

ABSTRAK

Jihan Aliza Aldha. Pengembangan Media Pembelajaran E-Book Perawatan Kulit Kepala dan Rambut (*Creambath*) pada Siswa Kelas X Tata Kecantikan SMK Swasta Tarbiyah Islamiyah. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2026.

Permasalahan dalam penelitian ini adalah hasil praktik siswa pada materi Perawatan Kulit Kepala dan Rambut (*Creambath*) yang belum mencapai Kriteria Ketuntasan Minimal (KKM). Berdasarkan data hasil praktik, sebanyak 57,58% atau 19 dari 33 siswa memperoleh nilai di bawah KKM. Selain itu, siswa masih mengalami kesulitan dalam membedakan jenis dan kondisi rambut, belum maksimal dalam menguasai gerakan serta ritme pengurutan yang cenderung cepat dan terburu-buru, serta belum optimal dalam melaksanakan tahapan penguapan (*steaming*). Penelitian ini bertujuan untuk mengetahui proses pengembangan dan untuk mengetahui kelayakan media pembelajaran *E-Book* Perawatan Kulit Kepala dan Rambut (*Creambath*) pada siswa kelas X Tata Kecantikan SMK Swasta Tarbiyah Islamiyah.

Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian berjumlah 33 siswa dengan melibatkan 3 ahli materi dan 3 ahli media. Instrumen penelitian yang digunakan meliputi angket kebutuhan siswa dan guru, angket validasi materi, angket validasi media, serta angket uji coba produk. Teknik analisis data yang digunakan adalah statistik deskriptif.

Hasil penelitian menunjukkan bahwa media *E-Book* memperoleh persentase validasi ahli materi sebesar 89,33% dan validasi ahli media sebesar 91,33% yang berada pada kategori “Sangat Baik”. Hasil uji coba kelompok kecil memperoleh persentase 89%, uji coba kelompok sedang sebesar 92%, dan uji coba kelompok besar sebesar 93% yang seluruhnya berada pada kategori “Sangat Layak”. Dengan demikian, media pembelajaran *E-Book* Perawatan Kulit Kepala dan Rambut (*Creambath*) dinyatakan sangat layak digunakan sebagai media pembelajaran.

Kata Kunci: Media Pembelajaran, E-Book, Perawatan Kulit Kepala dan Rambut (*Creambath*), Tata Kecantikan.

ABSTRACT

Jihan Aliza Aldha. Development of E-Book Learning Media on Scalp and Hair Care (Creambath) for Grade X Beauty Program Students at SMK Swasta Tarbiyah Islamiyah. Undergraduate Thesis. Faculty of Engineering. Universitas Negeri Medan. 2026.

The problem addressed in this study is that students' practical learning outcomes in the topic of Scalp and Hair Care (Creambath) have not yet reached the Minimum Mastery Criteria (MMC). Based on practical assessment data, 57.58% or 19 out of 33 students obtained scores below the MMC. In addition, students still experience difficulties in distinguishing hair types and conditions, have not fully mastered the movements and rhythm of massage techniques which tend to be fast and rushed, and have not optimally performed the steaming stage. This study aims to determine the development process and feasibility of E-book learning media for Scalp and Hair Care (Creambath) for Grade X students of the Beauty Department at SMK Swasta Tarbiyah Islamiyah.

The research method used is Research and Development (R&D) with the ADDIE development model, which consists of the stages of analysis, design, development, implementation, and evaluation. The research subjects consisted of 33 students and involved three material experts and three media experts. The research instruments included student and teacher needs analysis questionnaires, material validation questionnaires, media validation questionnaires, and product trial questionnaires. The data analysis technique used was descriptive statistics.

The results showed that the E-Book learning media obtained a material expert validation score of 89.33% and a media expert validation score of 91.33%, both of which fall into the "Very Good" category. The results of the small-group trial reached 89%, the medium-group trial 92%, and the large-group trial 93%, all of which fall into the "Very Feasible" category. Therefore, the E-Book learning media on Scalp and Hair Care (Creambath) is declared very feasible to be used as a learning medium.

Keywords: Learning Media, E-Book, Scalp and Hair Care (Creambath), Beauty Education.