

DEVELOPING A VIDEO OF FASHION DESIGN TO IMPROVE THE LEARNING ACHIEVEMENT OF PENDIDIKAN TEKNIK BUSANA 2018 STUDENTS

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ABSTRACT

The long-term goal of this research is to improve the learning achievement of Pendidikan Teknik Busana 2018 students in the fashion design subject. The first step is to develop a video for the learning of wet coloring techniques in the fashion design subject on translucent / transparent textured fabrics, shiny textured fabrics, fur-textured fabrics, patterned textured fabrics, hollow textured fabrics. and; the second asses the appropriateness of the video for the learning of met coloring techniques in the fashion design subject.

This was a research and development study. The development model was 4D by Thiagarajan. The development stages consisted of : (1) Define, (2)Design, (3)Develop, and (4) Dessemination. The validation was done by 3 material experts, 3 media experts, and students. The research subjects were selected by means of the random sampling technique obtained 40 respondents, 10 small-scale field tryout, and 30 large-scale field tryout. The data were collected by a questionnaire. The validity as assessed in terms of the content validity. The reliability was assessed using Cronbach`s Alpha, results obtained 0.954, and instruments are reliable. The data analisys used descriptive statistics.

The results of the study were as follow the development steps. Define step by analyzing product requirements as a result of the development of RPS is feasible by means of 21st century learning, which is characterized by technological literacy. The results of the study were as follows. (1) The video for the learning of met coloring techniques was develop thrught four stages, namely: (a) The define product need analisys : the pre-production stage, the production team, compile a strory board, selects players, choose where to take pictures of shooting, record images and sounds. (b) The develop are editing and mixing. (c) The disseminate validation by: a) material expert is 97.76% appropriate and 96.66% media expert is appropriate; b) a small-scale tryout of material aspects 50% are very appropriate, 30% are appropriate and 20% are not appropriate; from the media aspects 70% is very appropriate, 20% is appropriate and 10% is not appropriate; c) a large-scale trial tryout of material aspects 67% are very appropriate, 26% are appropriate and 7% are not appropriate; media aspects 60% are very appropriate, 27% are appropriate and 13% are not appropriate. Videos are packaged in the form of soft files that can be operated using computers and smartphones.(2) The video for the learning of met coloring techniques based on assessment by the materials expert, media expert, small-scle tryout, and large-scale tryout is appropriate and can be used as learning medi for fashion design in Pendidikan Teknik Busana 2018 students

Kata Kunci: *developing, a video for the learning, fashion design*