DEVELOPMENT OF A FLIPBOOK BASED ON TEXT-BASED LANGUAGE TEACHING FOR ENGLISH FOR FASHION TO ENHANCE STUDENTS' MULTIMODAL LITERACY

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ABSTRACT

This study aims to develop teaching materials by using flipbooks to enhance students' multimodal literacy. This research used the D and D method which consists of Analysis, Design, Development, and Evaluation. The subjects of this research are 20 active participants from college students from the English for Fashion study program at Ganesha University of Education, 1 lecturer, and 2 fashion practitioners. The instruments used in this research are questionnaires, interviews, and document analyses. In analyzing the data, the researcher used Miles and Huberman's (1994) theory which consists of data reduction, data display, and conclusion or verification. The result showed that the materials should contain; authentic material, English language skills (speaking, reading, listening, and writing), language expression, and activities that could improve students' multimodal literacy, grammar, and vocabulary. The second result was that the quality of the flipbook-based text-based language teaching was included in a relevant category and this is effectively to be provided for students to improve students' multimodal literacy and help them in learning in the English for Fashion course.

Keywords: *English for Fashion, Flipbook, Text-Based Language Teaching*

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Tujuan dari penelitian ini adalah mengembangkan materi pembelajaran dalam bentuk flipbook untuk meningkatkan multimodal literasi siswa. Penelitian ini menggunakan metode D and D yang terdiri dari 4 tahapan yaitu; Analysis, Design, Development, dan Evaluation. Subjek penelitian ini terdiri dari 20 mahasiswa dari jurusan PKK khususnya dari Jurusan Busana , 1 dosen yang mengajajar tata busana, dan 2 praktisi. Instrumen yang digunkaan dalam penelitian ini adalah kuisioner, interview, dan analisis document. Dalam menganalisis data menggunakan teori Miles dan Huberman (1994) yang terdiri dari data reduksi, data display, dan kesimpulan. Hasilnya menunjukan bahwa materi pembelajaran terdiri dari materi yang authentic, skill berbahasa (speaking, reading, listening, dan writing), expresi berbahasa, dan activitas yang bisa meningkatkan literasi multimodal siswa, grammar, dan vocabulary dan hasil yang kedua menunjukan kualitas materi pembelajaran yang dikembangkan termasuk kategori relevant sehingga sangat efektive disediakan untuk mahasiswa dalam membantu mereka dalam meningkatkan literasi multimodal dalam belajar tata busana.

Kata Kunci: *Bahasa Inggris untuk tata Busana,Flipbook,Pembelajaran berbasis text*