

PENGEMBANGAN MEDIA PEMBELAJARAN PEMBUATAN PROPORSI TUBUH WANITA BERBASIS VIDEO ANIMASI UNTUK MAHASISWA TATA BUSANA

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ABSTRAK

Kurangnya media visual yang interaktif didalam perkuliahan Ilustrasi Busana menjadi latar belakang utama diadakannya penelitian ini. Tujuan dari penelitian ini adalah untuk menjelaskan proses pengembangan serta menguji kelayakan video animasi tentang pembuatan proporsi tubuh perempuan sebagai media ajar. Subjek uji coba terdiri dari dua orang ahli media, dua orang ahli materi, dan enam mahasiswa Tata Busana yang sudah menyelesaikan mata kuliah Ilustrasi Busana. Penelitian ini memakai pendekatan Research and Development (R&D) dengan model ADDIE yang meliputi lima fase: Analyze, Design, Development, Implementation, dan Evaluation. Data dikumpulkan melalui kuesioner yang menghasilkan informasi bersifat kualitatif dan kuantitatif. Hasil penelitian mengungkapkan bahwa di fase development, media tersebut dinilai sangat valid. Dari sisi ahli materi, rata-rata skor mencapai 96% berdasarkan aspek tujuan pembelajaran, cara penyampaian, kesesuaian materi, dan relevansi. Sementara itu, ahli media memberikan rata-rata skor 98% yang mencakup aspek tampilan, bahasa, tipografi, suara, kegunaan, dan teknis pemrograman. Uji coba di kelompok kecil menghasilkan rata-rata skor 98% yang dinilai dari segi isi materi, tampilan, kemudahan pemakaian, dan manfaat. Dengan demikian, bisa disimpulkan bahwa video animasi tentang pembuatan proporsi tubuh perempuan ini sangat layak dan untuk dijadikan media pembelajaran di mata kuliah Ilustrasi Busana di Prodi Tata Busana, Universitas Pendidikan Ganesha.

Kata kunci: *Media Pembelajaran, Video Animasi, Proporsi Tubuh Wanita, ADDIE, Tata Busana.*

DEVELOPMENT OF ANIMATED VIDEO-BASED LEARNING MEDIA FOR CREATION OF WOMEN'S BODY PROPORTIONS FOR FASHION DESIGN STUDENTS

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ABSTRACT

. This study aims to describe the development steps and to examine the quality of animated instructional video media on the topic of drawing female body proportions for students of the Fashion Design Study Program at Universitas Pendidikan Ganesha. The lack of dynamic visual media in the Fashion Illustration course served as the main background for conducting this research. The type of research employed is Research and Development (R&D), applying the ADDIE development model which consists of five systematic stages: Analyze, Design, Development, Implementation, and Evaluation. The research subjects involved 2 media experts, 2 material experts, and 6 Fashion Design students who had taken the Fashion Illustration course for small group trials. Data collection instruments used questionnaires that generated both qualitative and quantitative data. The results of the study show that at the development stage, the media was declared to be of very high quality based on expert validation. The assessment from material experts obtained an average score of 96%, reviewed from aspects of learning objectives, delivery, relevance, and material selection. The assessment from media experts obtained an average score of 98%, covering aspects of appearance, language, typography, audio, usefulness, and programming. Furthermore, the results of the small group trial obtained an average score of 98% based on aspects of material, appearance, operation, and usefulness. Based on these findings, it can be concluded that the animated video product for drawing female body proportions was declared to be of very high quality and appropriate for learning needs in the Fashion Illustration course.

Keywords: Learning Media, Animated Video, Women's Body Proportions, ADDIE, Fashion Design.