in the large group. The research instrument consisted of a validation questionnaire from material experts and media experts, as well as student responses to the developed media.

The material expert validation results obtained an average score of 87%, categorized as "feasible," while the student trial results obtained an average score of 85% in the small group, 90% in the medium group, and 91% in the large group, categorized as "very feasible." These results indicate that the developed Flipbook learning media is feasible and effective for use as an interactive learning tool that can help students understand the steps for styling the Ukel Tekuk bun and support independent learning in the classroom and at home.

**Keywords:** *Development, Learning Media, Flipbook, Traditional Hair Styling, Ukel Tekuk.*