

**PENGEMBANGAN MEDIA PEMBELAJARAN *FLIPBOOK* MATERI
SWEET BREAD PADA MATA KULIAH *BAKERY* DI PROGRAM STUDI
PENDIDIKAN VOKASIONAL SENI KULINER**

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ABSTRAK

Penelitian ini bertujuan untuk (1) Menganalisis proses pengembangan media pembelajaran *Flipbook* materi *Sweet Bread* pada mata kuliah *Bakery* di Program Studi Pendidikan Vokasional Seni Kuliner. (2) Menganalisis validitas pengembangan media pembelajaran *Flipbook* materi *Sweet Bread* pada mata kuliah *Bakery* di Program Studi Pendidikan Vokasional Seni Kuliner. Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) dengan menggunakan model *Four-D* yang meliputi tahap *Define*, *Design*, *Develop*, dan *Disseminate*. Teknik pengumpulan data dilakukan melalui penyebaran angket kepada ahli materi dan ahli desain media pembelajaran. Data dianalisis menggunakan pendekatan kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa proses pengembangan media pembelajaran telah dilaksanakan sesuai dengan tahapan model *Four-D*, yaitu (a) tahap *Define* dilakukan melalui analisis kebutuhan pembelajaran, (b) tahap *Design* berupa perancangan materi, perancangan desain *flipbook* serta perancangan ilustrasi dan ikon. (c) tahap *Develop* berupa pembuatan produk dan uji validitas oleh para ahli, serta (d) tahap *Disseminate* dilakukan penyebaran terbatas kepada dosen pengampu mata kuliah *Bakery* di Program Studi Pendidikan Vokasional Seni Kuliner. Hasil uji validitas menunjukkan bahwa media pembelajaran *Flipbook* memperoleh persentase sebesar 99,37% dari ahli materi dan 98,66% dari ahli desain media, yang keduanya termasuk dalam kategori “Sangat Valid”. Dengan demikian, media pembelajaran *Flipbook* materi *Sweet Bread* dinyatakan valid digunakan sebagai sumber belajar yang relevan untuk mendukung proses pembelajaran pada mata kuliah *Bakery*.

Kata Kunci: Media Pembelajaran, *Flipbook*, *Sweet Bread*, Model *Four-D*,

**DEVELOPMENT OF FLIPBOOK LEARNING MEDIA ON SWEET BREAD
MATERIAL IN THE BAKERY COURSE IN THE CULINARY ARTS
VOCATIONAL EDUCATION STUDY PROGRAM**

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ABSTRACT

This study aims to (1) analyze the process of developing Flipbook learning media for Sweet Bread in the Bakery course in the Culinary Arts Vocational Education Study Program. (2) analyze the validity of developing Flipbook learning media for Sweet Bread material in the Bakery course in the Culinary Arts Vocational Education Study Program. This study is a research and development (R&D) using the Four-D model which includes the Define, Design, Develop, and Disseminate stages. Data collection techniques were carried out through distributing questionnaires to material experts and learning media design experts. Data were analyzed using qualitative and quantitative approaches. The results of the study indicate that the learning media development process has been carried out in accordance with the stages of the Four-D model, namely (a) the Define stage is carried out through learning needs analysis, (b) the Design stage is in the form of material design, flipbook design design and illustration and icon design. (c) The Develop stage is in the form of product creation and validity testing by experts, and (d) the Disseminate stage is carried out by limited distribution to lecturers in charge of the Bakery course in the Culinary Arts Vocational Education Study Program. The validity test results show that the Flipbook learning media obtained a percentage of 99.37% from material experts and 98.66% from media design experts, both of which are included in the "Very Valid" category. Thus, the Flipbook learning media for Sweet Bread material is declared valid to be used as a relevant learning resource to support the learning process in the Bakery course.

Keywords: *Learning media, Flipbook, Sweet Bread, Four-D Model*