

**PENGEMBANGAN MEDIA VIDEO PEMBELAJARAN SISTEM
PELAYANAN AMERICAN SERVICE DI PROGRAM STUDI
PENDIDIKAN VOKASIONAL SENI KULINER**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui proses pengembangan media pembelajaran pada produk berupa media video pembelajaran pada materi sistem pelayanan *american service* di program studi Pendidikan Vokasional Seni Kuliner, (2) mengetahui kelayakan validitas media video pembelajaran pada materi sistem pelayanan *american service* di program studi Pendidikan Vokasional Seni Kuliner, berdasarkan uji ahli materi, media, dan ahli desain pembelajaran, (3) menganalisis hasil respon pendidik dan peserta didik terhadap produk pengembangan media video pembelajaran pada materi sistem pelayanan *american service* di program studi Pendidikan Vokasional Seni Kuliner. Metode yang digunakan dalam penelitian ini adalah metode penelitian dan pengembangan (*Research & Development*) dengan model pengembangan 4D (*Define, Design, Development, Disseminate*). Analisis menggunakan analisis deskriptif. Subjek penelitian ini terdiri dari 2 orang ahli instrumen, 2 orang ahli materi, 2 orang ahli media, 2 orang ahli desain pembelajaran, dan 30 mahasiswa program studi Pendidikan Vokasional Seni Kuliner. Hasil uji validasi terhadap kualifikasi tingkat kelayakan sebagai video pembelajaran, yaitu validasi ahli materi memperoleh persentase sebesar 95% yang dikategorikan “sangat layak”, ahli media memperoleh persentase 96% yang dikategorikan “sangat layak”, ahli desain pembelajaran memperoleh persentase 97% yang dikategorikan “sangat layak” dan hasil respon peserta didik memperoleh persentase 93% yang dikategorikan “sangat layak”. Dengan demikian produk media video pembelajaran ini memiliki tingkat validitas yang baik dan layak untuk digunakan dalam proses pembelajaran mata kuliah Tata Hidang khususnya materi sistem pelayanan *american service*. Tahap selanjutnya dilakukan *disseminate* yaitu dilakukannya penyebaran link video pembelajaran sistem pelayanan *american service* yang telah dibuat dan diberikan kepada pihak dosen pengampu mata kuliah Tata Hidang di Program Studi Pendidikan Vokasional Seni Kuliner Undiksha.

Kata Kunci: Media Video, *American Service*, Tata Hidang

**DEVELOPMENT OF LEARNING VIDEO MEDIA FOR AMERICAN
SERVICE SYSTEM IN CULINARY ARTS VOCATIONAL EDUCATION
STUDY PROGRAM**

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ABSTRACT

This study aims to (1) determine the process of developing learning media on products in the form of learning video media on american service system material in the Culinary Arts Vocational Education study program, (2) determine the feasibility of validity of learning video media on american service system material in the Culinary Arts Vocational Education study program, based on material expert tests, media, and learning design experts, (3) analyze the results of educators and students' responses to learning video media development products on american service system material in the Culinary Arts Vocational Education study program. The method used in this research is the research and development method (Research & Development) with the 4D development model (Define, Design, Development, Disseminate). Analysis using descriptive analysis. The subjects of this study consisted of 2 instrument experts, 2 material experts, 2 media experts, 2 learning design experts, and 30 students of the Culinary Arts Vocational Education study program. The results of the validation test on the qualification of the feasibility level as a learning video, namely material expert validation obtained a percentage of 95% which was categorized as "very feasible", media experts obtained a percentage of 96% which was categorized as "very feasible", learning design experts obtained a percentage of 97% which was categorized as "very feasible" and the results of student responses obtained a percentage of 93% which was categorized as "very feasible". Thus, this learning video media product has a good level of validity and is suitable for use in the learning process of Catering courses, especially American service system material. The next stage is disseminate, namely the dissemination of the learning video link of the american service system that has been made and given to the lecturer teaching the Culinary Arts course at the Undiksha Culinary Arts Vocational Education Study Program.

Keyword: *Media Video, American Service, table set up*