

PENGEMBANGAN MEDIA *FLIPBOOK* MATERI MENGHIDANGKAN *WINE* PADA MATA KULIAH *FOOD AND BEVERAGE SERVICE & BAR*

Oleh

Euginia Kewa Basablolon, NIM 2115011035
Jurusan Teknologi Industri

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan tahapan pengembangan media *flipbook* materi menghidangkan *wine* pada Mata Kuliah *food and beverage service & bar* dengan model 4D. Penelitian ini menggunakan metode *Research and Development*. Teknik pengumpulan data dilakukan melalui angket validasi dan dianalisis secara deskriptif kualitatif serta kuantitatif. Tahap *define*, diperoleh data mengenai kebutuhan pembelajaran, karakteristik mahasiswa, serta kendala yang muncul dalam proses pembelajaran materi penyajian *wine* pada Mata Kuliah *food and beverage service & bar*. Tahap *design*, dilakukan pengembangan rancangan media pembelajaran *flipbook* yang mencakup penetapan tujuan pembelajaran, penyusunan materi, pemilihan format tampilan, serta perancangan instrumen. Tahap *development*, menghasilkan media pembelajaran *flipbook* yang telah divalidasi oleh ahli materi, ahli media dan desain. Hasil validasi menunjukkan bahwa media pembelajaran *flipbook* yang dikembangkan memperoleh kategori “Sangat Layak”. Tahap *disseminate*, dilakukan penyebaran *flipbook* sebagai media pembelajaran pendukung dalam proses pembelajaran pada Mata Kuliah *food and beverage service & bar* kepada dosen pengampu dan mahasiswa. Hasil penelitian menunjukan bahwa *flipbook* yang dikembangkan layak digunakan sebagai media pembelajaran pada mata kuliah *food and beverage service & bar*.

Kata Kunci: Media Pembelajaran, *Flipbook*, Menghidangkan *Wine*, Model 4D

DEVELOPMENT OF FLIPBOOK MEDIA ON WINE SERVICE MATERIAL IN THE FOOD AND BEVERAGE SERVICE & BAR COURSE

By

Euginia Kewa Basablolon, NIM 2115011035
Jurusan Teknologi Industri

ABSTRACT

This study aims to describe the stages of developing flipbook learning media on wine service materials for the Food and Beverage Service & Bar course using the 4D development model. This research employs the Research and Development (R&D). Data were collected through validation questionnaires and analyzed using descriptive qualitative and quantitative techniques. In the define stage, data were obtained regarding learning needs, student characteristics, and constraints encountered in the learning process of wine service materials in the Food and Beverage Service & Bar course. In the design stage, the development of the flipbook learning media design was carried out, including the formulation of learning objectives, material organization, selection of display formats, and the design of research instruments. In the development stage, flipbook learning media validated by content experts, media experts, and design experts were produced. The validation results indicate that the developed flipbook learning media achieved a “Very Feasible” category. In the disseminate stage, the flipbook was distributed as a supporting learning medium in the learning process of the Food and Beverage Service & Bar course to lecturers and students. The results of the study show that the developed flipbook is feasible for use as a learning medium in the Food and Beverage Service & Bar course.

Keywords: Learning Media, Flipbook, Wine Serving, 4D model