PENGEMBANGAN MEDIA PEMBELAJARAN VIDEO TUTORIAL TATA RIAS PENGANTIN AGUNG LAKI-LAKI KHAS GAYA BADUNG

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ABSTRAK

Tujuan studi ini yaitu guna mendeskripsikan: 1) Pengembangan bahan ajar belajar berbasis video pembelajaran mengenai tutorial tata rias pengantin agung laki-laki khas gaya Badung, 2) kesesuaian bahan ajar berbasis video pembelajaran untuk Mata Kuliah Tata Rias Pengantin Bali dalam Program Studi Pendidikan Kesejahteraan Keluarga. Studi ini menggunakan metode penelitian R&D (*Research & Development*) dengan model pengembangan 4D. Pengumpulan data dilakukan dengan wawancara serta kuesioner. Analaisis lapangan dolakukan guna pengembangan produk yang sesuai dengan situasi saat ini. Subjek penelitian melibatkan dua ahli materi dan dua ahli media. Kemudian data akan dianalisis menggunakan metode kualitatif dan kuantitatif. Hasil studi menunjukkan kesimpulan, 1) menggunakan model 4D yang meliputi empat tahap *Define, Design, Develop,* dan *Disseminate*, 2) Dalam uji validitas dilakukan oleh para ahli materi/isi, memberikan skor rata-rata 97,17%, sedangkan ahli media memberikan skor rata-rata 97,31% serta uji coba kelompok kecil dengan rerata 92%. Dari ketiga uji tersebut dikaterogikan"sangat baik". Kesimpulannya, metode pembelajaran yang didasari video tutorial ini dikategorikan sangat valid untuk digunakan dalam proses pembelajaran.

Kata kunci: pengembangan; media pembelajaran; video tutorial; dan tata rias pengantin agung laki-laki khas gaya badung.

DEVELOPMENT OF LEARNING MEDIA VIDEO TUTORIALS FOR THE BRIDAL GROOM TYPICAL OF BADUNG STYLE

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ABSTRACT

The purpose of this study is to describe: 1) The development of learning video-based teaching materials regarding the Badung style bridal makeup tutorial, 2) the suitability of learning video-based teaching materials for the Balinese Bridal Makeup Course in the Family Welfare Education Study Program. This study uses the R&D (*Research & Development) research method* with a 4D development model. Data collection was carried out by interviews and questionnaires. Field analysis was carried out to develop products that are suitable for the current situation. The research subject involved two material experts and two media experts. Then the data will be analyzed using qualitative and quantitative methods. The results of the study show conclusions, 1) using a 4D model which includes four stages *of Define, Design, Develop,* and *Disseminate*, 2) In the validity test, it was carried out by material/content experts, giving an average score of 97.17%, while media experts gave an average score of 97.31% and small group trials with an average of 92%. Of the three tests, they were categorized as "very good". In conclusion, the learning method based on this video tutorial is categorized as very valid to be used in the learning process.

Keywords: development; learning media; video tutorials; and groom makeup typical of badung style.