

PENGEMBANGAN MEDIA PEMBELAJARAN VIDEO TUTORIAL TATA RIAS KARAKTER ORANG TUA PADA ELEMEN TATA RIAS WAJAH DI SMK N 1 AMLAPURA

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ABSTRAK

Penelitian ini bertujuan mendeskripsikan pengembangan media pembelajaran berupa video tutorial tata rias karakter orang tua pada elemen rias wajah di SMK Negeri 1 Amlapura. Metode yang digunakan adalah *Research and Development* (R&D) dengan model ADDIE yang mencakup tahap *Analyze*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Analisis data dilakukan secara kuantitatif dan kualitatif. Subjek penelitian terdiri atas dua ahli materi, dua ahli media, serta dua belas siswa pada uji coba kelompok kecil. Hasil dari penelitian ini adalah pengembangan media pembelajaran video tutorial tata rias karakter orang tua. Pada tahap *Analyze* menunjukkan perlunya media pembelajaran yang lebih menarik secara visual dan mampu menjelaskan langkah tata rias dengan jelas. Tahap *Design* menghasilkan storyboard, naskah, serta rancangan visual dan audio yang terstruktur. Pada tahap *Development*, video diproduksi dan divalidasi oleh para ahli. Validasi ahli materi memperoleh skor rata-rata 90,5% kategori Sangat Baik berdasarkan penilaian isi, kebahasaan, dan penyajian materi. Validasi ahli media memperoleh skor rata-rata 97,6% kategori Sangat Baik berdasarkan aspek desain tampilan, kegrafikan, audio, serta kemanfaatan media. Uji coba kelompok kecil menghasilkan skor 84,9% kategori Sangat Baik, menandakan video mudah dipahami dan layak digunakan. Tahap *Implementation* menunjukkan bahwa media dapat dimanfaatkan dalam pembelajaran kelas maupun secara mandiri melalui platform digital. Pada tahap *Evaluation*, video terbukti efektif meningkatkan pemahaman dan minat belajar siswa. Secara keseluruhan, video tutorial tata rias karakter orang tua dinyatakan valid, layak, dan efektif sebagai media pembelajaran di SMK Negeri 1 Amlapura.

Kata kunci: Video Tutorial, Tata Rias Karakter, Pengembangan Media, Model ADDIE

***DEVELOPMENT OF LEARNING MEDIA FOR VIDEO TUTORIALS ON
PARENT CHARACTER MAKEUP ELEMENTS IN FACIAL MAKEUP AT
SMK N 1 AMLAPURA***

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ABSTRACT

This research aims to describe the development of instructional media in the form of a video tutorial for elderly character makeup within the makeup artistry element at SMK Negeri 1 Amlapura. The method employed is Research and Development (R&D) using the ADDIE model, which includes the stages of Analyze, Design, Development, Implementation, and Evaluation. The research subjects consisted of two subject matter experts, two media experts, and twelve students for the small-group trial. Data in this study were analyzed using both quantitative and qualitative methods. The Analyze phase results indicated a need for instructional media that is more engaging, visual, and capable of clearly explaining makeup procedures. The Design phase produced a storyboard, script, and structured visual and audio designs. During the Development phase, the video tutorial was produced and validated by experts. Material expert validation achieved an average score of 90.5% (Excellent), while media expert validation achieved an average score of 97.6% (Excellent). The small-group trial yielded a score of 84.9% (Excellent), indicating that the media is easy to understand and feasible for use. The Implementation phase demonstrated that the video can be utilized for both classroom learning and independent study via digital platforms. In the Evaluation phase, the media was declared effective in supporting student comprehension and learning interest. Overall, the elderly character makeup video tutorial is declared valid, feasible, and effective as an instructional medium at SMK Negeri 1 Amlapura.

Keywords : Tutorial Video, Character Makeup, Media Development, ADDIE Model.