

ABSTRAK

Syarifah Aini. 5173144028. Pengembangan Media Video Tutorial Pada Pewarnaan Rambut Teknik High Light Pada Siswa Kecantikan Di SMK Pariwisata Imelda Medan. Skripsi. Jurusan Pendidikan Kesejahteraan Keluarga. Fakultas Teknik. Universitas Negeri Medan. 2024.

Siswa kesulitan kesulitan pada pembagian section high light pada rambut, siswa kesulitan menentukan tingkatan tingkatan warna pada high light rambut, siswa kesulitan pada pengecatan rambut (1) Untuk mengetahui pengembangan video tutorial pada materi pewarnaan high light pada siswa SMK Pariwisata Imelda Medan (2) Untuk mengetahui kelayakan media video tutorial pada materi pewarnaan rambut teknik high light.

Penelitian dilakukan di SMK Pariwisata Imelda Medan yang berlokasi di Jl. Bilal No.24 Pulo Brayan Darat I, Kec. Medan Tembung, Kota Medan, Prov Sumatera Utara. Metodologi ADDIE (Analysis, Design, Development, Implementation, and Evaluation) digunakan dalam penelitian ini. Subyek penelitian ini adalah pengembangan media tutorial. Subjek validasi terdiri dari 2 ahli materi dan 2 ahli media serta uji coba ke seluruh siswa kelas XII SMK Pariwisata Imelda Medan dengan jumlah keseluruhan siswa sebanyak 30 Siswa. Teknik pengumpulan data menggunakan angket. Penelitian ini dilakukan pada Maret 2024.

Berdasarkan hasil penelitian ini menunjukkan bahwa (2) validasi dari ahli materi menilai kelayakan materi dengan rata-rata persentase skor sebesar 92% dengan kategori “sangat baik”. (2) validasi ahli media dengan rata-rata persentase skor sebesar 88% dengan kategori “Baik”. Hal ini menunjukkan bahwa media yang dikembangkan berada dalam kualifikasi “sangat baik”.

Selanjutnya pada uji kelayakan (1) Uji coba kelompok kecil berada pada kualifikasi “Sangat Baik” dengan nilai sebesar 91%. (2) Uji coba kelompok sedang berada pada kualifikasi “Sangat Baik” dengan nilai sebesar 91%. (3) Uji coba kelompok besar berada pada kualifikasi “sangat baik” dengan nilai sebesar 94%. Berdasarkan data penelitian tersebut menunjukan media video tutorial pada pewarnaan rambut teknik high light baik dan layak digunakan.

Kata Kunci: *Media Video , ADDIE, Pewarnaan Rambut Teknik High Light*

ABSTRACT

Syarifah Aini . 5173144028. Media Development Video Tutorial on Hair Coloring High Light Technique on Beauty Students at Tourism SMK Imelda Medan. Department of Family Welfare Education, Faculty of Engineering, State University of Medan, 2024.

Education is one of the keys to the formation of competent human resources in building a nation. Through education, it is expected to be able to create a generation that is useful to the nation and the country and able to compete in the international arena. This research is aimed at (1) To know the development of video tutorials on high light coloring material in students of SMK Tourism Imelda Medan (2) To know media validity of video tutorial on hair coloring materials high light techniques.

Research was carried out at SMK tourism imelda Medan located at Jl. Bilal No.24 Pulo Brayan Darat I, Kec. Medan Tembung, Kota Medan, Prov Sumatera North. The ADDIE (Anality, Design, Development, Implementation, and Evaluation) methodology is used in this study. The subject of this research is the development of media tutorials. The test subjects consist of 2 material experts and 2 media experts as well as a test to all students of class XII SMK Tourism Imelda Medan with a total number of students as many as 30 Students. The study was conducted in March 2024.

Based on the results of this research, it shows that (2) validation from material experts assessed the suitability of the material with an average score percentage of 92% in the "very good" category. (2) media expert validation with an average score percentage of 88% in the "good" category. This shows that the media developed is of "very good" quality. Furthermore, in the feasibility test (1), the small group trial was qualified as "very good" with a score of 91%. (2) The group testing is in the "Very Good" qualification with a score of 91%. (3) The large group trial was qualified as "very good" with a score of 94%. Based on the research data, it shows that the video tutorial medium for high-light hair coloring techniques is good and suitable for use.

Keywords: *Video Media, ADDIE, High Light Hair Coloring Technique*

