

**PENGEMBANGAN MEDIA VIDEO *BODY MASSAGE* UNTUK  
MENUNJANG PEMBELAJARAN PERAWATAN WAJAH, BADAN  
(*BODY MASSAGE*) DAN WAXING DI SMK NEGERI 3 KOTA BIMA**

Oleh

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**Abstrak**

Penelitian ini bertujuan: (1) mengembangkan produk berupa media video *Body Massage* pada mata pelajaran Perawatan Wajah, Badan (*Body Massage*) dan Waxing di SMK Negeri 3 Kota Bima, (2) memperoleh kelayakan pengembangan media video *Body Massage* dalam menunjang pembelajaran Perawatan Wajah, Badan (*Body Massage*) dan Waxing di SMK Negeri 3 Kota Bima. Metode yang digunakan dalam penelitian ini adalah metode penelitian dan pengembangan atau R&D dengan model ADDIE. Instrumen pengumpulan data yang digunakan yaitu berupa angket. Penelitian ini menggunakan teknik analisis data deskriptif kuantitatif. Pengujian media video penelitian ini dilakukan oleh ahli media, ahli materi dan uji responden oleh 30 siswa kelas XI Tata Kecantikan. Hasil penelitian menunjukkan bahwa (1) pengembangan media video *Body Massage* melalui tahap a) *Analysis*, kebutuhan dan analisis materi. b) *Design, storyboard and scrip*. c) *Development* yaitu produksi media video berdasarkan desain yang telah dibuat. d) *Implementation* uji coba produk terhadap peserta didik. e) *Evaluation* yaitu evaluasi terhadap media video. (2) Kelayakan media video *Body Massage* dinyatakan sangat layak digunakan untuk menunjang proses pembelajaran Perawatan Wajah, Badan (*Body Massage*) dan Waxing di SMK Negeri 3 Kota Bima dilihat dari aspek materi pembelajaran, tampilan dan program media video serta luaran/output. Dibuktikan dengan hasil respon 30 siswa terhadap media video *Body Massage* adalah "Sangat Layak" rerata 4,9 dan presentase 99,3%.

**Kata kunci:** media video, *body massage*, gerakan pijat Jawa.

**Abstract**

*This study aims: (1) to develop a product in the form of Body Massage video media in the subjects of Body Massage and Waxing at SMK Negeri 3 Bima City, (2) to obtain the feasibility of developing Body Massage video media in supporting Learning Face, Body (Body Massage) and Waxing Care at SMK Negeri 3 Bima City. The method used in this research is the research and development or R&D method with the ADDIE model. The data collection instrument used is in the form of a questionnaire. This study uses descriptive quantitative data analysis techniques. The video media testing of this study was carried out by media experts, material experts and respondent tests by 30 students of class XI Beauty Management. The results showed that (1) the development of Body Massage video media went through stages a) Analysis, needs and material analysis. b) Design, storyboard and script. c) Development, namely the production of video media based on the designs that have been made. d) Implementation of product trials on students. e) Evaluation, namely evaluation of video media. (2) The feasibility of the Body Massage video media was declared very suitable to be used to support the learning process of Facial, Body (Body Massage) and Waxing Care at SMK Negeri 3 Bima City seen from the aspect of learning materials, display and video media programs and outputs. It is proven by the results of the response of 30 students to the Body Massage video media is "Very Eligible" with an average of 4.9 and a percentage of 99.3%.*

**Keywords:** video media, *body massage*, Javanese massage movements.