

**PENGEMBANGAN MEDIA *MOODBOARD* PADA
MATA PELAJARAN DESAIN BUSANA UNTUK SISWA KELAS
XI
SMK NEGERI 1 SERIRIT**

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengkaji dan menganalisis terkait proses Pengembangan serta menguji kelayakan media *Moodboard* pada mata pelajaran Desain Busana untuk siswa kelas XI di SMK Negeri 1 Seririt. Penelitian media *Moodboard* ini merupakan jenis Penelitian dan Pengembangan (*Research and Development* atau R & D). Pengembangan produk media pembelajaran ini menggunakan model ADDIE yang terdiri dari: (*analysis, design, development, implementation, and evaluation*). Angket digunakan sebagai lembar penilaian produk. Hasil penilaian pada uji ahli materi dalam penelitian ini mendapat persentase sebanyak 97% sehingga produk dikatakan “sangat baik” dan tidak perlu direvisi. Hasil penilaian pada uji ahli media dalam penelitian ini berada pada rerata persentasi 88% sehingga produk berupa media *moodboard* dikatakan “baik” dan tidak perlu direvisi. Pada tahap terakhir yakni implementasi, tahap ini produk di uji cobakan kepada 6 orang siswa dan mendapatkan hasil rerata persentase sebanyak 90% sehingga media *moodboard* mendapat kualifikasi “sangat baik”.

Kata kunci: Media, *Moodboard*, Desain Busana, Model ADDIE.

**DEVELOPMENT OF MOODBOARD MEDIA IN FASHION
DESIGN SUBJECTS FOR CLASS XII STUDENTS OF SMK
NEGERI 1 SERIRIT**

Abstract

This research was conducted with the aim of reviewing and analyzing related to the development process and testing the feasibility of Moodboard media on the subject of Fashion Design for XI grade students at SMK Negeri 1 Seririt. The research was conducted because students find it difficult to find ideas or concepts in designing a dress. Fashion design subjects require media that can provide a clearer picture of the design of a fashion. To overcome these problems, it is necessary to use media that can assist students in determining the source of ideas for making a fashion work. Moodboard is a media that can be used to help problems in fashion design, moodboard contains a collection of images arranged in various interesting forms. Moodboard media research is a type of Research and Development (R & D). The development of this learning media product uses the ADDIE model which consists of: (analysis, design, development, implementation, and evaluation). The questionnaire is used as a product assessment sheet. The results of the assessment on the material expert test in this study received a 97% so that the product was said to be "very good" and did not need to be revised. The results of the assessment on the media expert test in this study received an average percentage of 88% so the moodboard media was said to be "good" and did not need to be revised. In the implementation stage, at the product was tested on 6 students and got an average percentage of 90% so that the moodboard media got "very good" qualifications.

Keywords : Media, Moodboard, Fashion Design, ADDIE model