

ABSTRAK

Handa Yani Susanti Sarumaha. NIM 5201144011 : Pengembangan Media Telegram Pada Materi Penataan Sanggul Modern Pola Belakang Tata Kecantikan SMK Negeri 1 Beringin

Penelitian ini bertujuan untuk (1) mengembangkan produk berbentuk media telegram untuk materi penataan sanggul modern pola belakang. (2) dan mengetahui kelayakan pada media telegram pada materi penataan sanggul modern pola belakang. Penelitian ini menggunakan metode penelitian R&D dengan model pengembangan ADDIE dengan 5 tahapan pengembangan yaitu *Analysis, Design, Development, Implementation, Evaluation*. Sasaran pengembangan media ini yaitu siswa kelas XI Tata Kecantikan SMK Negeri 1 Beringin dengan jumlah sampel 36 orang. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan penyebaran angket. Uji Validitas dilakukan oleh tiga ahli materi dan tiga ahli media. Kelayakan media diperoleh melalui uji coba kelompok kecil 5 orang, uji coba kelompok sedang 10 orang dan uji coba kelompok besar 21 orang. Berdasarkan hasil pengembangan produk yang diperoleh menunjukkan bahwa validasi ahli materi memperoleh nilai rata-rata 94,32% dengan kriteria "sangat layak". Validasi ahli media memperoleh nilai rata-rata 91,28% dengan kriteria "sangat layak". Hal ini menunjukkan bahwa media yang dikembangkan memiliki kriteria yang "sangat layak". Pada uji coba kelayakan, uji coba kelompok kecil memperoleh nilai rata-rata 88,42% dengan kriteria "sangat layak". Uji coba kelompok sedang memperoleh nilai rata-rata 94,42% dengan kriteria "sangat layak". Uji coba kelompok besar memperoleh nilai rata-rata 90,62% dengan kriteria "sangat layak". Maka dapat disimpulkan media telegram pada materi penataan sanggul modern pola belakang dinyatakan layak untuk digunakan sebagai media dalam pembelajaran.

Kata Kunci : Media, Telegram, Penataan Sanggul Modern Pola Belakang

ABSTRACT

Handa Yani Susanti Sarumaha. NIM 5201144011: Development of Telegram Media on the Material of Modern Hair Bun Back Mess of Beauty Casting SMK Negeri 1 Beringin

This research aims to (1) develop a product in the form of telegram media for materials for modern bun arrangement materials with back patterns. (2) and find out the feasibility of telegram media on the material of arranging modern buns with back patterns. This study uses an R&D research method with the ADDIE development model with 5 stages of development, namely *Analysis, Design, Development, Implementation, and Evaluation*. The target of this media development is grade XI students of Beauty Cosmetology SMK Negeri 1 Beringin with a sample of 36 people. Data collection techniques are carried out through observation, interviews and questionnaire distribution. The Validity Test was carried out by three material experts and three media experts. Media feasibility was obtained through a small group trial of 5 people, a medium group trial of 10 people and a large group trial of 21 people. Based on the results of product development obtained, it shows that the validation of material experts obtained an average score of 94.32% with the criteria of "very feasible". The validation of media experts obtained an average score of 91.28% with the criteria of "very feasible". This shows that the media developed has a "very feasible" criterion. In the feasibility trial, the small group trial obtained an average score of 88.42% with the criteria of "very feasible". The medium group trial obtained an average score of 94.42% with the criteria of "very feasible". The large-group trial obtained an average score of 90.62% with the criterion of "very feasible". So it can be concluded that telegram media in the material of modern bun arrangement with a back pattern is declared suitable to be used as a medium in learning.

Keywords : Media, Telegram, Modern Hair Bun Back Mess