

ABSTRAK

Melani Erawati : Pengembangan Media Pembelajaran Interaktif Pada Mata Kuliah Kosmetika dan Minuman Tradisional Prodi Pendidikan Tata Rias Universitas Negeri Medan.

Tujuan dalam penelitian ini ialah (1) Untuk Mengetahui Pengembangan Media Pembelajaran Interaktif Pada Mata Kuliah Kosmetika Dan Minuman Tradisional Program Studi Pendidikan Tata Rias. (2) Untuk Mengetahui Kelayakan Penggunaan Media Pembelajaran Interaktif Pada Mata Kuliah Kosmetika Dan Minuman Tradisional Program Studi Pendidikan Tata Rias.

Metode penelitian menggunakan research and development (R&D) dengan menggunakan model penelitian ADDIE. Subjek dalam penelitian ini ialah mahasiswa Pendidikan tata rias stambuk 2021 Universitas Negeri Medan. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan angket. Pada hasil analisis kebutuhan dosen diperoleh rata-rata 74% dengan kategori “Setuju” dan hasil analisis kebutuhan mahasiswa diperoleh rata-rata 87,6% dengan kategori “Setuju”. Uji validasi yang dilakukan oleh 3 ahli materi dan 3 ahli media yang berkompeten di bidangnya, selanjutnya melakukan uji coba produk kelompok kecil, sedang dan besar.

Hasil penelitian pengembangan media pembelajaran interaktif kosmetika dan minuman tradisional menunjukkan bahwasannya berdasarkan validasi penilaian oleh ahli materi untuk menentukan kelayakan produk diperoleh rata-rata 91,6% dengan kategori “Sangat Baik”, penilaian oleh ahli media diperoleh rata-rata 97,7% dengan kategori “Sangat Baik”. Pada aspek uji coba untuk menentukan pengembangan produk dilakukan uji coba kelompok kecil berjumlah 6 orang mahasiswa diperoleh presentase sebesar 88,6% masuk kedalam kategori “Baik”. Pada uji coba kelompok sedang yang berjumlah 12 orang mahasiswa diperoleh mahasiswa presentase sebesar 89,2% masuk kedalam kategori “Sangat Baik”. Pada uji coba kelompok besar yang berjumlah 67 orang mahasiswa diperoleh presentase sebesar 92,1% masuk kedalam kategori “Sangat Baik”. Dari hasil pengembangan produk dan penilaian yang dilakukan oleh ahli materi, media, uji coba kelompok kecil, sedang dan besar dapat diperoleh kesimpulan bahwa media interaktif kosmetika dan minuman tradisional dinyatakan layak dan dapat digunakan dalam mendukung kegiatan belajar mengajar.

Kata Kunci : pengembangan, media interaktif, kosmetika dan minuman tradisional

ABSTRACT

Melani Erawati: Development of Interactive Learning Media in Cosmetics and Traditional Beverages Courses in Cosmetology Education Study Program, Medan State University.

The aims of this study were (1) to find out the development of interactive learning media in the traditional cosmetic and beverage courses of the Cosmetology Education Study Program. (2) Knowing the Feasibility of Using Interactive Learning Media in Cosmetics and Traditional Beverage Courses in the Cosmetology Education Study Program.

The research method uses research and development (R&D) using the ADDIE research model. The subjects in this study were students of the 2021 Stambuk Cosmetology Education, Medan State University. Data collection techniques were carried out through observation, interviews and questionnaires. In the results of the analysis of lecturers' needs, an average of 74% was obtained in the "Agree" category and the results of the analysis of student needs obtained an average of 87.6% in the "Agree" category. The validation test was carried out by 3 material experts and 3 media experts who were competent in their fields, then carried out product trials for small, medium and large groups.

The results of research on the development of interactive learning media for cosmetics and traditional beverages show that based on the validation of assessments by material experts to determine product eligibility, an average of 91.6% is obtained with the "Very Good" category, an assessment by media experts is obtained an average of 97.7% with "Very Good" category. In the trial aspect to determine product development, a small group trial of 6 students obtained a percentage of 88.6% in the "Good" category. In the medium group trial, which consisted of 12 students, it was found that 89.2% of students were in the "Very Good" category. In the large group trial of 67 students, a percentage of 92.1% was obtained in the "Very Good" category. From the results of product development and assessments carried out by material experts, media, small, medium and large group trials it can be concluded that interactive media cosmetics and traditional drinks are declared feasible and can be used in supporting teaching and learning activities.

Keywords: development, interactive media, cosmetics and traditional drinks

Character Building
UNIVERSITY