

PENGEMBANGAN MEDIA PEMBELAJARAN VIDEO TUTORIAL TATA RIAS WAJAH KHUSUS FILM DENGAN SUMBER IDE FILM *AVATAR*

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Abstrak

Penelitian ini bertujuan untuk mendeskripsikan langkah-langkah pengembangan media pembelajaran video tutorial tata rias wajah khusus film dengan inspirasi dari film Avatar menggunakan model pengembangan ADDIE pada Program Studi Pendidikan Kesejahteraan Keluarga di Universitas Pendidikan Ganesha. Penelitian ini merupakan penelitian pengembangan yang terdiri atas lima tahapan, yaitu analisis, perencanaan, pengembangan, implementasi, dan evaluasi. Teknik pengumpulan data dilakukan melalui wawancara dan penyebaran angket. Subjek penelitian terdiri atas dua ahli isi atau materi, dua ahli media, dan dua belas mahasiswa konsentrasi Tata Kecantikan semester enam sebagai responden uji kelompok kecil. Data dianalisis secara kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa media pembelajaran video tutorial berhasil dikembangkan melalui tahapan dalam model ADDIE. Uji kelayakan oleh ahli isi atau materi memperoleh persentase rata-rata sebesar 90,12% dan dikategorikan sangat layak karena memenuhi kriteria isi, pembelajaran, dan kebahasaan. Uji kelayakan oleh ahli media memperoleh persentase rata-rata sebesar 98,52% dan juga tergolong sangat layak karena memenuhi kriteria kualitas media, tampilan visual, dan penggunaan bahasa. Respon mahasiswa menunjukkan persentase kelayakan sebesar 95,85% yang termasuk kategori sangat layak berdasarkan aspek materi dan media. Berdasarkan temuan tersebut, dapat disimpulkan bahwa media pembelajaran video tutorial ini sangat layak digunakan dalam proses pembelajaran.

Kata kunci: pengembangan media pembelajaran, video tutorial, tata rias wajah khusus film, tokoh film Avatar

***DEVELOPMENT OF TUTORIAL VIDEO LEARNING MEDIA FOR
MAKEUP ARTISTRY SPECIALIZING IN FILM WITH THE IDEA SOURCE
FROM THE MOVIE AVATAR***

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Abstract

This study aims to describe the steps of developing video tutorial learning media for special film makeup with inspiration from the film Avatar using the ADDIE development model in the Family Welfare Education Study Programme at Ganesha University of Education. This research is a development research consisting of five stages, namely analysis, planning, development, implementation, and evaluation. Data collection techniques were conducted through interviews and questionnaires. The research subjects consisted of two content or material experts, two media experts, and twelve sixth-semester Beauty Concentration students as small group test respondents. The data were analysed qualitatively and quantitatively. The results showed that the video tutorial learning media was successfully developed through the stages in the ADDIE model. The feasibility test by content or material experts obtained an average percentage of 90.12% and was categorised as very feasible because it met the criteria of content, learning, and language. The feasibility test by media experts obtained an average percentage of 98.52% and was also classified as very feasible because it met the criteria for media quality, visual appearance, and language use. Student responses show a feasibility percentage of 95.85% which is included in the very feasible category based on material and media aspects. Based on these findings, it can be concluded that this video tutorial learning media is very feasible to use in the learning process.

Keywords: *instructional media development, tutorial video, special effects film makeup, Avatar movie character*