

DEVELOPMENT OF FLIPBOOK BASED ON TEXT-BASED LANGUAGE TEACHING FOR ENGLISH FOR BEAUTY TO ENHANCE STUDENT'S MULTIMODAL LITERACY

By:

Gusti Ayu Putu Ardia Prabhasanti, NIM 2012021165

English Language Department, Ganesha University of Education, Singaraja

Email: ayu.ardia@undiksha.ac.id

ABSTRACT

This study aims to enhance students' multimodal literacy in the "English for beauty" course through the development of instructional materials that integrate text and video elements, namely flipbook. This research was conducted by applying Design & Development (D&D) approach, following Richey and Clein's (2007) framework. A total of 20 active participants from college students at fourth semester of Family Welfare Education (FWE) department for the 2023/2024 academic year, 2 lecturers of English for Beauty and 2 practitioners who work in beauty industry involve in this research. The research utilized various methods of data collection including questionnaires, interviews, and document analysis. Data were analyzed qualitatively descriptively. In analyzing the data, the researcher used three concurrent flows of action proposed by Miles & Huberman (1994), namely data reduction, data display, and conclusion or verification. The quality of the flipbook was assessed through a content validity checklist from ESP learning material and learning media experts. The findings of this study show that there were 8 topics needed to be developed, the materials were developed following the steps of text-based English language teaching, which consist of five steps. The quality of the developed materials was categorized as good material. Thus, it can be used as a main source for learning by students of Family Welfare Education (FWE) at Universitas Pendidikan Ganesha.

Keywords: *English for Beauty, ESP, Flipbook, Multimodal Literacy*

DEVELOPMENT OF FLIPBOOK BASED ON TEXT-BASED LANGUAGE TEACHING FOR ENGLISH FOR BEAUTY TO ENHANCE STUDENT'S MULTIMODAL LITERACY

By:

Gusti Ayu Putu Ardia Prabhasanti, NIM 2012021165

English Language Department, Ganesha University of Education, Singaraja

Email: ayu.ardia@undiksha.ac.id

ABSTRAK

Penelitian ini bertujuan untuk meningkatkan literasi multimodal siswa dalam mata kuliah “Bahasa Inggris untuk Kecantikan” melalui pengembangan bahan ajar yang mengintegrasikan elemen teks dan video, yaitu flipbook. Penelitian ini dilakukan dengan menerapkan model penelitian pengembangan Design & Development (D&D), dengan mengikuti kerangka kerja Richey and Clein (2007). Sebanyak 20 peserta aktif yang terdiri dari mahasiswa semester empat jurusan Pendidikan Kesejahteraan Keluarga (PKK) tahun akademik 2023/2024, 2 dosen mata kuliah Bahasa Inggris untuk kecantikan, dan 2 praktisi yang bekerja di industry kecantikan terlibat dalam penelitian ini. Penelitian ini memanfaatkan berbagai metode pengumpulan data termasuk kuisioner, wawancara, dan analisis dokumen. Data dianalisis secara deskriptif kualitatif. Dalam menganalisis data, peneliti menggunakan tiga alur tindakan, berdasarkan Miles & Huberman (1994), yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Kualitas flipbook dinilai melalui checklist validitas konten dari ahli materi pembelajaran ESP dan media pembelajaran. Temuan dari penelitian ini menunjukkan bahwa terdapat 8 topik yang perlu dikembangkan dan materi dikembangkan mengikuti langkah-langkah pengajaran bahasa Inggris berbasis teks. Kualitas materi yang dikembangkan dikategorikan sebagai materi yang baik. Dengan demikian, materi ini dapat digunakan sebagai sumber pembelajaran oleh mahasiswa Pendidikan Kesejahteraan Keluarga (PKK) di Universitas Pendidikan Ganesha.

Kata Kunci: *Bahasa Inggris untuk Kecantikan, ESP, Flipbook, Literasi Multimodal*