

ABSTRAK

Delvi Natalia Br Ginting. Pengembangan Media Pembelajaran Berbasis Video Pada Materi Manicure di Kelas XI Tata Kecantikan SMK Gelora Jaya Nusantara. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2024

Masalah yang akan diteliti adalah proses pengembangan media pembelajaran video tutorial materi *manicure* di Kelas XI SMK Gelora Jaya Nusantara. Tujuan dari penelitian ini adalah untuk mengetahui pengembangan dan kelayakan media pembelajaran berupa video tutorial pada mata pelajaran *manicure*. Adapun metode yang digunakan dalam penelitian ini adalah jenis penelitian pengembangan dengan mengambil model ADDIE (*Analysis, Design, Development, Implementation, and Evaluation*) dengan instrument penelitian menggunakan lembar angket untuk analisis kebutuhan dan lembar angket untuk penilaian kelayakan produk. Data yang diperoleh akan dianalisis dengan deskriptif persentase dan data kualitatif.

Penelitian ini dilaksanakan di SMK Gelora Jaya Nusantara pada semester genap tahun ajaran 2022/2023. Populasi penelitian ini adalah seluruh siswa kelas XI SMK Gelora Jaya Nusantara yang berjumlah 35 Siswa sekaligus sebagai sampel penelitian. Hasil penelitian ini menunjukkan bahwa penilaian oleh ahli materi tentang keseluruhan aspek penilaian mengenai video tutorial materi *manicure* menunjukkan skor penilaian sebesar 70% dan 93,3% dengan kategori “Sangat Layak”. Penilaian oleh ahli media tentang keseluruhan aspek penilaian mengenai video tutorial materi *manicure* menunjukkan skor penilaian sebesar 86,2% dan 90% dengan kategori “Sangat Layak”. Hasil uji coba pengembangan media video tutorial materi *manicure* pada uji kelompok kecil menunjukkan persentase skor (%) sebesar 93,8% dengan kategori “Sangat Layak”, hasil uji coba kelompok sedang menunjukkan persentase skor (%) sebesar 88,9% dengan kategori “Sangat Layak” dan hasil uji coba kelompok besar menunjukkan persentase skor (%) sebesar 91,3% dengan kategori “Sangat Layak”. Maka, dari hasil data di atas membuktikan bahwa pengembangan media video tutorial materi *manicure* pada siswa SMK Gelora Jaya Nusantara sangat layak digunakan.

Berdasarkan dari hasil penelitian dapat disimpulkan bahwa media pembelajaran video tutorial *manicure* layak digunakan dalam proses pembelajaran mata pelajaran *manicure* kelas XI di SMK Gelora Jaya Nusantara berdasarkan penilaian validator ahli media dan materi serta melalui tanggapan peserta didik.

Kata kunci: Media Pembelajaran, Video Tutorial, Manicure, ADDIE

ABSTRACT

Delvi Natalia Br Ginting. *Development of Video-Based Learning Media for Manicure Material in Class XI Beauty Management at Gelora Jaya Nusantara Vocational School. Thesis. Medan State University Faculty of Engineering. 2024*

The problem that will be researched is the process of developing learning media for video tutorials on manicure material in Class XI of SMK Gelora Jaya Nusantara. The aim of this research is to determine the development and feasibility of learning media in the form of video tutorials on manicure subjects. The method used in this research is a type of development research using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model with research instruments using questionnaire sheets for needs analysis and questionnaire sheets for assessing product feasibility. The data obtained will be analyzed using descriptive percentages and qualitative data.

This research was carried out at SMK Gelora Jaya Nusantara in the even semester of the 2022/2023 academic year. The population of this study was all students in class XI at SMK Gelora Jaya Nusantara, totaling 35 students as well as the research sample. The results of this research show that the assessment by material experts regarding all aspects of the assessment regarding video tutorials on manicure material shows an assessment score of 70% and 93.3% in the "Very Decent" category. Assessment by media experts regarding all aspects of the assessment regarding video tutorials on manicure material showed an assessment score of 86.2% and 90% in the "Very Decent" category. The results of the trial for developing video tutorial media for manicure material in the small group test showed a score percentage (%) of 93.8% in the "Very Appropriate" category, the results of the medium group trial showed a score percentage (%) of 88.9% in the "Very Appropriate" category. Very Feasible" and the results of the large group trial showed a score percentage (%) of 91.3% in the "Very Feasible" category. So, the results of the data above prove that the development of video tutorial media for manicure material for Gelora Jaya Nusantara Vocational School students is very suitable for use.

Based on the research results, it can be concluded that the manicure tutorial video learning media is suitable for use in the learning process for class XI manicure subjects at Gelora Jaya Nusantara Vocational School based on the assessment of media and material expert validators as well as through student responses.

Keywords: Learning Media, Video Tutorial, Manicure, ADDIE