

## ABSTRAK

**Nidya Inten Daniswara.** Skripsi: Pengembangan Media Video Tutorial *French Manicure* Berbasis *YouTube* pada Mata Kuliah Perawatan Tangan dan Kaki Program Studi Pendidikan Tata Rias, Fakultas Teknik, Universitas Negeri Jakarta. 2021. Dosen Pembimbing: Nurul Hidayah dan Dwi Atmanto.

Media yang sebelumnya digunakan dalam proses pembelajaran kurang variatif sehingga mahasiswa membutuhkan media video tutorial sebagai media belajar di dalam kelas maupun media belajar mandiri. Penelitian ini dilakukan untuk mengembangkan media pembelajaran berupa video tutorial berbasis *youtube* pada kompetensi perawatan tangan *french manicure*. Penelitian ini merupakan penelitian *Research and Development* (R & D). Model penelitian yang digunakan adalah model ADDIE yang melalui 5 tahapan yaitu: (*Analysis – Design – Develop – Implementation – Evaluation*). Penelitian ini menghasilkan produk berupa video tutorial Perawatan Tangan *French Manicure* pada mata kuliah Perawatan Tangan dan Kaki di Program Studi Pendidikan Tata Rias Universitas Negeri Jakarta. Media Video Tutorial divalidasi oleh ahli media, ahli materi, ahli bahasa, dan mahasiswa. Berdasarkan hasil uji kelayakan yang dilakukan oleh para ahli, didapatkan hasil penilaian dari ahli media dengan persentase sebesar 96%, hasil penilaian dari ahli materi mendapatkan persentasi nilai sebesar 96,2%, hasil penilaian ahli bahasa mendapatkan persentasi nilai sebesar 96,7% yang hasil penilaian ketiganya dikategorikan “Sangat Valid”. Uji coba terbatas pada penelitian ini dilakukan kepada 4 mahasiswa dengan hasil persentase nilai sebesar 91% dan uji coba lapangan yang dilakukan kepada 35 mahasiswa dengan hasil persentase nilai sebesar 86,5% yang keduanya dikategorikan “Sangat Praktis” sehingga dapat dinyatakan bahwa media pembelajaran video tutorial Perawatan Tangan *French Manicure* telah mencapai kriteria media pembelajaran yang sangat praktis dan dapat digunakan sebagai media pembelajaran alternatif bagi mahasiswa tata rias.

**Kata Kunci:** Media Pembelajaran, Video Tutorial Berbasis *YouTube*, Perawatan Tangan *French Manicure*.

## ABSTRACT

**Nidya Inten Daniswara.** *Thesis: Development of Tutorial Video Media YouTube based for French Manicure hand and nail care on Hand and Foot Care Courses for Make-up Education Study Program, Faculty of Engineering, Jakarta State University. 2021. Supervisor: Nurul Hidayah and Dwi Atmanto.*

*The learning media which was used before is less varied so the students need a tutorial video media as a medium for learning process in the classroom or independent learning. This research was conducted to develop an instructional media on french manicure hand and nail care in the form of youtube based tutorial video. This research is a Research and Development (R & D) research. The research model used in this research is ADDIE model which goes through 5 stages, namely: (Analysis – Design – Develop – Implementation – Evaluation). This research resulted in a product in the form of youtube based tutorial video media for french manicure hand and nail care on Hand and Foot Care Courses for Make-up Education Study Program, Faculty of Engineering, Jakarta State University. Tutorial video media are validated by media expert, material expert, language expert, and students. Based on the result of the feasibility test conducted by the experts, the result of the assessment were obtained from media expert with a percentage of 96%, the result of the assessment were obtained from material expert with a percentage of 96,2%, the result of the assessment were obtained from language expert with a percentage of 96,9%, which the total result of assessment was categorized as “Very Valid”. Limited trials in this research were conducted on 4 students with a percentage of 91% and field trials were carried out on 35 students with a percentage of 86,5% both result was categorized as “Very Practical” so that it can be stated that the tutorial video media youtube based for french manicure hand and nail care has reached the criteria for very practical learning media and it can be used as an alternatice learning medium in the classroom or independent learning for make-up students.*

**Keyword:** *Learning Media, Youtube Based Tutorial Video, French Manicure Hand and Nail care.*