

ABSTRAK

Siti Hariyani 5183143009 : Pengembangan Media Bahan Ajar Berbasis E-Katalog Pada Materi Kombinasi Warna Busana di Kelas X Tata Busana SMK Swasta Pariwisata Imelda Medan. Skripsi. Program Studi Pendidikan Tata Busana. Jurusan Pendidikan Kesejahteraan Keluarga. Fakultas Teknik. Universitas Negeri Medan. 2024.

Berdasarkan permasalahan penelitian ini, diketahui pada elemen Menggambar Mode peserta didik masih kesulitan memahami materi kombinasi warna pada busana antara lain kesulitan dalam memahami pengertian warna, teori warna, pengelompokan warna dan menentukan kombinasi warna pada busana yang sesuai dengan teori. Salah satu faktor peserta didik kesulitan memahami materi adalah penggunaan media yang masih berupa modul ajar berwarna hitam putih dan masih dibagikan dalam bentuk fotocopi. Penelitian bertujuan untuk mengetahui bagaimana pengembangan media bahan ajar berbasis E-Katalog dan mengetahui kelayakan media bahan ajar berbasis E-Katalog Materi Kombinasi Warna Busana Kelas X Tata Busana SMK Swasta Pariwisata Imelda.

Metode penelitian yang digunakan pada penelitian ini adalah metode pengembangan (*research and development*). *Research and Development* (R&D) dengan model pengembangan adalah model pengembangan ADDIE yang memiliki lima fase atau lima tahap, yaitu: 1) Tahap Analisis (*Analysis*), 2) Tahap Desain (*Design*), 3) Tahap Pengembangan (*Development*), 4) Tahap Implementasi (*Implementation*), 5) Tahap Evaluasi (*Evaluation*). Instrumen data yang digunakan pada penelitian ini berupa angket yang terdiri dari angket kebutuhan siswa, angket kebutuhan guru, angket validasi ahli materi, angket validasi ahli media, angket kelayakan media. Subjek penelitian ini terdiri dari 2 ahli materi dan 1 ahli media yang sudah ahli dalam bidangnya dan 30 peserta didik dan 1 guru Menggambar Mode di SMK Swasta Pariwisata Imelda Medan.

Hasil dari penelitian ini adalah produk media bahan ajar berbasis E-Katalog pada elemen Menggambar Mode untuk materi kombinasi warna pada busana dengan hasil uji validasi ahli materi mendapatkan persentase 96% dengan kategori “Sangat Baik” dan hasil uji validasi ahli media mendapatkan persentase 94% dengan kategori “Sangat Baik”. Pada hasil uji kelayakan kelompok kecil mendapatkan persentase sebesar 82% dengan kategori “Sangat Layak” dan hasil uji coba lapangan memperoleh persentase 87% dengan kategori “Sangat Layak” serta uji coba kepada guru memperoleh persentase 88% dengan kategori “Sangat Layak”. Berdasarkan hasil persentase yang diperoleh dari uji coba kelayakan, maka media bahan ajar berbasis E-Katalog sudah kategori sangat layak digunakan kepada peserta didik pada elemen Menggambar Mode untuk materi kombinasi warna pada busana di kelas X Tata Busana SMK Swasta Pariwisata Imelda Medan.

Kata kunci: E-Katalog, Bahan Ajar, Menggambar Mode

ABSTRACT

Siti Hariyani 5183143009 : Development of Teaching Material Media Based on E-Catalog of Fashion Colour Combinasition Material Class X Fashion Design at SMK Swasta Pariwisata Imelda Medan. Thesis. Fashion Design Education Study Program, Family Welfare Education Department, Faculty of Engineering, Medan State University. 2024.

Based on the problems of this research, it is known that in the Fashion Drawing element, students still have difficulty understanding the material of color combinations in clothing, including difficulties in understanding the meaning of color, color theory, grouping colors and determining color combinations in clothing that are in accordance with theory. One of the factors that makes it difficult for students to understand the material is the use of media which is still in the form of black and white teaching modules and is still distributed in the form of photocopies. The study aims to determine how to develop E-Catalog-based teaching material media and to determine the feasibility of E-Catalog-based teaching material media for Fashion Colour Combinasition Material for Class X Fashion Design at Imelda Private Tourism Vocational School.

Research and Development (R&D) with a development model is an ADDIE development model which has five phases or five stages, namely: 1) Analysis Stage, 2) Design Stage, 3) Development Stage, 4) Development Stage Implementation (Implementation), 5) Evaluation Stage (Evaluation). The data instruments used in this research are questionnaires consisting of student needs questionnaires, teacher needs questionnaires, material expert validation questionnaires, media expert validation questionnaires, and media feasibility questionnaires. The subjects of this research consisted of 2 material experts and 1 media expert who were experts in their fields and 30 students at SMK Swasta Pariwisata Imelda Medan.

The results of this study are E-Catalog-based teaching material media products on the Fashion Drawing element for color combination material on clothing with the results of the material expert validation test getting a percentage of 96% with the category "Very Good" and the results of the media expert validation test getting a percentage of 94% with the category "Very Good". The results of the small group feasibility test got a percentage of 82% with the category "Very Eligible" and the results of the field trial got a percentage of 87% with the category "Very Eligible" and the trial to teachers got a percentage of 88% with the category "Very Eligible". Based on the percentage results obtained from the feasibility trial, the E-Catalog-based teaching material media is categorized as very feasible to be used for students on the Fashion Drawing element for color combination material on clothing in class X Fashion Design at SMK Swasta Pariwisata Imelda Medan.

Keywords: E-Catalogue, Teaching Materials, Fashion Drawing