

ABSTRAK

Emanuela Dhea Carrosicca Ginting: *Pengembangan Media Video Tutorial Menggambar Proporsi Tubuh pada Siswa Kelas X SMK Swasta Setia Budi Binjai*. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2026

Pengembangan media video tutorial ini dilatarbelakangi oleh belum tersedianya media pembelajaran yang dapat menyajikan tahapan menggambar proporsi tubuh wanita secara visual, sistematis, dan dapat diakses kembali secara berulang oleh siswa kelas X SMK Swasta Setia Budi Binjai. Tujuan dari penelitian ini adalah untuk mengembangkan media video tutorial menggambar proporsi tubuh dan mengetahui tingkat kelayakannya dalam pembelajaran.

Penelitian ini termasuk dalam penelitian dan pengembangan (*Research and Development*) dengan menerapkan model ADDIE yang meliputi tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Subjek penelitian terdiri dari 30 siswa kelas X dan 1 guru mata pelajaran Menggambar Mode, sedangkan validasi dilakukan oleh 2 ahli materi dan 2 ahli media. Teknik pengumpulan data menggunakan angket untuk memperoleh data kelayakan dari para ahli serta respons siswa dan guru. Uji kelayakan pada siswa dilaksanakan melalui tiga tahap, yaitu uji kelompok kecil, kelompok sedang, dan kelompok besar.

Hasil penelitian menunjukkan bahwa media yang dikembangkan memperoleh persentase validasi ahli materi sebesar 88,66% dan validasi ahli media sebesar 90% dengan kategori sangat valid. Penilaian guru memperoleh persentase sebesar 95,38% dengan kategori sangat layak. Sementara itu, respon siswa pada uji coba kelompok kecil memperoleh persentase sebesar 77,41% dengan kategori baik, kelompok sedang sebesar 88,23% dengan kategori sangat baik, dan kelompok besar sebesar 96,66% dengan kategori sangat baik. Berdasarkan hasil tersebut, media video tutorial menggambar proporsi tubuh wanita dinyatakan layak digunakan sebagai media pembelajaran pada mata pelajaran Menggambar Mode. Penelitian ini terbatas pada pengembangan materi menggambar proporsi tubuh wanita dan pengujian kelayakan media.

Kata kunci: Pengembangan Media, Video Tutorial, Proporsi Tubuh, Model ADDIE, Pendidikan Tata Busana.

ABSTRACT

Emanuela Dhea Carrosicca Ginting: *Development of Video Tutorial Media for Drawing Body Proportions for Grade X Students at SMK Swasta Setia Budi Binjai. Thesis. Faculty of Engineering, Universitas Negeri Medan, 2026*

The development of this video tutorial media was motivated by the absence of learning media that can present the steps of drawing the female body proportion visually, systematically, and repeatedly for Grade X students of SMK Swasta Setia Budi Binjai. This study aimed to develop a video tutorial learning media for drawing female body proportions and to determine its feasibility for use in the learning process.

This study employed a Research and Development (R&D) approach using the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The research subjects consisted of 30 Grade X students and one Fashion Drawing teacher, while the product validation was conducted by two material experts and two media experts. Data were collected using questionnaires to obtain feasibility assessments from experts as well as responses from teachers and students. The feasibility testing on students was conducted through three stages, namely small-group, medium-group, and large-group trials.

The results showed that the developed media obtained a material expert validation score of 88.66% and a media expert validation score of 90%, both categorized as very valid. The teacher assessment obtained a score of 95.38%, categorized as very good. Meanwhile, student responses in the small-group trial obtained a score of 77.41%, categorized as good; the medium-group trial obtained 88.23%, categorized as very good; and the large-group trial obtained 96.66%, also categorized as very good. Based on these findings, the video tutorial media for drawing female body proportions was considered feasible for use as a learning medium in the Fashion Drawing subject. This study was limited to the development of female body proportion drawing materials and the feasibility testing of the developed media.

Keywords: Media Development, Video Tutorial, Body Proportion, ADDIE Model, Fashion Education