

## ABSTRAK

**Sri Wahyuni: Pengembangan Media Pembelajaran Berbasis *Sparkol Videoscribe* Pada Mata Kuliah Teknologi Pangan Prodi Pendidikan Tata Boga Unimed. Skripsi. Fakultas Teknik Universitas Negeri Medan.2022**

Penelitian ini bertujuan untuk (1) Menganalisis kebutuhan dosen dan mahasiswa pada media pembelajaran berbasis *Sparkol Videoscribe* pada mata kuliah Teknologi Pangan; (2) Mengembangkan media pembelajaran berbasis *Sparkol Videoscribe* pada mata kuliah Teknologi Pangan; (3) Mengetahui kelayakan media pembelajaran berbasis *Sparkol Videoscribe* menurut ahli materi, ahli bahasa, dan ahli media pada mata kuliah Teknologi Pangan. Lokasi penelitian ini dilaksanakan di Program Studi Pendidikan Tata Boga Universitas Negeri Medan. Waktu penelitian pada bulan September - November 2021. Sasaran produk yang dihasilkan yaitu media pembelajaran *Sparkol Videoscribe* pada mata kuliah Teknologi Pangan yang digunakan oleh dosen dan mahasiswa dan divalidasi oleh 3 ahli materi, 1 ahli bahasa, dan 3 ahli media untuk menilai kelayakan media. Teknik pengembangan yang digunakan yaitu *Research and Development* model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Teknik pengumpulan data menggunakan angket dan kuesioner. Teknik analisis data secara deskriptif.

Berdasarkan hasil penelitian ini, menunjukkan bahwa seluruh dosen dan mahasiswa membutuhkan pengembangan media pembelajaran berbasis *sparkol videoscribe* dengan skor  $\geq 50$  persen. Produk yang dihasilkan yaitu media pembelajaran *Sparkol Videoscribe* yang telah diuji kelayakannya menurut ahli materi, ahli bahasa, dan ahli media. Nilai rata-rata kelayakan materi menurut ahli materi pada tahap pertama sebesar 87,3 persen termasuk kategori sangat layak dan nilai rata-rata kelayakan materi menurut ahli materi pada tahap kedua sebesar 93,33 persen termasuk kategori sangat layak. Nilai rata-rata kelayakan media menurut ahli media pada tahap pertama sebesar 79,95 persen termasuk kategori layak dan nilai rata-rata kelayakan media menurut ahli media pada tahap kedua sebesar 88,23 persen termasuk kategori sangat layak. Nilai kelayakan media menurut ahli bahasa pada tahap pertama sebesar 88,88 persen termasuk kategori sangat layak dan nilai rata-rata kelayakan menurut ahli bahasa pada tahap kedua sebesar 100 persen dengan kategori sangat layak. Hasil kelayakan ahli materi, ahli bahasa dan ahli media termasuk kategori sangat layak dengan persentase nilai rata-rata sebesar 94,05 persen. Sehingga dapat disimpulkan bahwa media pembelajaran berbasis *Sparkol Videoscribe* yang dikembangkan dapat digunakan oleh dosen dan mahasiswa pada mata kuliah Teknologi Pangan.

## ABSTRACT

**Sri Wahyuni. Development of Sparkol Videoscribe-Based Learning Media in the Food Technology Course in the Unimed Culinary Art Education. Thesis. Faculty of Engineering, State University of Medan. 2022.**

This study aims to (1) analyze the needs of lecturers and students on learning media based on Sparkol Videoscribe in the Food Technology course; (2) Developing learning media based on Sparkol Videoscribe in the Food Technology course; (3) Knowing the feasibility of Sparkol Videoscribe-based learning media according to material experts, linguists, and media experts in the Food Technology course. The location of this research was carried out in the Catering Education Study Program, State University of Medan. The research time is in September - November 2021. The target product produced is the Sparkol Videoscribe learning media in the Food Technology course used by lecturers and students and validated by 3 material experts, 1 linguist, and 3 media experts to assess the feasibility of the media. The development technique used is the ADDIE Research and Development model (Analysis, Design, Development, Implementation, Evaluation). Data collection techniques using questionnaires and questionnaires. Descriptive data analysis technique.

Based on the results of this study, it shows that all lecturers and students need the development of sparkol videoscribe-based learning media with a score of 50 percent. The resulting product is the Sparkol Videoscribe learning media which has been tested for feasibility according to material experts, linguists, and media experts. The average value of the feasibility of the material according to the material expert in the first stage was 87.3 percent including the very feasible category and the average value of the material feasibility according to the material expert in the second stage of 93.33 percent including the very feasible category. The average value of media worthiness according to media experts in the first stage was 79.95 percent including the appropriate category and the media expert's average value according to media experts in the second stage was 88.23 percent including the very feasible category. The media feasibility value according to linguists in the first stage is 88.88 percent, including the very feasible category and the average feasibility value according to linguists in the second stage is 100 percent in the very feasible category. The results of the feasibility of material experts, linguists and media experts are in the very feasible category with an average value percentage of 94.05 percent. So it can be concluded that the Sparkol Videoscribe-based learning media that was developed can be used by lecturers and students in the Food Technology course.