ABSTRAK

Siti Zubaidah. 5161142018. Pengembangan Media Pembelajaran Canva Pada Mata Kuliah Kue Dan Minuman Indonesia Di Universitas Negeri Medan. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2022

Penelitian ini bertujuan untuk: (1) Menganalisis kebutuhan mahasiswa dan dosen pada media pembelajaran berbasis *Canva* terhadap mata kuliah Kue dan Minuman Indonesia, (2) Mengembangkan media pembelajaran berbasis *Canva* pada mata kuliah Kue dan Minuman Indonesia, (3) Mengetahui kelayakan media pembelajaran berbasis *Canva* menurut ahli materi, ahli bahasa, dan ahli media pada mata kuliah Kue dan Minuman Indonesia. Tempat penelitian ini dilaksankan di Universitas Negeri Media pada bulan Agustus− Desember 2021. Sasaran produk yang dihasilkan yaitu media pembelajaran berbasis *Canva* pada mata kuliah Kue dan Minuman Indonesia yang digunakan oleh dosen dan mahasiswa dan divalidasikan oleh 3 orang ahli materi pembelajaran, 3 orang ahli media dan 1 orang ahli Bahasa untuk menilai kelayakan media. Teknik pengembangan yang digunakan *Research and Development (R&D)* model Borg & Gall yang dibatasi menjadi 5 tahap, yaitu: (1) Potensi dan masalah, (2) Mengumpulkan informasi, (3) Desain produk, (4) Validasi desain, (5) Perbaikan desain. Pengumpulan data menggunakan angket. Teknik analisis data secara deskriptif.

Berdasarkan hasil penelitian ini, seluruh dosen dan mahasiswa membutuhkan media pembelajaran interaktif berbasis *Canva*, masing-masing sebesar 100 persen. Produk yang dihasilkan yaitu media pembelajaran interaktif berbasis *Canva* yang telah diuji kelayakannya menurut ahli materi, ahli media dan ahli Bahasa. Nilai rerata kelayakan materi menurut ahli materi sebesar 95,89 persen termasuk kategori sangat layak. Nilai rerata ahli media sebesar 98,03 persen termasuk kategori sangat layak dan nilai rerata menurut ahli bahasa sebesar 100 persen termasuk kategori sangat layak. Hasil penilaian rerata menurut ahli materi, ahli media dan ahli Bahasa termasuk kategori sangat layak dengan sebesar 97,97 persen. Sehingga dapat disimpulkan bahwa media pembelajran berbasis *Canva* yang dikembangkan dapat digunakan dosen dan mahasiswa pada mata kuliah Kue dan Minuman Indonesia.

ABSTRACT

Siti Zubaidah. 5161142018. Development of Canva Learning Media in Indonesian Cakes and Beverages Course at Medan State University. Essay. Faculty of Engineering, State University of Medan. 2022.

This study aims to: (1) analyze the needs of students and lecturers in Canva-based learning media in the Indonesian Cake and Beverage course, (2) Develop Canva-based interactive learning media in the Indonesian Cake and Beverage course, (3) Determine the feasibility of the media Canva-based learning according to material experts, linguists, and media experts in the Indonesian Cake and Beverage course. This research was conducted at Media State University in August 2021. The target product produced is Canva-based learning media in the Indonesian Cake and Beverage course used by lecturers and students and validated by 3 learning material experts, 3 media experts and 1 language expert to assess the feasibility of the media. The development technique used is the Research and Development (R&D) Borg & Gall model which is limited to 5 stages, namely: (1) Potential and problems, (2) Gathering information, (3) Product design, (4) Design validation, (5) Design improvements. Data collection using a questionnaire.Descriptive data analysis technique.

Based on the results of this study, all lecturers and students need Canva-based interactive learning media, each with a score of 100 percent. The resulting product is Canva-based interactive learning media that has been tested for feasibility according to material experts, media experts and language experts. The average value of material feasibility according to material experts is 95.89 percent, including the very feasible category. The average value of media eligibility according to media experts is 98.03 percent including the very appropriate category and the average value of language eligibility according to linguists is 100 percent including the very feasible category. The results of the feasibility of material experts, media experts and language experts were declared very feasible with an average score percentage of 97.97 percent. So it can be concluded that the Canva-based learning media that was developed can be used by lecturers and students in the Indonesian Cake and Beverage course.