

The Development of a Learning Tutorial Media Video in Making Sambiloto Masks with a Mixture of Rice Flour in Traditional Cosmetics Subjects

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This research is to create tutorial media video in making a Sambiloto mask with a mixture of rice flour in traditional cosmetics subject. This is because students have a problem that they are less motivated in making natural masks and making packaging so that there is a need to renew this using learning media in media tutorial. Media in teaching learning processes can create the desire and stimulation of student learning activities. Methodology of this research is Research and Development (R&D) model of ADDIE. Based on the results of research, the development of a video tutorial on making Sambiloto masks with a mixture of rice flour has been suitable as a learning medium. Data obtained based on the results of the feasibility test by material experts obtained a value with a percentage of 92%, the results of the feasibility test by media experts obtained a value with a percentage of 96%, and the results of the feasibility test by users get a value with a percentage of 87%. Overall, the data produced shows that the eligibility criteria for video tutorials as a learning media for making Sambiloto masks with a mixture of rice flour in



traditional cosmetics courses has fulfilled various characteristics of very good media or are very suitable to be used as learning media for traditional cosmetics courses.

Keywords: The learning, Media Development, Tutorial Video, Sambiloto Mask with the Mixture of rice flour, Traditional cosmetics

1. Introduction

Education has a planned effort in order to realise the participants of education in developing self- potential and improving the quality of life that needs to be supported by science and technology. At the level of education in higher education this becomes the main achievement for graduates so that they become productive people. The cosmetology department, in the Faculty of Engineering, Jakarta State University, is one of the places for educational organisers oriented to improve the quality of students to become graduates who have knowledge, competency and enrich science and technology related to beauty knowledge obtained through the learning process.

Sharon in his book “Learning is the development of new knowledge, skills, or attitudes as an individual interacts with information and the environment” (Sharon & Russell, 2005:6). Learning is an effort to develop one's knowledge, attitudes and skills, learning to add information in the learning environment. In all education, implementation is the success or failure of achieving educational goals is very dependent on the learning process experienced by a person.

In the Cosmetology department, there are traditional cosmetics courses where one of the subjects is mask making. In this study, students are required to be able to create traditional cosmetics that are beneficial to body beauty and then, the products are packaged with attractive packaging. The learning achievement is that students have knowledge about traditional cosmetics and their benefits for face beauty, and students are also required to have the skills to make traditional cosmetics masks. Traditional cosmetics that are made, namely cosmetics from natural ingredients that have been investigated for their properties, have properties in beauty



treatments. One of the traditional cosmetics products made in this study is a face mask from natural ingredients. Sambiloto leaf contains active ingredients flavonoids, saponin, ketones, vitamin C and aldehydes which are believed to function to cleanse the skin and treat acne on the face. Sambiloto leaves will function optimally if mixed with rice flour which is then processed into a mask. Facial masks are generally useful for tightening facial skin, repairing skin cells that are still active, removing impurities and providing nutrients. The learning of making traditional cosmetics masks is done by lecturers as educators by applying conventional learning methods namely lectures and direct demonstrations so that this becomes an obstacle in delivering learning messages.

The problem above is one of an obstacle that be found in the learning process. Besides that, based on the researchers' initial observations, students stated that the lack of supporting media in learning to make masks, so students are less motivated in making natural masks and making interesting packaging so that there is a need to improve the quality of learning and apply renewal in using learning media through the media tutorial.

Such renewal can be realised through the development of learning media by using technology, in line with the progress of the Industrial Era 4.0 that the development of science and technology in the world of education must be applied to deliver learning messages using more modern and interesting media. Media as an intermediary or messenger of messages from the teachers to the recipient of the message, using the media in the learning process will help teachers to make learning effective. The instructional media here acts as a tool in teaching, so that in the learning process information can be conveyed more easily and precisely.

The usage of media in teaching can create the desires and stimuli of learning activities. “In addition, students can use the video tutorials again at a later time to refresh their knowledge, students with high prior knowledge can skip certain content and thereby acquire new knowledge more efficiently” (qip-journal.eu/article).

Media is an intermediary tool to convey learning messages so that students can more easily be accepted. Some media just needs to be utilised (by utilisation) and some media are self-

developed (by design). Media by design, namely media that is specifically designed according to learning needs, in order to achieve goals. Whereas media by utilisation, is existing media that is used by schools to support the implementation of the learning process (Kustandi & Sutjipto, 2013: 113).

Learning media in the mask making subject of traditional cosmetics developed in this research is in the form of video tutorials, videos that contain sound and moving images that are based on guided programs. Video is a system that is used as a playback device (playback) of a recording program consisting of a video tape recorder, video cassette, and monitor screen which are images with moving objects, live images that clearly describe the way or event (Arsyad, 2007: 48). Video tutorials are very helpful to the delivery of material because they can record, process, and rearrange moving images by displaying videos containing the process of making the natural mask, starting from how to prepare materials and tools, how to process and package. This developed learning media emphasises the progress of science and technology, especially in the Industrial Era 4.0, so that renewals in learning can be applied in the classroom to deliver materials, especially in learning to make masks in traditional cosmetics courses.

2. Methodology

Methodology in this research is Research and Development (R&D) to create a product which is tutorial media video in making Sambiloto masks with a mixture of rice flour in traditional cosmetics subject. This research is known by the terminology of research and development (R&D) to be one type of research that is quite widely used by educational practitioners. Research and development is the process of developing and validating educational products (Vienna, 2015: 129).

The development of this learning media uses the development model of ADDIE which is written down in I Made Tegeh, (2014). This development of research activities begins with the stages: 1) Analysis, 2) Design, 3) Development (Development), 4) Implementation (Submission of Material), and, 5) Evaluation. Product trials are conducted on 20 students of makeup. The learning video media is validated by material experts, media experts, and female

students as users. The assessment is carried out to determine the feasibility of video media. The product targets are video learning tutorials aimed at students in the makeup study program of traditional cosmetics courses.

Instruments that are used in this research, namely instruments used to measure the validity of products in the form of learning videos and instruments, are used to measure the validity of instructional videos. The researchers use the assessment sheet instruments in the form of material quality, instructional quality and technical quality that will be given to material experts and for media experts where there are two aspects of assessment, namely instructional quality and technical quality. Whereas for students there are three aspects namely material quality, instructional quality and technical quality.

The step of product design uses the Baker & Schultz development model. This development model is used as a development reference for making video learning tutorials on making Sambiloto masks with rice flour mixture in traditional cosmetics courses.

Technique of data collection that can be used in this research is namely the distribution of closed questionnaires where the data analysis technique used in this study was quantitative. Statistical Data is analysed from the results of questionnaires are presented in the form of percent (%).

The formula of calculation that be used as follows:

$P = (\text{Score of Data Collecting}) / (\text{Ideal Score}) \times 100$ Description.

P= Number of responses (percentage).

Data Collecting Score = Total of Respondent Assessment Score.

Ideal Score = The highest score for every item of X total of respondents X total of item.

3. Research Results and Discussion

Media in the form of a tutorial video to make a Sambiloto mask with a mixture of rice flour in traditional cosmetics subjects is based on the need for learning media by university students. This study went through several procedures or stages in accordance with the ADDIE model.

The following are the development steps undertaken to produce a media tutorial on making a Sambiloto mask with a mixture of rice flour in traditional cosmetics courses, the stages of the ADDIE model research:

1. Analysis: conducted to identify the problems and needs of students, find out material that is suitable with the media developed, and find out the opinions of students about the development of instructional video media tutorials on making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses.
2. Design Step: conducted to design product designs media tutorials on making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses and design validation conducted by media experts, then revised the products.
3. Development i.e. researchers conducted and realised the design of the product in making media video tutorials for making Sambiloto masks with a mixture of rice flour. The first step with pre-production preparation is designing the layout and decorating the location of the shooting that will be used before starting video making, the next stage is making video, the final shooting process post-production by editing the video that has been made, giving narrator sound and music into the video.
4. Implementation namely at this stage, applying learning video media and testing its validity to material experts and media experts before being tested on users (female students). Material validation aims to obtain input as product revision material, especially in the media section. The stages in product validation developed include:
 - a. Material Validity conducted to one traditional cosmetics lecturer.
 - b. A limited trial involving students was taken by 3 respondents.
 - c. Field test involving 20 cosmetology student respondents.
5. Evaluation namely the stage of calculating grades or scores from material experts, media and users (college students) this calculation is done to find out the feasibility of the media video learning for making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses and used as an alternative medium for learning.

The feasibility of product be done by some tests namely:

1. Limited Trial

a. Step 1 Product internal trial

Internal testing is carried out to test product designs and products that have been developed. At this stage the researcher will test the video media product for learning how to make a Sambiloto mask with a mixture of rice flour to 1 panelist material expert, 1 panelist media expert and a cosmetology student program with a limited amount of three to panelists who are used as analysis material for the revision of instructional video media, so that after the revision can be more feasible.

b. Step 1 Product External trial

After the product design is made into a media video tutorial product, the product is tested for effectiveness and efficiency by external testing. An external testing video tutorial for learning how to make a Sambiloto mask with a mixture of rice flour is tested on three female students of the Cosmetology department who were taking a course in traditional cosmetics.

c. Revision of Product 1

Products that have been developed certainly still have shortcomings, so some revisions were made in the tutorial media video for making Sambiloto mask with a mixture of rice flour.

2. Main Field Trial

a. Step 2 Product internal trial

Step 2 product internal testing is a feasibility test for instructional media video products that have been revised based on input from experts. In the internal phase, two product tests were conducted on material experts and media experts.

b. Step 2 Product External Trial

In the previous stage, the product of one external test was conducted on a limited number of users, namely three female cosmetology students who were taking traditional cosmetics courses. In the next stage after the product was revised, an external test was carried out again, namely the use of instructional media video tutorial with a larger number of 20 students

3. Product Effectivity (Through the Trial)

This study only tested the feasibility of a video tutorial for learning how to make Sambiloto mask with a mixture of rice flour in traditional cosmetics courses.

From the results of the trial, the first step points out the value with a percentage of 89% by material experts, a percentage of 86% by media experts and female students with a limited number of three female students showing value with a percentage of 81%. So, it can be concluded that the instructional video media is very feasible and effective to be used as learning media on mask-making material.

After the researcher completed the revision in learning media video, the trial showed the results of the value with a percentage of 92% by material experts, a percentage of 96% by media experts and students with a limited number of 20 students showing a percentage value = 87%. So, it can be concluded that the instructional media video is very feasible and effective to be used as a learning media on the material for making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses. Thus, it is hoped that learning media video which has been considered very feasible can help the effectiveness of teachers on the material creation mask. Percentage of feasibility results of instructional media video from the following graph.

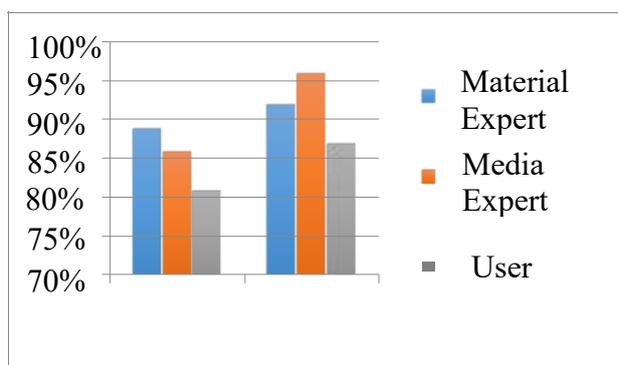


Figure 4.1 percentage of feasibility results for stage 1 and stage 2 video media

The assessment by the material expert, from the material sector that be tested by panelists showed progressive results after the revised learning media. The first test results received a

feasibility score with a percentage of 89% to 92% which is expected to be 100% and the final results show the achievement of the feasibility of all aspects of the indicator that is with a maximum assessment of 100% namely the value of all panelists' answers at a maximum of 5 categories is very feasible. Based on these results, it can be concluded that the media video tutorial for making Sambiloto masks with a mixture of rice flour has been very feasible and can be used as an alternative to learning traditional cosmetics because the material presented in the instructional video media is suitable for learning objectives.

The assessment of material expert is in terms of the assessment of the feasibility of the media tested by the panelists showed progressive results after the revised learning media video. The first test results obtained a worthiness with a percentage of 86% to 96% expected to be 100% and the final results indicate the achievement of the feasibility of all aspects of the indicator that is with a maximum rating of 100% is the value of all panelists' answers to a maximum of five categories is very feasible. Based on these results it can be concluded that the learning media video for making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses has been very feasible and can be used as an alternative learning method because the media displayed is in accordance with good learning video media indicators.

The assessment of user is student, based on the assessment of 20 students who uses video tutorials on making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses, the feasibility of the media after revision shows very progressive or increasing results. The results of the first feasibility test of learning video media scored with a presentation of between 81% to 87%.

4. Conclusion

The results of research state that learning tutorial media video in making a Sambiloto mask with a mixture of rice flour in traditional cosmetics subject has become a suitable learning medium. This is supported based on the results of the feasibility test conducted by material experts with a percentage



feasibility of 92%, the results of the feasibility test by media experts with a percentage of 96%, and the results of the test by students with a percentage of 87%, with the highest expected eligibility results are 100%. Thus, the learning media for making Sambiloto masks with a mixture of rice flour in traditional cosmetics courses has fulfilled various aspects of the characteristics of learning media and is considered as an excellent or very feasible way to be an alternative source of learning.

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