

**PENGEMBANGAN MEDIA AJAR VIDEO TUTORIAL
EYELASH EXTENSION TIPE *CLASSIC* PADA
KELAS XI DI SMK NEGERI 2 SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengembangkan media ajar berbasis video tutorial pada materi *Eyelash Extension* tipe *Classic* bagi peserta didik kelas XI SMK Negeri 2 Singaraja, (2) menganalisis tingkat kelayakan media berdasarkan penilaian ahli materi dan ahli media, serta (3) menganalisis respon peserta didik terhadap media yang dikembangkan. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *Analyze*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Subjek penelitian terdiri atas dua ahli materi, dua ahli media, dan 30 peserta didik kelas XI Program Keahlian Tata Kecantikan. Data dikumpulkan melalui angket penilaian ahli materi, ahli media, dan respon peserta didik, kemudian dianalisis secara deskriptif kuantitatif menggunakan persentase. Hasil penelitian menunjukkan bahwa media ajar berhasil dikembangkan sesuai tahapan ADDIE. Penilaian ahli materi memperoleh persentase 97,14% dengan kategori sangat layak, ahli media sebesar 95,88% dengan kategori sangat layak, dan respon peserta didik sebesar 91,11% dengan kategori sangat baik. Berdasarkan hasil tersebut, media ajar video tutorial *Eyelash Extension* tipe *Classic* dinyatakan sangat layak digunakan sebagai media pendukung pembelajaran praktik bagi peserta didik kelas XI SMK Negeri 2 Singaraja.

Kata kunci: media ajar, video tutorial, *Eyelash Extension*, ADDIE, tata kecantikan.

**DEVELOPMENT OF A TUTORIAL VIDEO LEARNING MEDIA FOR
CLASSIC EYELASH EXTENSION FOR GRADE XI STUDENTS AT SMK
NEGERI 2 SINGARAJA**

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ABSTRACT

This study aimed to (1) develop a tutorial video-based instructional media for the Classic Eyelash Extension material for Grade XI students at SMK Negeri 2 Singaraja, (2) analyze the feasibility of the media based on assessments by material and media experts, and (3) analyze students' responses to the developed media. This study employed a Research and Development (R&D) method using the ADDIE model, which consists of five stages: Analyze, Design, Development, Implementation, and Evaluation. The research subjects consisted of two material experts, two media experts, and 30 Grade XI students of the Beauty Skills Program. Data were collected through assessment questionnaires for material experts, media experts, and student responses, and were analyzed using descriptive quantitative analysis with percentages. The results showed that the instructional media was successfully developed according to the ADDIE stages. The material expert assessment obtained a percentage of 97.14%, categorized as highly feasible, while the media expert assessment obtained 95.88%, also categorized as highly feasible. Students' responses obtained a percentage of 91.11%, categorized as very good. Based on these results, the tutorial video-based instructional media for Classic Eyelash Extension was considered highly feasible for use as supporting media in practical learning for Grade XI students at SMK Negeri 2 Singaraja.

Keywords: learning media, tutorial video, classic Eyelash Extension, ADDIE, beauty education.