

ABSTRAK

Anastasya Imaniur Br Pane, NIM 5213344032, “Pengembangan Media Video Animasi Teknik *Massage* Pada Perawatan Wajah (*Facial*) Siswa Kelas XI SMK Negeri 1 Beringin”, Pendidikan Tata Rias, Fakultas Teknik, Universitas Negeri Medan, 2026.

Penelitian ini dilatarbelakangi oleh siswa kelas XI SMK Negeri 1 Beringin mengalami kesulitan dalam memahami urutan, arah, dan fungsi gerakan *massage*, sehingga berdampak pada rendahnya hasil belajar siswa. Kurang optimalnya penggunaan media pembelajaran pada mata pelajaran perawatan wajah, Oleh karena itu diperlukan pengembangan media pembelajaran berbasis video animasi yang lebih menarik dan mudah dipahami.

Penelitian ini menggunakan metode Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Populasi dalam penelitian ini adalah seluruh siswa kelas XI Tata Kecantikan SMK Negeri 1 Beringin, dengan sampel sebanyak 33 siswa. Instrumen yang digunakan berupa angket kebutuhan siswa, kebutuhan guru, validasi media dan validasi materi. Teknik analisis data yang digunakan adalah analisis deskriptif kuantitatif dengan menghitung persentase tingkat kelayakan media. Interpretasi data dilakukan dengan mengacu pada kriteria penilaian kelayakan yang dikategorikan dalam tingkat sangat layak, layak, cukup layak, dan tidak layak.

Hasil penelitian menunjukkan bahwa media video animasi yang dikembangkan memiliki tingkat kelayakan yang sangat tinggi. Pada uji coba kelompok kecil diperoleh persentase sebesar 96,5% yang menunjukkan bahwa media sudah sangat baik dari segi tampilan, materi, serta kejelasan audio dan narasi. Pada uji coba kelompok sedang diperoleh persentase sebesar 96%, dimana siswa menunjukkan respon positif terhadap kemudahan memahami urutan dan teknik *massage* serta ketertarikan terhadap animasi yang disajikan. Selanjutnya, pada uji coba kelompok besar diperoleh persentase sebesar 92% yang juga termasuk kategori sangat layak, meskipun terdapat beberapa saran perbaikan pada aspek penyajian. Secara keseluruhan, media ini mampu meningkatkan pemahaman dan keterampilan siswa dalam praktik perawatan wajah. Dengan demikian, media video animasi layak digunakan sebagai alternatif media pembelajaran yang efektif.

Kata kunci: *Perawatan wajah, Teknik Massage, Pengembangan Media, Video Animasi*

ABSTRACT

Anastasya Imaniur Br Pane, NIM 5213344032, “Development of Animated Video Media for *Massage Techniques* in Facial Treatments for Grade XI Students at SMK Negeri 1 Beringin”, Cosmetology, Faculty of Engineering, Universitas Negeri Medan, 2026.

This research is motivated by the fact that eleventh-grade students at SMK Negeri 1 Beringin experience difficulties in understanding the sequence, direction, and function of massage movements, which impacts their low learning outcomes. The use of learning media in the facial care subject is not yet optimal. Therefore, it is necessary to develop learning media based on animation videos that are more interesting and easier to understand.

This research uses the Research and Development (R&D) method with the ADDIE development model, which includes the stages of analysis, design, development, implementation, and evaluation. The population in this study is all eleventh-grade Beauty Management students at SMK Negeri 1 Beringin, with a sample of 33 students. The instruments used are student needs questionnaires, teacher needs questionnaires, media validation, and material validation. The data analysis technique used is quantitative descriptive analysis by calculating the percentage of media feasibility levels. Data interpretation is carried out by referring to the feasibility assessment criteria, which are categorized into very feasible, feasible, fairly feasible, and not feasible.

The research results show that the developed animated video media has a very high level of feasibility. In small group trials, a percentage of 96.5% was obtained, indicating that the media is already very good in terms of appearance, material, as well as audio and narration clarity. In medium group trials, a percentage of 96% was obtained, where students showed a positive response to the ease of understanding the sequence and massage techniques, as well as interest in the presented animation. Furthermore, in large group trials, a percentage of 92% was obtained, which is also included in the very feasible category, although there were some suggestions for improvement in presentation aspects. Overall, this media is able to improve students' understanding and skills in facial care practice. Thus, animated video media is feasible to be used as an effective alternative learning media.

Keywords: *Facial Treatment, Massage Technique, Media Development, Animated Video .*