

**PENGEMBANGAN KONTEN INTERAKTIF BERBASIS DISCOVERY
LEARNING PADA MATA KULIAH SPA AND BODY TREATMENT
DI TATA KECANTIKAN UNIVERSITAS PENDIDIKAN GANESHA**

Oleh

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ABSTRAK

Penelitian ini dilatar belakangi oleh kurangnya pemahaman dan minat belajar mahasiswa terhadap proses pembelajaran pada mata kuliah *SPA and Body Treatment* dikarenakan kurangnya sumber belajar yang bersifat interaktif, inovasi, dan keterbaharuan pada konten pembelajaran yang diterapkan pada proses pembelajaran berlangsung, sehingga diperlukannya pengembangan konten interaktif khususnya pada mata kuliah *SPA and Body Treatment*. Penelitian ini bertujuan untuk mengembangkan konten interaktif berbasis *Adobe Captivate* yang dapat meningkatkan minat dan motivasi belajar peserta didik. Penelitian ini merupakan jenis penelitian *Research and Development* (R&D) dengan model pengembangan ADDIE, yang terdiri dari lima tahapan yaitu *Analyze, Design, Development, Implementation, Evaluation*. Hasil kevalidan yang diperoleh dari penelitian ini berdasarkan uji ahli isi serta uji ahli desain dan media yang memperoleh nilai rata-rata sebesar 1,00 yang termasuk dalam kategori "Sangat Valid". Hasil dari uji efektivitas pada penelitian ini dilakukan menggunakan rumus *N-Gain* yang memperoleh nilai efektivitas sebesar 0,83 yang dapat dikategorikan "Efektif". Berdasarkan dari uji respon peserta didik memperoleh nilai rata-rata sebesar 78,55 yang dapat dikategorikan "Sangat Praktis" dan dari hasil respon dosen memperoleh nilai rata-rata sebesar 44 yang dapat dikategorikan "Sangat Praktis" sehingga konten interaktif ini layak digunakan.

Kata Kunci : Konten Interaktif, *Adobe Captivate*, *SPA and Body Treatment*

**DEVELOPMENT OF INTERACTIVE CONTENT BASED ON DISCOVERY
LEARNING IN SPA AND BODY TREATMENT COURSES
IN COSMETOLOGY AT GANESHA UNIVERSITY OF EDUCATION**

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ABSTRACT

This research is motivated by a lack of understanding and interest in student learning towards the learning process in SPA and Body Treatment courses due to the lack of interactive learning resources, innovation, and updating of learning content that is applied to the learning process taking place, so that it is necessary to develop interactive content, especially in SPA and Body Treatment courses. This study aims to develop interactive content based on Adobe Captivate that can increase students' interest and motivation in learning. This research is a type of Research and Development (R&D) research with the ADDIE development model, which consists of five stages, namely Analyze, Design, Development, Implementation, Evaluation. The validity results obtained from this study were based on content expert tests and design and media expert tests which obtained an average value of 1.00 which is included in the "Very Valid" category. The results of the effectiveness test in this study were carried out using the N-Gain formula which obtained an effectiveness value of 0.83 which can be categorized as "Effective". Based on the response test, students obtained an average score of 78.55 which can be categorized as "Very Practical" and from the results of the lecturer's response, an average value of 44 was obtained which could be categorized as "Very Practical" so that this interactive content is suitable for use.

Keywords: Interactive Content, Adobe Captivate, SPA and Body Treatment