

**PENGEMBANGAN VIDEO TUTORIAL TATA RIAS PENGANTIN BALI
MADYA BADUNG SEBAGAI MEDIA PEMBELAJARAN
MATA KULIAH TATA RIAS PENGANTIN BALI**

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan; 1) langkah-langkah pengembangan video tutorial Tata Rias Pengantin Bali Madya Badung sebagai media pembelajaran Mata Kuliah Tata Rias Pengantin Bali, dan 2) kelayakan video tutorial Tata Rias Pengantin Bali Madya Badung sebagai media pembelajaran Mata Kuliah Tata Rias Pengantin Bali berdasarkan tanggapan para ahli. Penelitian ini menggunakan jenis penelitian *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap: *analyze, design, development, implementation, dan evaluation*. Subjek uji produk terdiri atas dua ahli materi dan dua ahli media, sedangkan uji coba kelompok kecil melibatkan enam mahasiswa Konsentrasi Tata Kecantikan yang telah menempuh Mata Kuliah Tata Rias Pengantin Bali. Data penelitian dianalisis menggunakan metode kualitatif dan kuantitatif dengan instrumen pengumpulan data berupa angket. Data kualitatif diperoleh dari saran dan masukan validator, sedangkan data kuantitatif diperoleh dari hasil penilaian menggunakan angket skala *Likert*. Hasil penelitian menunjukkan bahwa; 1) pengembangan video tutorial Tata Rias Pengantin Bali Madya Badung sebagai media pembelajaran Mata Kuliah Tata Rias Pengantin Bali dilaksanakan menggunakan model pengembangan ADDIE, yang terdiri dari lima tahapan, yaitu *analyze, design, development, implementation, dan evaluation*, dan 2) kelayakan video tutorial Tata Rias Pengantin Bali Madya Badung, melibatkan uji kelayakan oleh ahli materi memperoleh persentase sebesar 95,9% dengan kualifikasi sangat baik, ahli media memperoleh persentase sebesar 97,9% dengan kualifikasi sangat baik, dan uji coba kelompok kecil memperoleh persentase sebesar 93,8% dengan kualifikasi sangat baik. Berdasarkan hasil tersebut, video tutorial Tata Rias Pengantin Bali Madya Badung dinyatakan valid dan layak digunakan sebagai media pembelajaran pada Mata Kuliah Tata Rias Pengantin Bali.

Kata kunci: video tutorial, tata rias pengantin bali, tata rias pengantin bali madya badung, ADDIE

**DEVELOPMENT OF VIDEO TUTORIALS ON BALINESE BRIDAL
MAKEUP IN BADUNG AS A LEARNING MEDIUM FOR THE COURSE
ON BALINESE BRIDAL MAKEUP**

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ABSTRAK

This study aims to describe: 1) the steps in developing a video tutorial on Balinese Bridal Makeup in Madya Badung as a learning medium for the Balinese Bridal Makeup Course, and 2) the feasibility of the video tutorial on Balinese Bridal Makeup in Madya Badung as a learning medium for the Balinese Bridal Makeup Course based on expert responses. This research uses a Research and Development (R&D) type of research with the ADDIE model, which includes the following stages: analysis, design, development, implementation, and evaluation. The product test subjects consisted of two subject matter experts and two media experts, while the small group trial involved six students majoring in Beauty Care who had taken the Balinese Bridal Makeup Course. The research data was analyzed using qualitative and quantitative methods with data collection instruments in the form of questionnaires. Qualitative data was obtained from the suggestions and input of the validators, while quantitative data was obtained from the results of assessments using a Likert scale questionnaire. The results of the study show that: 1) the development of the Madya Badung Balinese Bridal Makeup tutorial video as a learning medium for the Balinese Bridal Makeup Course was carried out using the ADDIE development model, which consists of five stages, namely analyze, design, development, implementation, and evaluation, and 2) the feasibility of the Madya Badung Balinese Bridal Makeup tutorial video, involving a feasibility test by subject matter experts, obtained a percentage of 95.9% with a very good qualification, media experts obtained a percentage of 97.9% with a very good qualification, and a small group trial obtained a percentage of 93.8% with a very good qualification. Based on these results, the Bali Madya Badung Bridal Makeup video tutorial is declared valid and suitable for use as a learning medium in the Bali Bridal Makeup Course.

Keywords: video tutorial, Bali bridal makeup, Bali Madya Badung bridal makeup, ADDIE