PENGEMBANGAN MEDIA PEMBELAJARAN BISNIS FOTOGRAFI BERBASIS *LEARNPRESS* PADA MATA KULIAH FOTOGRAFI BISNIS

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ABSTRAK

Penelitian ini bertujuan untuk membuat media pembelajaran bisnis fotografi dengan menggunakan *Learning Management System Learnpress* pada Mata kuliah Fotografi Bisnis, mengetahui kelayakan serta mengetahui respon peserta didik terhadap media pembelajaran bisnis fotografi dengan menggunakan *Learning Management System Learnpress* pada mata kuliah Fotografi Bisnis. penelitian ini menggunakan metode penelitian dan pengembangan *Research and Development (R&D)*. Pengumpulan data dalam penelitian ini dilakukan dengan metode angket/kuesioner yang dinilai oleh Ahli isi, Ahli media, dan Mahasiswa aktif prodi Pendidikan Teknik Elektro Universitas Pendidikan Ganesha. Hasil penelitian diperoleh: hasil uji validasi ahli isi mendapatkan persentase 98% termasuk kualifikasi sangat layak, hasil uji validasi ahli media mendapatkan persentase 87,5% Termasuk kualifikasi sangat layak, hasil skor uji coba kelompok kecil dengan 5 responden semuanya termasuk kualifikasi sangat baik, dan hasil rentang skor uji kelompok besar dengan 15 responden semuanya termasuk kategori sangat baik. Berdasarkan hasil penelitian, pengembangan media pembelajaran bisnis fotografi dengan menggunakan *Learning Management System* pada Mata kuliah Fotografi Bisnis layak digunakan pada proses pembelajaran Fotografi Bisnis.

Kata kunci : media pembelajaran, bisnis fotografi, *learnpress*.

BUSINESS LEARNING MEDIA DEVELOPMENT

LEARNPRESS BASED PHOTOGRAPHY ON

BUSINESS PHOTOGRAPHY COURSE

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ABSTRACT

This research aims to create photography business learning media using the Learnpress Learning Management System in the Business Photography course, determine the feasibility and determine students' responses to photography business learning media using the Learnpress Learning Management System in the Business Photography course. This research uses Research and Development (R&D) research and development methods. Data collection in this research was carried out using a questionnaire/questionnaire method which was assessed by content experts, media experts, and active students of the Electrical Engineering Education Study Program at Universitas Pendidikan Ganesha. The research results obtained: content expert validation test results got a percentage of 98% including very decent qualifications, media expert validation test results got a percentage of 87.5% including very decent qualifications, the results of small group trial scores with 5 respondents all included very good qualifications, and the results of the large group test score range with 15 respondents all included in the very good category. Based on the research results, the development of photography business learning media using the Learning Management System in the Business Photography course is suitable for use in the Business Photography learning process.