

ABSTRAK

Lestari Purnama Sari Tarigan : Pengembangan media Pembelajaran Media Canva Pada Mata Kuliah Kontinental Universitas Negeri Medan. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2024

Penelitian ini bertujuan untuk : (1) Menghasilkan media pembelajaran berbasis *Canva* pada Mata Kontinental; (2) Menguji kelayakan media pembelajaran berbasis *Canva* pada Mata Kuliah Kontinental menurut ahli materi dan ahli media. Lokasi penelitian dilakukan di Program Studi Pendidikan Tata Boga Universitas Negeri Medan. Waktu penelitian pada Februari 2022 sampai selesai. Penelitian ini menggunakan model pengembangan ADDIE yang dibatasi menjadi 3 langkah, yaitu (1) *Analysis* (analisis kebutuhan); (2) *Design* (membuat storyboard dan pembuatan media pembelajaran); (3) *Development* (validasi oleh ahli materi dan ahli media). Subjek penelitian terdiri dari satu orang ahli materi, satu orang ahli media, dan 30 mahasiswa Program Studi Pendidikan Tata Boga. Teknik pengumpulan data menggunakan angket untuk menjaring data kualitas materi dan data kualitas media. Teknik analisis data secara deskriptif.

Berdasarkan hasil penelitian ini, hasil analisis kebutuhan dosen dan mahasiswa bahwa seluruh dosen dan mahasiswa membutuhkan media pembelajaran *Canva*, masing-masing skor ≥ 50 persen. Media ini dapat disebarluaskan dan di implementasikan pada mata kuliah Kontinental. Hasil validasi ahli materi memperoleh kelayakan sebesar 93,84 persen dengan kriteria “Sangat Layak”, dan hasil validasi ahli media memperoleh kelayakan sebesar 94,12 persen dengan kriteria “Sangat Layak” sehingga pembelajaran media *Canva* pada mata kuliah Kontinental materi *maincourse* termasuk kategori “Sangat Layak” dengan nilai rerata 94,75 persen. Hasil penilaian mahasiswa terhadap uji coba respon mahasiswa pembelajaran *Canva* pada mata Kuliah Kontinental materi *maincourse* termasuk sangat tinggi dengan skor 4,40.

ABSTRACT

Lestari Purnama Sari Tarigan: Development of Canva Media Learning Media in Continental Courses at Medan State University. Thesis. Faculty of Engineering. Medan State University. 2024

This research aims to: (1) Produce Canva-based learning media for Continental Eyes; (2) Testing the feasibility of Canva-based learning media in Continental Courses according to material experts and media experts. The location of the research was at the Culinary Education Study Program, Medan State University. The research time is February 2022 until completion. This research uses the ADDIE development model which is limited to 3 steps, namely (1) Analysis (needs analysis); (2) Design (creating storyboards and creating learning media); (3) Development (validation by material experts and media experts). The research subjects consisted of one material expert, one media expert, and 30 students from the Culinary Education Study Program. The data collection technique uses a questionnaire to capture material quality data and media quality data. Descriptive data analysis technique.

Based on the results of this research, the results of the analysis of lecturer and student needs show that all lecturers and students need Canva learning media, each with a score of ≥ 50 percent. This media can be disseminated and implemented in Continental courses. The results of the material expert validation obtained a feasibility of 93.84 percent with the criteria "Very Eligible", and the validation results of the media expert obtained a feasibility of 94.12 percent with the criteria of "Very Eligible" so that Canva media learning in the Continental main course material was included in the "Very Eligible" category. Decent" with an average score of 94.75 percent. The results of the student assessment of the Canva learning student response trial in the Continental course main course material were very high with a score of 4.40.