ABSTRACT

Surani, NIM. 8186122013, Blended Learning Based Optitex Media Development for Students in Fashion Design Education Study Program State University of Medan. Postgraduate Program of Medan State University. 2021

To expand the use of Computer Aided Design (CAD) technology in the competency pattern contruction course in drawing various sleeve patterns, this study aims to develop belended learning based optitex media. With Research & Development (R&D) method, Borg and Gall combined with Dick & Carey instructional system development model, this study develops optitex media as a viable and effective medium to use as a learning resource for learning tutorials to draw various patterns of sleeves based on Optitex PDS 11. Procedure development of instructional media there are 5 stages as follows: (1) The preliminary study, (2) Design software, (3) Gather materials, (4) Creating and producing instructional media, (5) Conduct field reviews in order to evaluate and revise products. Obtaining the average result of the presentation of the learning material expert gave a response of 88.75%, then the design expert gave a response of 84.17%, that the material was suitable for use because it contained material and delivery criteria that met the standards of delivering messages to students and meanwhile learning media experts gave a response of 86.25% worthy of use because it has been designed in such a way and meets the standards of learning media. In the small group presentation results with an average value of 86.42%. In the results of group presentations with an average value of 91.09% and in the results of large group / field trial presentations with an average presentation of 92.76%. The results showed that the optitex media to draw various patterns of sleeves was effectively used based on blended learning.

Keyword: *Optitex Media, Optitex PDS 11 Software, Based on Blended Learning, Drawing Sleeve Patterns, Development*

ABSTRAK

Surani, NIM. 8186122013, Pengembangan Media Optitex Berbasis Blended Learning Pada Mahasiswa Prodi Pendidikan Tata Busana Universitas Negeri Medan. Program Pascasarjana Universitas Negeri Medan. 2021

Untuk memperluas pemanfaatan teknologi Computer Aided Design (CAD) pada mata kuliah konstruksi pola capaian pembelajaran menggambar pola macam-macam lengan, penelitian ini bertujuan untuk mengembangkan media optitex berbasis blended learning. Dengan metode pengembangan *Research & Development* (R&D) *Borg &Gall* dipadukan dengan model pengembangan sistem instruksional *Dick & Carey*. Dalam penelitian ini mengembangkan media optitex sebagai media yang layak dan efektif digunakan untuk sumber belajar tutorial pembelajaran menggambar pola macam-macam lengan berbasis *Software* Optitex PDS 11. Prosedur pengembangan yang ditempuh untuk menghasilkan produk media pembelajaran terdapat 5 tahap sebagai berikut: (1) penelitian pendahuluan, (2) pembuatan desain *software,* (3) pengumpulan bahan, (4) membuat dan memproduksi media pembelajaran, (5) melakukan *review* atau uji coba lapangan dalam rangka evaluasi dan revisi produk. Memperoleh hasil rata-rata presentasi ahli materi pembelajaran memberikan tanggapan 88,75%, kemudian ahli desain pembelajaran memberikan tanggapan 84,17% bahwa materi layak digunakan karena telah memuat materi dan kriteria penyampaian yang memenuhi standart penyampaian pesan kepada mahasiswa dan Sementara itu ahli media pembelajaran memberikan tanggapan 86,25% layak digunakan karena telah didesain sedemikian rupa dan memenuhi standart media pembelajaran. Pada hasil presentasi kelompok kecil dengan nilai rata-rata 86,42%. Pada hasil presentasi kelompok sedang dengan nilai rata-rata 91,09% dan pada hasil presentasi uji coba kelompok besar/lapangan dengan presentasi rata-rata 92,76%. Hasil menunjukkan media optitex menggambar pola macam-macam lengan efektif digunakan dengan berbasis blended learning.

Keyword: *Media Optitex, Software Optitex PDS 11, Berbasis Blended Learning Menggambar Pola Lengan, Pengembangan*