

**PENGEMBANGAN MEDIA PEMBELAJARAN *FLIPBOOK* PADA
MATERI KONSEP DASAR *SUSTAINABLE TOURISM* DI PRODI
PENDIDIKAN KESEJAHTERAAN KELUARGA UNDIKSHA**

Oleh

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan: (1) tahapan pengembangan media pembelajaran *flipbook* pada materi Konsep Dasar *Sustainable Tourism* di Prodi Pendidikan Kesejahteraan Keluarga Undiksha dengan model 4D; (2) validitas media pembelajaran *flipbook* tersebut berdasarkan penilaian para ahli. Penelitian ini merupakan penelitian pengembangan (*Research and Development*) dengan menggunakan model pengembangan 4D (*Define, Design, Develop, Disseminate*). Subjek penelitian terdiri dari masing-masing 2 dosen ahli materi, desain pembelajaran, dan media dari Fakultas Teknik dan Kejuruan Universitas Pendidikan Ganesha. Instrumen yang digunakan berupa lembar kuesioner validasi dengan skala Likert 4 poin. Teknik analisis data yang digunakan adalah analisis deskriptif kuantitatif dengan menghitung persentase validitas dari setiap aspek penilaian. Hasil penelitian menunjukkan bahwa: (1) tahapan pengembangan media pembelajaran *flipbook* dilaksanakan melalui empat tahap, yaitu tahap pendefinisian (*define*) yang meliputi analisis awal, analisis peserta didik, analisis konsep, analisis tugas, dan perumusan tujuan pembelajaran; tahap perancangan (*design*) meliputi pemilihan media, pemilihan format, dan rancangan awal (pembuatan draft *flipbook* di Microsoft Word); tahap pengembangan (*develop*) melalui validasi ahli dan revisi; serta tahap penyebaran (*disseminate*) melalui tautan (*link*) kepada dosen dan mahasiswa. (2) Berdasarkan hasil validasi ahli, media pembelajaran *flipbook* yang dikembangkan dinyatakan sangat layak digunakan dengan rincian: validasi ahli materi memperoleh persentase 98% (kategori sangat valid), ahli desain pembelajaran 95% (kategori sangat valid), dan ahli media 94% (kategori sangat valid). Dengan demikian, media pembelajaran *flipbook* pada materi Konsep Dasar *Sustainable Tourism* yang dikembangkan dengan model 4D dinyatakan valid dan layak digunakan dalam proses pembelajaran di Prodi Pendidikan Kesejahteraan Keluarga Universitas Pendidikan Ganesha.

Kata kunci: *flipbook*, *Sustainable Tourism*, model 4D

**DEVELOPMENT OF A FLIPBOOK LEARNING MEDIA ON THE BASIC
CONCEPTS OF SUSTAINABLE TOURISM FOR THE FAMILY WELFARE
EDUCATION STUDY PROGRAM AT GANESHA UNIVERSITY
OF EDUCATION**

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ABSTRACT

This study aimed to describe: (1) the stages of developing a flipbook learning media on the Basic Concepts of Sustainable Tourism for the Family Welfare Education Study Program at Ganesha University of Education using the 4D development model; and (2) the validity of the developed flipbook learning media based on expert evaluations. This research employed a Research and Development (R&D) approach using the 4D development model, consisting of the Define, Design, Develop, and Disseminate stages. The research subjects comprised two subject matter experts, two instructional design experts, and two media experts from the Faculty of Engineering and Vocational Studies, Ganesha University of Education. The research instrument was a validation questionnaire using a four-point Likert scale. Data were analyzed using descriptive quantitative analysis by calculating the validity percentage for each evaluation aspect. The results indicated that: (1) the development of the flipbook learning media was carried out through four stages. The Define stage included front-end analysis, learner analysis, concept analysis, task analysis, and the formulation of learning objectives. The Design stage involved media selection, format selection, and the preparation of the initial prototype by developing the flipbook draft using Microsoft Word. The Develop stage consisted of expert validation and product revision, while the Disseminate stage involved distributing the flipbook through an online link to lecturers and students. (2) Based on the expert validation results, the developed flipbook learning media was categorized as highly feasible for implementation. The material experts awarded a validity score of 98% (very valid category), the instructional design experts gave a score of 95% (very valid category), and the media experts provided a score of 94% (very valid category). Therefore, the flipbook learning media on the Basic Concepts of Sustainable Tourism developed using the 4D model was considered valid and appropriate for use in the teaching and learning process in the Family Welfare Education Study Program at Ganesha University of Education.

Keywords: *flipbook learning media, Sustainable Tourism, 4D development model.*