

**PENGEMBANGAN MEDIA PEMBELAJARAN BERBASIS
FLIPBOOK PADA MATA KULIAH *FLORIST* DI
UNIVERSITAS PENDIDIKAN GANESHA**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengembangkan media pembelajaran berbasis *flipbook* pada Mata Kuliah *Florist* di Universitas Pendidikan Ganesha dan (2) mengetahui tingkat validitas media yang dikembangkan. Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) dengan menggunakan model 4D yang meliputi tahap *define*, *design*, *develop*, dan *disseminate*. Subjek penelitian terdiri atas dua ahli materi dan dua ahli media yang berperan sebagai validator. Data dikumpulkan melalui lembar validasi menggunakan skala Likert, kemudian dianalisis secara kuantitatif untuk menentukan tingkat validitas media. Hasil penelitian menunjukkan bahwa (1) pengembangan media pembelajaran *flipbook* dilakukan secara sistematis melalui tahap analisis kebutuhan, perancangan produk, uji ahli dan penyebaran produk kepada dosen pengampu Mata Kuliah *Florist*. (2) hasil uji validitas menunjukkan bahwa media pembelajaran *flipbook* memperoleh persentase sebesar 100% dari ahli materi dan 100% dari ahli media dengan kategori sangat valid. Dengan demikian, media pembelajaran berbasis *flipbook* yang dikembangkan dinyatakan valid dan layak digunakan dalam pembelajaran pada Mata Kuliah *Florist* di Universitas Pendidikan Ganesha.

Kata kunci: pengembangan, media pembelajaran, *flipbook*, Mata Kuliah *Florist*.

**DEVELOPMENT OF FLIPBOOK-BASED LEARNING MEDIA
IN FLORISTRY COURSE AT GANESHA
UNIVERSITY OF EDUCATION**

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ABSTRACT

This study aimed to (1) develop a flipbook-based learning media for the Florist Course at Universitas Pendidikan Ganesha and (2) determine the validity level of the developed media. This study employed a Research and Development (R&D) method using the 4D model, which consists of the define, design, develop, and disseminate stages. The research subjects consisted of two material experts and two media experts who acted as validators. Data were collected through validation sheets using a Likert scale and were analyzed quantitatively to determine the validity level of the media. The results showed that (1) the development of the flipbook-based learning media was carried out systematically through the stages of needs analysis, product design, expert validation, and product dissemination to the lecturer of the Florist Course. (2) The validity test results indicated that the flipbook-based learning media obtained a score of 100% from material experts and 100% from media experts, which was categorized as highly valid. Therefore, the developed flipbook-based learning media was declared valid and feasible for use in the learning process of the Florist Course at Universitas Pendidikan Ganesha.

Keywords: development, learning media, flipbook, Florist Course.