

ABSTRAK

MUHDI KURNIA, NIM. 8236103004. “PENGEMBANGAN MODEL *MACRO-LEARNING* SPA OUKUP TRADISIONAL KARO BERBASIS VIDEO TUTORIAL DI LEMBAGA DIKLAT”. Tesis Program Studi Magister Pendidikan Guru Vokasi Universitas Negeri Medan. 2026.

Bahan pembelajaran visual dinilai kurang dilaksanakan dalam menyampaikan keterampilan teknis serta filosofi budaya Oukup Karo kepada peserta pelatihan sehingga perlu adanya pengembangan model pembelajaran yang lebih efektif. Penelitian ini bertujuan untuk mengembangkan model pembelajaran berupa video tutorial yang digunakan dalam pelatihan SPA Oukup Karo di lembaga diklat vokasional. Penelitian dilakukan dengan pendekatan Research and Development (R&D) menggunakan model pengembangan 4D (Define, Design, Develop, Disseminate). Penelitian ini dilaksanakan di lembaga diklat, Lembaga Kursus dan Pelatihan (LKP) Kurnia Foundation yang telah menyelenggarakan pelatihan keterampilan berbasis SPA Oukup Karo dan menjadi tempat strategis untuk penerapan model *macro-learning*. Prosedur pengembangan dimulai dengan analisis kebutuhan, desain awal berupa storyboard dan skenario video, validasi ahli materi dan bahan pembelajaran, serta uji coba terbatas kepada instruktur dan peserta diklat. Instrumen penelitian meliputi lembar observasi, angket validasi dan respon peserta, serta tes pretest dan posttest untuk mengukur efektivitas model yang dikembangkan. Hasil penelitian membuktikan bahwa model *macro-learning* berbasis bahan pembelajaran video tutorial merupakan pendekatan yang sesuai, praktis, dan efektif untuk pelatihan keterampilan berbasis budaya lokal, khususnya SPA Oukup Tradisional Karo.

Kata Kunci: Media Pembelajaran; *Define; Design; Develop; Dissminate*

ABSTRACT

MUHDI KURNIA, NIM. 8236103004. “DEVELOPMENT OF TRADITIONAL KARO SPA OUKUP MACRO-LEARNING MODEL BASED ON VIDEO TUTORIALS IN TRAINING INSTITUTIONS”. Thesis of the Master of Vocational Teacher Education Study Program, State University of Medan. 2026.

Visual learning materials are considered inadequate in conveying technical skills and the philosophy of Karo Oukup culture to training participants, necessitating the development of more effective learning models. This study aims to develop a video tutorial learning model for use in Karo Oukup Traditional Skills (SPA) training at a vocational training institution. The study employed a Research and Development (R&D) approach using the 4D development model (Define, Design, Develop, Disseminate). This research took place at the Kurnia Foundation Training and Course Institute (LKP), a training institution that has been conducting Karo Oukup Traditional Skills (SPA) training and serves as a strategic location for implementing the macro-learning model. The development process began with a needs analysis, initial design in the form of storyboards and video scenarios, validation by subject matter experts and learning materials, and limited trials with instructors and training participants. The research instruments included observation sheets, validation questionnaires and participant responses, and pretests and posttests to measure the effectiveness of the developed model. The results demonstrate that the video tutorial-based macro-learning model is an appropriate, practical, and effective approach for local culture-based skills training, particularly for Karo Traditional Skills (SPA).

Keywords: Learning Media; Define; Design; Develop; Disseminate