

ABSTRAK

Tiara Fildzah Ahlia: Pengembangan Media Pembelajaran Video Tutorial Pembuatan Sulam Sashiko Motif *Persimmon Flower* pada *Tote Bag* Siswa Tata Busana Kelas XI SMK Negeri 1 Beringin. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2026.

Pembelajaran pembuatan sulam sashiko pada siswa kelas XI Tata Busana SMK Negeri 1 Beringin masih menghadapi berbagai kendala, terutama pada pembuatan pola motif, pemahaman urutan kerja, dan praktik penyulaman pada *tote bag*. Penelitian ini bertujuan untuk mengembangkan media pembelajaran video tutorial pembuatan sulam sashiko motif *Persimmon Flower* pada *tote bag* dan mengetahui kelayakannya berdasarkan penilaian ahli materi, ahli media, serta respon peserta didik.

Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model pengembangan *4-D* yang terdiri atas tahap *Define, Design, Development, dan Disseminate*. Subjek penelitian adalah peserta didik kelas XI Tata Busana SMK Negeri 1 Beringin. Pengumpulan data dilakukan melalui observasi, angket analisis kebutuhan peserta didik dan guru, angket validasi ahli materi, angket validasi ahli media, angket kelayakan peserta didik, serta angket kelayakan guru. Data dianalisis menggunakan analisis deskriptif kuantitatif dalam bentuk persentase.

Hasil dari penelitian yang telah dilakukan menyatakan bahwa media pembelajaran video tutorial pembuatan sulam sashiko motif *Persimmon Flower* pada *tote bag* layak digunakan sebagai media pembelajaran. Hasil validasi ahli materi memperoleh persentase sebesar 84% dengan kategori “sangat layak”, sedangkan validasi ahli media memperoleh persentase sebesar 80% dengan kategori “layak”. Hasil uji coba kelompok kecil memperoleh 83%, kelompok sedang 87%, dan kelompok besar 91%, masing-masing termasuk kategori “sangat layak”. Dengan demikian, media pembelajaran video tutorial pembuatan sulam sashiko motif *Persimmon Flower* pada *tote bag* dinyatakan layak digunakan sebagai media pembelajaran.

Kata Kunci: Pengembangan Media Pembelajaran, Video Tutorial, Sulam Sashiko, *Persimmon Flower*, *Tote Bag*.

ABSTRACT

Tiara Fildzah Ahlia: Development of Video Tutorial Learning Media for Making Sashiko Embroidery with the Persimmon Flower Motif on a Tote Bag for Grade XI Fashion Design Students at SMK Negeri 1 Beringin. Undergraduate Thesis. Faculty of Engineering, Universitas Negeri Medan. 2026.

The learning process of making sashiko embroidery for Grade XI Fashion Design students at SMK Negeri 1 Beringin still faces several challenges, particularly in creating motif patterns, understanding the sequence of work procedures, and practicing embroidery on tote bags. This study aimed to develop a video tutorial learning medium for making sashiko embroidery with the Persimmon Flower motif on a tote bag and to determine its feasibility based on assessments by material experts, media experts, and student responses.

This study employed the Research and Development (R&D) method using the 4-D development model, which consists of the Define, Design, Development, and Disseminate stages. The research subjects were Grade XI Fashion Design students at SMK Negeri 1 Beringin. Data were collected through observations, student and teacher needs-analysis questionnaires, material expert validation questionnaires, media expert validation questionnaires, student feasibility questionnaires, and a teacher feasibility questionnaire. The data were analyzed using quantitative descriptive analysis in the form of percentages.

The results showed that the video tutorial learning medium for making sashiko embroidery with the Persimmon Flower motif on a tote bag was feasible for use as a learning medium. The material expert validation obtained a score of 84% and was categorized as “highly feasible,” while the media expert validation obtained a score of 80% and was categorized as “feasible.” The small-group trial obtained 83%, the medium-group trial obtained 87%, and the large-group trial obtained 91%, all of which were categorized as “highly feasible.” Therefore, the video tutorial learning medium for making sashiko embroidery

Keywords: Learning Media Development, Video Tutorial, Sashiko Embroidery, Persimmon Flower, Tote Bag.