

ABSTRAK

Collyne Freshi Risa Br. Marpaung, NIM 5183344019: “Pengembangan Media Pembelajaran Video Tutorial Berbasis Canva Pada Materi Pewarnaan Rambut Artistik Kelas XI SMK Pariwisata Imelda Medan”. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2023

Penelitian ini bertujuan 1) untuk mengetahui pengembangan media pembelajaran video tutorial berbasis canva pada materi pewarnaan rambut artistik di kelas XI Tata kecantikan SMK Pariwisata Imelda Medan, 2) untuk mengetahui kelayakan media pembelajaran video tutorial berbasis canva pada materi pewarnaan rambut artistik di kelas XI SMK Pariwisata Imelda Medan

Metode penelitian yang digunakan dalam penelitian ini adalah model penelitian R&D (Research and Development). Subjek penelitian terdiri dari 48 siswa kelas XI Tata Kecantikan di SMK Pariwisata Imelda Medan. Data dikumpulkan melalui observasi, wawancara, dan angket. Validitas media pembelajaran dievaluasi oleh ahli materi dan ahli media. Pengembangan media melibatkan uji coba kelompok kecil, kelompok sedang, dan kelompok besar.

Hasil penelitian menunjukkan bahwa pengembangan media pembelajaran video tutorial berbasis Canva mendapatkan penilaian yang “Sangat Layak” dari ahli materi dengan skor penilaian sebesar 93,77%, sementara ahli media memberikan skor penilaian sebesar 98,34% dengan kriteria "Sangat Layak". Uji coba kelompok kecil mendapatkan skor penilaian "Baik" sebesar 77,33%, uji coba kelompok sedang mendapatkan skor penilaian "Sangat Baik" sebesar 86,67%, dan uji coba kelompok besar mendapatkan skor penilaian "Sangat Baik" sebesar 92,67%. Berdasarkan hasil ini, dapat disimpulkan bahwa media pembelajaran video tutorial berbasis Canva pada materi pewarnaan rambut artistik layak digunakan dalam proses pembelajaran oleh guru dan siswa. Dapat disimpulkan bahwa media pembelajaran video tutorial berbasis canva pada materi pewarnaan rambut artistik dinyatakan layak untuk digunakan pada proses pembelajaran bagi guru dan siswa.

Kata Kunci: Media Pembelajaran Video Tutorial Berbasis Canva, Pewarnaan Rambut Artistik

ABSTRACT

Collyne Freshi Risa Br. Marpaung NIM 5183344019: "Development of Canva-Based Video Tutorial Learning Media on Artistic Hair Coloring Material for 11th Grade Tourism Vocational School Students at SMK Pariwisata Imelda Medan". Thesis. Faculty of Engineering. Medan State University. 2023.

This study aims to: 1) determine the development of Canva-based video tutorial learning media on artistic hair coloring material for 11th grade Beauty Department students at Imelda Medan Vocational School, and 2) determine the feasibility of Canva-based video tutorial learning media on artistic hair coloring material for 11th grade Beauty Department students at Imelda Medan Vocational School.

The research method used in this study is the Research and Development (R&D) model. The subjects used in this study were 48 students from the 11th grade Beauty Department at Imelda Medan Vocational School. Data collection techniques were carried out through observation, interviews, and questionnaires. Validity testing was conducted by subject matter experts and media experts. The development of the media was obtained from small group trials, medium group trials, and large group trials.

The results of the study showed that the development of Canva-based video tutorial learning media obtained an assessment score of 93.77% from the subject matter expert, with the criteria "Very Good," while the assessment score from the media expert obtained a score of 98.34%, with the criteria "Very Good." The assessment score from the small group trial was 77.33% with the criteria "Good," the assessment score from the medium group trial was 86.67% with the criteria "Very Good," and the assessment score from the large group trial was 92.67% with the criteria "Very Good." It can be concluded that the Canva-based video tutorial learning media on artistic hair coloring material is considered suitable for use in the teaching and learning process for teachers and students.

Keywords: Canva-Based Video Tutorial Learning Media, Artistic Hair Coloring