

ABSTRAK

Annisa Amalia, NIM 2203151002, Analisis Desain Kemasan Makanan Ringan Karya siswa Kelas IX Tunarungu SLBE Negeri Pembina tingkat Provinsi Ditinjau dari elemen visual seni rupa. Program pendidikan Seni Rupa, Fakultas Bahasa dan Seni, Universitas Negeri Medan 2024.

Berdasarkan latar belakang yang telah diuraikan peneliti, siswa yang belum mampu memahami materi pembelajaran desain grafis sebanyak 50% hal ini dikarenakan guru yang mengampu keterampilan tersebut tidak berlatar belakang pendidikan seni rupa. Dan guru mengalami kesulitan dalam hal menyampaikan materi pembelajaran desain grafis yang menggunakan program aplikasi Corel Draw serta hasil desain kemasan tidak sesuai dengan elemen visual seni rupa sehingga hasil karya yang dihasilkan kurang bagus dan menarik. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan kemampuan siswa SLBE dalam menerapkan elemen visual seni rupa pada desain kemasan makanan ringan karya siswa kelas IX SLBE Negeri Pembina Tingkat Provinsi. Penelitian ini termasuk penelitian deskriptif kuantitatif dan kualitatif. Hasil penelitian ini menjelaskan bahwa pemahaman siswa mengenai desain kemasan yang menggunakan aplikasi coreldraw sudah cukup meningkat dibandingkan sebelumnya, hal ini dapat dilihat dari hasil karya siswa pada desain kemasan pre-test dan post-test yang dihasilkan sudah cukup bagus. Dari hasil penilaian karya I yang memperoleh nilai rata-rata (r) = 7.7 dan hasil penilaian karya II memperoleh nilai rata-rata (r) = 8.2, dapat diambil kesimpulan bahwa hasil karya post-test yang telah didesain oleh siswa mendapat nilai rata-rata (r) = 8.0 (baik) dan mengalami peningkatan sebanyak 0.5%. Dengan hasil tersebut maka seluruh siswa kelas IX SLBE Negeri Pembina tingkat Provinsi sudah mampu mengaplikasikan materi pembelajaran desain kemasan makanan ringan dengan program aplikasi Corel Draw. Dan hasil desain kemasan makanan ringan pada siswa Kelas IX Tunarungu SLBE Negeri Pembina sudah sesuai dengan konsep yang telah ditetapkan.

Kata kunci : Analisis, Desain Kemasan, Elemen Visual Seni Rupa.

ABSTRACT

Annisa Amalia, NIM 2203151002, Analysis of Snack Packaging Design by Deaf Class IX students at SLBE Negeri Pembina Provincial level Judging from the visual elements of fine art. Fine Arts education program, Faculty of Languages and Arts, Medan State University 2024.

Based on the background that has been explained by the research, 50% of students who have not yet been able to understand graphic design learning materials are because students who have acquired these skills do not have such educational backgrounds. And Gulrul experienced difficulties in delivering graphic design learning materials that used the Corell Draw application program and the review or understanding was still lacking, as well as the results of the packaging design not being as good as the visuals from the company, so the resulting work was less elegant and interesting. This research aims to determine and describe the abilities of SLBE students in applying visual elements of fine arts to snack packaging designs created by class IX SLBE Negeri Pembina Province Level students. This research includes quantitative and qualitative descriptive research. The results of this research explain that students' understanding of packaging design using the CorelDraw application has increased quite significantly compared to before. This can be seen from the results of the students' work on pre-test and post-test packaging designs which were produced quite well. From the results of the assessment of work I which obtained an average score (r) = 7.7 and the results of the assessment of work II which obtained an average score (r) = 8.2, it can be concluded that the results of the post-test work that had been designed by the students received an average score of average (r) = 8.0 (good) and experienced an increase of 0.5%. With these results, all class IX SLBE Negeri Pembina provincial level students are able to apply the learning material for snack packaging design using the Corel Draw application program. And the results of the design of snack packaging for students of Class IX Tulnarulngu SLBE Negeri Pembinal have been completed with the concept that has been established.

Keywords: Analysis, Packaging Design, Visual Elements of Fine Arts.