

PENGEMBANGAN MEDIA *FLIPBOOK* JAJANAN NUSANTARA PADA MATA KULIAH KULINER NUSANTARA

Oleh

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ABSTRAK

Penelitian ini bertujuan untuk: 1) Mendeskripsikan tahapan pengembangan media *Flipbook* model 4D materi Jajanan Nusantara, 2) Mengetahui hasil uji kelayakan pengembangan *Flipbook* model 4D pada materi Jajanan Nusantara, 3) Mendeskripsikan hasil respon mahasiswa terhadap pengembangan media *Flipbook* pada materi Jajanan Nusantara dalam pembelajaran mata kuliah Kuliner Nusantara. Jenis penelitian yaitu R n D (*Research and Development*) dengan menggunakan model 4D (*Define, Design, Development, Disseminate*) responden dalam penelitian ini yaitu 30 Mahasiswa yang sedang dan sudah lulus mata Kuliah Kuliner Nusantara di Program Studi Pendidikan Vokasional Seni Kuliner. Metode pengumpulan data yang digunakan adalah kuisioner yang diberikan kepada ahli dan responden dengan Teknik skoring skala likert. Data yang diperoleh dianalisis dengan menggunakan Teknik deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa media *flipbook* Jajanan Nusantara dengan model 4D, terdiri dari empat tahapan yaitu; a) *define* tahap ini meliputi kegiatan analisis awal, b) *design* pada tahap ini dilakukan kegiatan menyusun materi, menghias serta input audio dan video pada *flipbook*, c) *development* pada tahap ini *flipbook* akan diujikan kepada para ahli, dan d) *disseminate* pada tahap ini dilakukan penyebarluasan produk. 2) Hasil penilaian pada validasi ahli isi pembelajaran mendapatkan skor 100% dikategorikan “sangat layak”, validasi Ahli Media Pembelajaran mendapatkan skor 92,25% dikategorikan “sangat layak”, serta validasi ahli Desain Pembelajaran mendapatkan skor 97,72% dikategorikan “sangat layak”. 3) Hasil responden yaitu mahasiswa mendapatkan skor rata-rata 90,83% dengan kategori “sangat baik”.

Kata Kunci: Media Pembelajaran, *Flipbook*, Kuliner Nusantara

DEVELOPMENT OF FLIPBOOK MEDIA ON NUSANTARA SNACKS IN THE NUSANTARA CULINARY COURSE

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ABSTRACT

This study aims to: 1) Describe the stages of developing a Flipbook media using the 4D model on the topic of Jajanan Nusantara (Indonesian Traditional Snacks), 2) Determine the feasibility results of developing the Flipbook using the 4D model for the Jajanan Nusantara topic, and 3) Describe student responses toward the development of the Flipbook media for the Jajanan Nusantara topic in the Nusantara Culinary course. This research is a type of R\&D (Research and Development) using the 4D model (Define, Design, Develop, Disseminate). The respondents in this study were 30 students who are currently taking or have completed the Nusantara Culinary course in the Culinary Arts Vocational Education Study Program. The data collection method used was a questionnaire distributed to experts and respondents, using a Likert scale scoring technique. The data obtained were analyzed using qualitative and quantitative descriptive techniques. The results showed that the Jajanan Nusantara Flipbook media developed using the 4D model went through four stages: a) Define, which included initial analysis activities; b) Design, which involved material organization, decoration, and the addition of audio and video to the flipbook; c) Develop, where the flipbook was tested by experts; and d) Disseminate, which involved product dissemination. 2) The evaluation results from the learning content expert validation received a score of 100%, categorized as “very feasible,” the instructional media expert validation scored 92.25%, categorized as “very feasible,” and the instructional design expert validation scored 97.72%, also categorized as “very feasible.” 3) The student responses obtained an average score of 90.83%, which falls under the “very good” category.”.

Keywords: Learning Media, *Flipbook*, Snack Nusantara