PDEVELOPMENT OF TEACHING MEDIA FOR TRADISIONAL ARCHIPELAGO BUN COURSES

by Eni Juniastuti

ABSTRACT

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This study aims to examine: 1) the concept of developing learning media for the traditional archipelago bun; 2) the development process of learning media for the traditional archipelago bun; 3) the feasibility of learning media in the traditional archipelago bun courses.

The research method used was Research and Development (R & D) which aims to create instructional media products in the Beauty and Make-Up Undergraduate Study Program. The research design was the development of learning media in the form of interactive videos to support learning activities in the traditional Indonesian bun courses. This interactive video was developed to maximize the use of learning media. The research subjects were the 3rd semester students of the Applied Beauty and Make-Up Undergraduate Study Program, Faculty of Engineering, Universitas Negeri Yogyakarta in the year 2019 who have taken the Archipelago Traditional Bun Course. The instrument used in this study was an observation related to the video learning archipelago traditional bun. The data analysis technique used in this research was descriptive qualitative and quantitative analysis.

The results of this study indicate that; 1) the development of traditional archipelago bun learning media as video-based learning media can increase the effectiveness of learning in order to achieve learning objectives, so the existence of interactive learning videos is indispensable to support the learning process; 2) the development process of learning media for the traditional Indonesian bun with product validation testing includes expert validation, small-scale trials, and large-scale trials. The results of expert tests on the learning aspect reached a percentage of 88.33% with the very feasible category, while in the content aspect reached a percentage of 88.33% with the very easy category, and the display aspect achieved a percentage of 94% with the very feasible category. Small-scale trials are interpreted from the following aspects: the display aspect reached a percentage of 88.5% with a very decent category, in the convenience aspect reached a percentage of 91.66% with the very easy category, and the audio aspect gained a percentage of 91.66% with a very feasible category. The value of the interpretation results from the display aspect reached a percentage of 87.9% with the very feasible category, in the ease aspect reached a percentage of 86.6% with the very easy category, and the audio aspect got a percentage of 84.3% with the very feasible category; 3) it can be concluded that the feasibility of learning media in the Traditional Archipelago Bun course is very feasible to use.

Keywords: traditional archipelago bun, learning video development

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