

PENGEMBANGAN FILM PENDEK MENGENAI BENTUK-BENTUK STEREOTIPE DAN CARA MENGATASI STEREOTIPE WANITA KARIER

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ABSTRAK

Penelitian ini bertujuan untuk menghasilkan film pendek sebagai media pembelajaran mengenai bentuk-bentuk stereotipe dan cara mengatasi stereotipe wanita karier. Sampel dalam penelitian ini adalah 39 orang peserta didik kelas XII Jurusan Multimedia SMK Muhammadiyah 15 Jakarta. Pengambilan sampel menggunakan teknik sampel jenuh. Metode yang digunakan adalah R&D (*Research and Development*) dengan model ADDIE (*Analyze, Design, Develop, Implement, and Evaluate*). Pengumpulan data dilakukan dengan menggunakan angket asesmen kebutuhan. Penilaian dilakukan oleh validator ahli media dengan hasil persentase 80% (sangat), validator ahli materi dengan hasil persentase 78% (layak), dan peserta didik dengan hasil persentase 81,67% (sangat layak). Film berisi tentang deifinisi stereotipe, bentuk-bentuk stereotipe, faktor penyebab stereotipe, dampak stereotipe, dan cara mengatasi stereotipe wanita karier.

Kata Kunci: Pengembangan, ADDIE, Karier, Bentuk-bentuk stereotipe, Cara mengatasi stereotipe

**SHORT MOVIE DEVELOPMENT ABOUT STEREOTYPES AND HOW TO
DEAL WITH THE ACTUAL FEMALE IDEAS OF MUSLIMS**

(2020)

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ABSTRACT

The following research intends to produce Short films are education on stereotypes and how to deal with the actual female ideas of Muslims. Sample used in this research consist of 39 Multimedia students in twelfth grade from Muhammadiyah 15 Jakarta Vocational High School. Saturated sampling method is applied to collect the sample. The research conducts R&D (Research and Development) method with ADDIE (Analyze, Design, Develop, Implement, and Evaluate) model. In order to collect data, need assesment is conducted. The assessment was carried out by a media expert validator with a percentage of 80% (feasible), content expert validator with a percentage of 78% (feasible), and students with a percentage of 81,67% (very feasible). The film includes the definition of a strapstick, stereotype form, factors in the strip, trichotomous influence, and ways to deal with the actual of Muslim professional women.

Keywords: Development, ADDIE Model, stereotypes, how to deal with the actual stereotype