

IMPROVING QUALITY ASSESSMENT OF STUDENT LEARNING RESULT IN MATAKULIAH DESIGN PRODUCTS WITH PRODUCT ASSESSMENT APPROACH

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ABSTRACT

This study aims to determine how much influence the model of product assessment with an analysis approach to improving the quality of assessment and improvement of student learning outcomes in the course of Product Design.

The research method used is classroom action research with research procedure; action planning, Implementation of action; observation and evaluation, as well as analysis and replication. Data are analyzed by way of classified and categorized systematically and according to their characteristics.

The results showed that: First, the ability of students in making the concept of product craft *desaian* overall enough. The problem that the students studied has been focused on the needs of the society, but there are still many students who have not been able to link the problems or needs with human resources, natural resources, and technology. The problem has been compiled from general to specific, but not logical, unambiguous, and unclear. Submission of problems by using communicative language, using standard words and sentences. While the brief design has described the type of product, place and time of use, but has not explained the importance of the product made, as well as not clear the target user of the product. Weakness in the assessment especially the absence of the source of theories listed. Second, the ability of students in making sketches/develop ideas as a whole quite well, but there are still many weak in predicting economic value. In making sket there are still many students who are more oriented towards aesthetic value. Third, the ability of students in drawing work still seems to need improvement especially in making perspective picture.

Kata Kunci: *Assessment, product design, Kriya*