

ABSTRAK

Dewi Purnama Sari Nainggolan: *Pengembangan Media Pembelajaran E-Booklet Pada Materi Macam-Macam Kerah Busana Wanita Kelas X Tata Busana SMK Citra Harapan Jaya. Program Studi Pendidikan Tata Busana, Jurusan Pendidikan Kesejahteraan Keluarga. Fakultas Teknik. Universitas Negeri Medan, 2026.*

Media pembelajaran yang digunakan pada materi macam-macam kerah busana wanita masih terbatas sehingga siswa mengalami kesulitan memahami materi dan membedakan jenis-jenis kerah. Kondisi tersebut berdampak pada rendahnya minat belajar dan kurang optimalnya proses pembelajaran. Penelitian ini bertujuan untuk mengembangkan media pembelajaran berbentuk *E-Booklet* pada materi macam-macam kerah busana wanita untuk siswa kelas X Tata Busana SMK Swasta Citra Harapan Jaya serta mengetahui kelayakan media yang dikembangkan.

Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) menggunakan model 4D (*Define, Design, Develop, dan Disseminate*). Populasi penelitian adalah seluruh siswa kelas X Tata Busana SMK Swasta Citra Harapan Jaya dengan sampel sebanyak 30 siswa. Instrumen penelitian meliputi lembar observasi, pedoman wawancara, dan angket yang diberikan kepada ahli materi, ahli media, guru, serta siswa. Data dianalisis menggunakan analisis deskriptif kuantitatif dalam bentuk persentase untuk menentukan tingkat kelayakan media berdasarkan kriteria yang telah ditetapkan.

Hasil penelitian menunjukkan bahwa media pembelajaran *E-Booklet* memperoleh penilaian ahli materi sebesar 92% dengan kategori Sangat Baik, serta penilaian ahli media sebesar 85,4% dengan kategori Baik. Hasil uji coba kelompok kecil memperoleh persentase 82,66% (Baik), kelompok sedang 84% (Baik), dan kelompok besar 91% (Sangat Baik). Temuan tersebut menunjukkan bahwa media pembelajaran *E-Booklet* layak digunakan sebagai media pembelajaran pada materi macam-macam kerah busana wanita karena mampu membantu siswa memahami materi, meningkatkan minat belajar, dan memudahkan siswa membedakan jenis-jenis kerah busana wanita.

Kata Kunci: *E-Booklet, Media Pembelajaran, Macam-Macam Kerah Busana Wanita, Research and Development, Model 4D.*

ABSTRACT

Dewi Purnama Sari Nainggolan: *Development of an E-Booklet Learning Media on the Topic of Various Types of Women's Garment Collars for Tenth-Grade Fashion Design Students at SMK Citra Harapan Jaya. Fashion Design Education Study Program, Department of Family Welfare Education, Faculty of Engineering, Universitas Of Medan, 2026.*

The learning media used in teaching the topic of various types of women's clothing collars are still limited, making it difficult for students to understand the material and distinguish between different collar types. This condition has resulted in low learning interest and less effective learning outcomes. Therefore, this study aimed to develop an *E-Booklet* learning media on the topic of various types of women's clothing collars for Grade X Fashion Design students at Citra Harapan Jaya Vocational High School and to determine the feasibility of the developed learning media.

This study employed the Research and Development (R&D) method using the 4D (Define, Design, Develop, and Disseminate) development model. The population consisted of all Grade X Fashion Design students at Citra Harapan Jaya Vocational High School, with a sample of 30 students. The research instruments included observation sheets, interview guidelines, and questionnaires administered to subject matter experts, media experts, teachers, and students. The collected data were analyzed using descriptive quantitative analysis in the form of percentages to determine the feasibility level of the learning media based on predetermined criteria.

The results showed that the *E-Booklet* learning media obtained a score of 92% from the subject matter expert, categorized as Very Good, and 85.4% from the media expert, categorized as Good. The small-group trial obtained a score of 82.66% (Good), the medium-group trial 84% (Good), and the large-group trial 91% (Very Good). These findings indicate that the developed *E-Booklet* is feasible for use as a learning medium on the topic of various types of women's clothing collars, as it helps students better understand the material, increases their learning interest, and enables them to distinguish among different types of women's clothing collars more effectively.

Keywords: *E-Booklet, Learning Media, Types of Women's Clothing Collars, Research and Development, 4D Model.*