

**PENGEMBANGAN VIDEO TUTORIAL TATA RIAS FANTASI PADA
MAHASISWA KONSENTRASI TATA KECANTIKAN DI UNIVERSITAS
PENDIDIKAN GANESHA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) proses pengembangan video tutorial tata rias fantasi, (2) kelayakan pengembangan video tutorial tata rias fantasi untuk menunjang pembelajaran daring pada mahasiswa konsentrasi tata kecantikan di Universitas Pendidikan Ganesha berdasarkan uji ahli isi materi dan ahli isi media pembelajaran. Rancangan penelitian pengembangan dengan model ADDIE terdiri atas lima langkah, yaitu: (1) analisis (*analyze*), (2) perancangan (*design*), (3) pengembangan (*development*), (4) implementasi (*implementation*), dan (5) evaluasi (*evaluation*). Metode pengumpulan data yang digunakan adalah angket atau kuisioner, kemudian dianalisis menggunakan jenis data deskriptif kuantitatif. Hasil data dapat diperoleh dari penilaian ke 4 orang responden materi dan media. Berdasarkan hasil uji kelayakan video tutorial tata rias fantasi dari kedua ahli isi materi diperoleh rerata 82,3% (sangat layak), dan dari kedua ahli media diperoleh hasil 93,3% (sangat layak). Hal ini menunjukkan hasil analisis ahli isi materi dan ahli media dapat disimpulkan bahwa kelayakan video tutorial tata rias fantasi pada mahasiswa konsentrasi tata kecantikan di Universitas Pendidikan Ganesha dinyatakan sangat layak.

Kata Kunci: video tutorial, tata rias fantasi, addie

**DEVELOPMENT OF FANTASY MAKEUP VIDEO TUTORIALS FOR
BEAUTY CONCENTRATION STUDENTS AT GANESHA EDUCATIONAL
UNIVERSITY**

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ABSTRACT

This research aims to determine (1) the process of developing fantasy make-up video tutorials, (2) the feasibility of developing fantasy make-up video tutorials to support online learning for students concentrating on beauty make-up at Ganesha University of Education based on tests by material content experts and learning media content experts. The development research design with the ADDIE model consists of five steps, namely: (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation (evaluation). The data collection method used was a questionnaire, then analyzed using quantitative descriptive data. The data results can be obtained from the assessment of the 4 material and media respondents. Based on the feasibility test results of the fantasy make-up tutorial video from the two material content experts, the average was 82.3% (very feasible), and from the two media experts the results were 93.3% (very feasible). This shows that the results of the analysis of material content experts and media experts can be concluded that the feasibility of fantasy make-up tutorial videos for students concentrating on beauty make-up at the Ganesha University of Education is declared very feasible.

Keywords: video tutorial, fantasy make-up, addie