

ABSTRACT

Elyda Mariam Manurung, Nim. 8236121001, Development of Video Tutorial-Based Multimedia in Bridal Makeup Subject at SMK Pemda Lubuk Pakam, Educational Technology Study Program, State University of Medan, 2025

This study aims to develop multimedia based on Video Tutorials on Bridal Makeup subjects at SMK Pemda Lubuk Pakam which are feasible, practical and effective. This study uses a Research and Development (R&D) research model with 30 beauty students of SMK Pemda Lubuk Pakam consisting of 5 students in individual tests, 10 students in small group tests and 30 students in limited field tests. This study also involved 2 lecturers as material experts, 2 lecturers as media experts, and 2 lecturers as design experts. The results of the study showed: (1) The validation results from material experts obtained an average validity result of 94% in the "Very Feasible" category. The validation results from media experts obtained an average validity result of 94% in the "Very Feasible" category. From the validation results from design experts obtained an average validity result of 93% in the "Very Feasible" category. (2) The results of the practicality test of video tutorial-based multimedia on bridal makeup subjects at SMK Pemda Lubuk Pakam by teachers and students showed a level of practicality with a percentage of 92% included in the category of "Very Practical". (3) The effectiveness of the use of video tutorial-based multimedia on bridal makeup subjects at SMK Pemda Lubuk Pakam obtained a calculated t value of 13.25, while the t table value was 1.701. Because the calculated t value $>$ t table, then according to the decision-making criteria in the t test, it can be concluded that there is a significant difference between student learning outcomes in the experimental class and the control class.

Keywords: Multimedia Based on Video Tutorial, Batak Toba Bridal Make Up

ABSTRAK

Elyda Mariam Manurung, Nim. 8236121001, Pengembangan Multimedia Berbasis Video Tutorial Pada Mata Pelajaran Tata Rias Pengantin di SMK Pemda Lubuk Pakam, Program Studi Teknologi Pendidikan, Universitas Negeri Medan, 2025.

Penelitian ini bertujuan untuk mengembangkan multimedia berbasis Video Tutorial pada mata pelajaran Tata Rias Pengantin di SMK Pemda Lubuk Pakam yang layak, praktis dan efektif. Penelitian ini menggunakan model penelitian Research and Development (R&D) dengan subjek uji coba penelitian berjumlah 30 siswa tata kecantikan SMK Pemda Lubuk Pakam terdiri dari 5 siswa pada uji perorangan, 10 siswa uji kelompok kecil dan 30 siswa uji lapangan terbatas. Penelitian ini juga melibatkan 2 dosen ahli materi, 2 dosen ahli media, 2 dosen ahli desain. Hasil penelitian menunjukkan: (1) Hasil validasi dari ahli materi memperoleh rata-rata hasil validitas sebesar 94% dalam kategori “Sangat Layak”. Hasil Validasi dari ahli media memperoleh rata-rata hasil validitas sebesar 94% dalam kategori “Sangat Layak”. Dari hasil validasi ahli desain memperoleh rata-rata hasil validitas sebesar 93% dalam kategori “Sangat Layak”. (2) Hasil uji kepraktisan multimedia berbasis video tutorial pada mata pelajaran tata rias pengantin di SMK Pemda Lubuk Pakam oleh guru dan siswa menunjukkan tingkat kepraktisan dengan presentase 92% termasuk dalam kategori “Sangat Praktis”. (3) Keefektifan penggunaan Multimedia berbasis video tutorial pada mata pelajaran tata rias pengantin di SMK Pemda Lubuk Pakam diperoleh nilai t hitung sebesar 13,25, sedangkan nilai t tabel sebesar 1,701. Karena nilai t hitung $>$ t tabel, maka sesuai dengan kriteria pengambilan keputusan dalam uji t , dapat disimpulkan bahwa terdapat perbedaan yang signifikan antara hasil belajar siswa pada kelas eksperimen dan kelas kontrol.

Kata Kunci: Multimedia Berbasis Video Tutorial, Make Up Pengantin Batak Toba