

ABSTRAK

Novita Puspa Angraini: Pengembangan Media Pembelajaran Pocket Book Aplikasi Sketchbook Pada Desain Busana Digital Siswi Kelas XI Tata Busana SMK Awal Karya Pembangunan Galang. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2025

Pengembangan *pocket book* dilatarbelakangi oleh kebutuhan pembelajaran membantu peserta didik dalam menerapkan desain busana pesta digital. Penelitian ini bertujuan untuk, 1) Pemahaman siswa dalam pembuatan desain busana digital menggunakan *smarthphone* masih kurang, 2) Peserta didik mengalami kesulitan dalam menguasai penggunaan aplikasi desain digital dalam membuat desain busana secara digital, 3) Belum adanya variasi media pembelajaran seperti *Pocket book* aplikasi *sketchbook* pada proses pembelajaran desain busana digital siswa kelas XI tata busana. Tujuan penelitian ini adalah: 1) Mengembangkan media pembelajaran *Pocket book* pada desain busana digital kelas XI Tata Busana SMK Awal Karya Pembangunan Galang, 2) Mengetahui kelayakan media pembelajaran *Pocket book* pada desain busana di XI Tata Busana SMK Awal Karya Pembangunan Galang, 3) Mengetahui apakah pembelajaran menggunakan *Pocket book* efektif terhadap pemahaman dan penerapan desain busana pesta digital siswa kelas XI Tata Busana SMK Awal Karya Pembangunan Galang

Penelitian ini merupakan jenis penelitian dan pengembangan atau *Research And Development* (R&D). Model pengembangan yang digunakan pada penelitian ini dengan model pengembangan ADDIE yaitu meliputi tahap *Analysis* (analisis), *Design* (perancangan), *Development* (pengembangan), *Implementation* (implementasi), *Evaluation* (evaluasi). Penelitian ini dilaksanakan di SMK Awal Karya Pembangunan Galang, dengan pelaksanaan pengujian media dan materi dilakukan oleh 2 ahli materi dan 2 ahli media, sedangkan uji kelayakan produk diujikan terhadap 3 kelompok yang masing masing terdiri dari 3 siswa kelompok kecil, 8 siswa kelompok sedang dan 28 siswa kelompok besar.

Hasil pengembangan menunjukkan bahwa media *Pocket Book* dinilai Sangat layakoleh dua ahli materi dengan rata-rata nilai 89% “Sangat layak” , sedangkan penilaian 2 ahli media diperoleh rata – rata nilai 76,5% “ baik”. Artinya, media ini valid dan layak diuji coba dengan revisi. Berdasarkan hasil uji coba kelompok kecil diperoleh rata – rata 76 % dengan kategori “baik”, kelompok sedang 86% “Sangat layak” , kelompok besar diperoleh 90% “Sangat layak” . Dengan demikian, media pembelajaran *Pocket Book* aplikasi *Sketchbook* pada desain busana digital siswi kelas XI Tata Busana SMK Awal Karya Pembangunan Galang dinyatakan layak digunakan dan diimplementasikan. Kemudian pada evaluasi terdapat pengaruh signifikan penggunaan media ini terhadap hasil belajar desain busana digital.

Kata kunci : Media Pembelajaran, Pocket book, Desain busana digital, Sketchbook

ABSTRACT

Novita Puspa Angraini: *Development of Pocket Book Learning Media Sketchbook Application in Digital Fashion Design for XI Grade Students of Fashion Design at SMK Awal Karya Pembangunan Galang. Thesis. Faculty of Engineering. State University of Medan. 2025*

The development of the pocket book was motivated by the learning need to assist students in implementing digital party fashion designs. This research aims to. 1) Students' understanding of making digital fashion designs using smartphones is still lacking. 2) Students experience difficulties in mastering the use of digital design applications in creating digital fashion designs. 3) There are no variations in learning media such as pocket books, sketchbook applications in the digital fashion design learning process for class XI fashion design students. The objectives of this research are: 1) Developing Pocket book learning media for digital fashion design for class XI Fashion Design at Karya Pembangunan Galang Vocational School. 2) Knowing the suitability of the Pocket book learning media for fashion design at XI Fashion Design Vocational School Awal Karya Pembangunan Galang. 3) Find out whether learning using Pocket books is effective in understanding and applying digital party fashion design for class XI students of Fashion Design at Awal Karya Pembangunan Galang Vocational School.

This research is a type of research and development or Research And Development (R&D). The development model used in this research is the ADDIE development model which includes the stages of Analysis, Design, Development, Implementation, Evaluation. This research was conducted at SMK Awal Karya Pembangunan Galang, with the implementation of media and material testing carried out by 2 material experts and 2 media experts, while the product feasibility test was tested on 3 groups, each consisting of 3 students in the small group, 8 students in the medium group and 28 students in the large group.

The development results show that the Pocket Book media is considered very good by two material experts with an average value of 89% "very good", while the assessment of 2 media experts obtained an value of 76.5% "good". This means that this media is valid and worthy of being tested with revisions. Based on the results of the small group trial, an average of 76% was obtained with the category "good", the medium group 86% "very good", the large group obtained 90% "very good". Thus, the Pocket Book learning media Sketchbook application on digital fashion design for class XI students of Fashion Design at SMK Awal Karya Pembangunan Galang was declared worthy of use and implementation. Then the evaluation this means that there is a significant influence of the use of this media on the learning outcomes of digital fashion design.

Keywords: Learning Media, Pocket Book, Digital Fashion Design, Sketchbook