

Feasibility of Learning Media Video Tutorial Bali Bun Modification using Crimping Iron Tools

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Abstract

Learning videos are a form of digital media that displays a combination of audio and visual, which aims to convey learning materials such as concepts, principles, procedures, and theories of knowledge. The goal is to facilitate the understanding of learning material for students, so that they can master the material better. This study aims to evaluate the level of effectiveness of learning videos in teaching the process of making shapes. This study used a pre-experimental method with a one-shot case study design. Data were collected through interviews, literature studies, and questionnaire dissemination. The research was conducted at Semarang State University, especially at the Faculty of Engineering, Beauty Education Study Program, in the even semester of the 2022/2023 academic year, involving 74 students from the class of 2022. The results showed that learning videos were considered very feasible in terms of material, with an average score of 3.55, and Highly favourable in terms of media, with an average score of 3.52. Based on these results, it is concluded that learning videos can be effectively applied in teaching material about the process of making modified Balinese buns using Crimping Iron.

Keywords: Video Tutorial, Bali Bun Modification, Crimping Iron

INTRODUCTION

Developments in the beauty industry continue to take place rapidly over time, in line with advances in the world of makeup and community culture. Styling hair has become a very important part of the modern lifestyle. Arranging hairstyles is one way to enhance one's appearance by considering various factors such as face shape, age, time, and occasion. In the context of hairdressing, the use of a bun becomes one of the main elements that can professionally enhance facial beauty and increase self-confidence.

In the beauty industry, the evolution of hairdressing today emphasizes the ability to generate new innovations, although the basic principles of various previous techniques remain the foundation for various models created. The impact of this development is hair styling that looks more modern. The arrangement of the traditional bun has also undergone a significant transformation, especially in the traditional Balinese bun. In the past, this style of bun was very classic, but now it has undergone various modifications, including in certain parts of the bun itself, with various techniques used. Each region and stage of marriage in Bali has unique characteristics and differences in their traditional bun arrangement.

Traditional Balinese buns are in demand by Balinese people and even outside Bali. This happens because of innovations in bun making techniques, which give a more up-to-date impression and save time. This change poses a challenge for hairdressing experts who must adapt their techniques with the help of digital technology. Digital technology plays an important role in creating more modern beauty trends, replacing old methods with more up-to-date trends.

Media as a tool that has a purpose to convey messages during the learning process. The purpose of using this media is to facilitate the learning process in the classroom, increase efficiency, and provide support to learning participants during the learning process (Astuti: 2017. Ardiyansyah: 2020. Nurhayati: 2018). Video as a learning tool is a medium that combines audio and visual elements to convey learning messages, including concepts, principles, procedures, and application theories that aim to facilitate understanding of a subject matter (Nurhayati:2022). In the process of making videos, information can be conveyed through various elements such as shooting, graphics, animation, narration, and text. This enables effective delivery of information to the audience.

The quality of a good video must pay attention to several aspects, including accuracy in presenting the material, appropriate delivery techniques, video production with the best quality, and understanding of the

latest developments in video making. Video brings a new dimension to learning resources, as some individuals may struggle to understand the material using printed or audio teaching materials alone. With video, they can combine visual and audio elements, which can improve their understanding. One form of content in videos is tutorials.

Tutorials act as guides or directions that guide individuals to do or create something in detail and systematically. Video tutorials consist of a series of moving images with audio, sound, and special effects, guided by an instructor who explains the material or message to be conveyed. A tutorial video is a visual representation of a series of life events delivered by an instructor. This video tutorial contains learning messages that aim to help understanding certain learning materials. The video tutorial is used as a guide or teaching material to a relatively small group of learners (Aria:2013). Video tutorials are designed in an interesting style to make it easier to understand the video content.

With the development of digital technology, various tutorials have been available to explain how to decorate hair more simply and easily understood. Nowadays, everyone can easily search for learning resources and references through the platform of their choice. Video tutorials are one form of audio-visual media that is very useful as a complement to the learning process. Videos are becoming very popular among different ages and genders. The appeal of this tutorial video is due to the audience's ability to follow the steps of hair styling techniques directly according to the guidelines provided.

Video media has a variety of functions that support the learning process. Some of the advantages of video media include its ability to convey messages evenly to individuals, good ability to explain processes, overcome space and time constraints, provide aspects of realism, and allow repetition or delay as needed, which in turn can have a significant influence on individual attitudes (Rusman: 2012). The use of video media can produce various positive impacts on individuals, such as stimulating knowledge, practicing logical and analytical thinking skills, increasing creativity, effectiveness, and sharpening imagination. In addition, the use of video media can also make the learning process more enjoyable.

In this study, the author aims to create a work entitled "Feasibility of Learning Media Video Tutorial Bali Bun Modification using Crimping Iron Tools." In this study, a video tutorial was presented on bun modification techniques in Balinese buns.

The purpose of this study is to make it easier for Semarang State University Beauty Education students and the public to get references and learning resources on how to modify a Balinese bun. This video tutorial is arranged in detail without reducing the substance, so that students can understand each step explained clearly. The tutorial video is set to 15 minutes to keep viewers engaged and not bored. The process of creating this tutorial video follows established standards, and once it has been produced, it will be tested and published.

From the context that has been described, the author identifies the main problem to be discussed, namely "Does making a video tutorial on modifying Balinese buns using a crimping iron have feasibility as a learning medium?" The purpose of compiling this scientific paper is to produce a quality video tutorial on modifying Balinese buns with the use of crimping iron, so that the video deserves to be disseminated to the public. Through this scientific work, it is hoped that there will be a contribution in expanding knowledge and inspiring innovation for writers, readers, and the public related to the modification of Balinese buns with the help of crimping iron.

METHOD

The type of research applied is pre-experimentation using a single case study design. A one-shot case study is an experimental design in which a treatment is given only once to a group, and then an assessment test is carried out to draw conclusions from the results (Nuryakin: 2021. Atminingsih: 2019). This research was conducted at Semarang State University at the Faculty of Engineering, Beauty Education Study Program. The research subjects consisted of students of class 2022 from 2 rombel with the number of students of the UNNES Beauty Education Study Program. The research design consists of several stages:

1. Preparatory Stage

The steps applied to develop and design the learning tools to be used include:

- a. Drafting a research proposal,
- b. Observations were made in the UNNES Beauty Education Study Program, while interviews were conducted with lecturers who teach about traditional buns to find out the implementation of the learning process in class,
- c. Choosing the elements and learning media to be used,
- d. Prepare learning modules, organize learning materials, summarize them, compile student activity sheets, and prepare media such as learning videos,
- e. Designing research instruments including feasibility test sheets, student learning outcomes tests,

- and student response questionnaires,
- f. Conduct due diligence on learning videos,
- g. Revise learning videos based on suggestions from validators.

2. Implementation stage

The implementation stage of the plan is to apply video as a learning tool for form making material, using a Project Based Learning approach. The steps taken at this stage include:

- a. Stage 1: Establish Basic questions,
- b. Stage 2: Designing a product plan,
- c. Stage 3: Set the creation schedule,
- d. Stage 4: Monitor student and project progress,
- e. Stage 5: Testing the results,
- f. Stage 6: Evaluate the learning experience

3. Analysis Phase

The activities carried out at this stage are evaluating data from the level of feasibility, student responses, and student learning outcomes to the use of video as a learning medium for shape-making materials.

The data analysis technique used to evaluate the material and media feasibility assessment questionnaire is a descriptive analysis method. The value of student learning outcomes, which has a range of 0-4, is then categorized (Widoyoko:2015, Nurlaelah:2023) as follows:

Average Score	Classification
>3.25 to 4.00	Highly favourable
>2.50 to 3.25	Favourable
>1.75 to 2.50	Not Favourable
>1.00 to 1.75	Highly non-favourable

RESULT AND DISCUSSION

Feasibility tests are carried out to evaluate the quality of learning media to be applied. The research was conducted in the UNNES Beauty Education Study Program on 74 students of the class of 2022. The assessment of the level of feasibility by material experts is used to assess the suitability of the material made to the established criteria (Yuwanita: 2016). The results of due diligence by material experts can be seen in the following diagram:

Results of the Validator's Assessment on the Feasibility Level of the Material

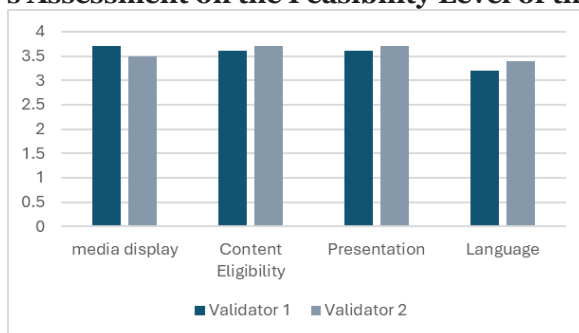


Figure 1. Results of the Validator's Assessment on the Feasibility Level of the Material

Based on diagram 1, the feasibility of the material reached an average score of 3.55. Based on the table of feasibility test level criteria, the results show that video as a learning medium meets the criteria of Highly favorable.

Eligibility assessments by video media experts are used to evaluate the suitability of media created to established criteria (Depdiknas: 2008, Siahaan: 2022), resulting in the results described in the following diagram:

Results of the Validator Assessment on Media Eligibility Level

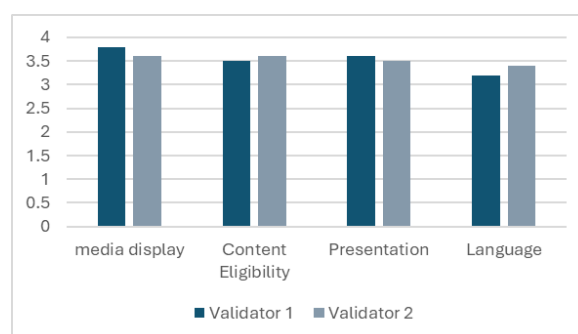


Figure 2. Results of Validator Assessment on Media Eligibility Level

Based on diagram 2, media eligibility has an average score of 3.52. Based on the eligibility level criteria table, the results show that the media meets the Highly favourable criteria.

From the results of the validation of the two aspects of the feasibility of learning videos that have been assessed, it can be concluded that the video is feasible to use with the following feasibility levels:

Table 2. Kalayakan Level Results

Aspects	Average	Category
Material	3.55	Highly favourable
Media	3.52	Highly favourable
Average	3.53	Highly favourable

A learning video media about the process of making shapes has been evaluated by four experts consisting of two beauty education lecturers as material experts and two PKK lecturers who are experienced in making learning media as media experts. The results of due diligence from experts show that the video meets the standards for use in the learning process, both in terms of validity and suitability with the curriculum and material taught in schools.

Opinions from several sources, including Arsyad (2015), Yuwanita (2016), Handayani (2018), and the Ministry of National Education (2008), underline that a learning video must be in accordance with the curriculum, material taught in schools, and pay attention to the needs of appropriate learning media. The video must also be able to increase students' understanding of the material presented.

Thus, based on the results of the evaluation and the opinions of these experts, it can be concluded that the learning video about the process of making shapes has met the necessary criteria and is suitable for use as a learning medium.

"Regional bun" is a phrase that refers to a particular style and shape in hair styling that gives a special identity to a particular individual, group of individuals, tribe, or nation. This style of hair styling is commonly used in a variety of contexts, such as traditional ceremonies, formal events, or informal (Tritanti: 2017).

Bali is one of the areas rich in various types of traditional buns, each with a distinctive meaning in its arrangement. The following is an explanation of the various forms of traditional buns in Bali (Rostamailis:2008):

1. Tagel Pusung Bun
2. Pusung Gonjer Bun
3. Pusung Kekupu/Podgala Bun

The bun worn is also decorated with yellow cempaka flowers, white cempaka flowers, and sandat. These three types of flowers have specific symbolic meanings: yellow cempaka symbolizes Brahma, white cempaka symbolizes Vishnu, and sandat symbolizes Shiva. In the past, the process of making a Traditional Bun was very rigid. However, in this era, the Traditional Bun has undergone gradual changes due to various modifications that have been applied. Hairdressing experts have the creativity to create new innovations and ideas in hair smoothing, reflecting their identity in the beauty industry. One type of innovation is a variety of styling methods that are easy to apply (Lestari: 2020). An example is Pineapple Fiber Bun (Sugiarti: 2022).

Pineapple Fiber Bun is a creative technique in hair styling, where the hair is arranged in such a way that it resembles pineapple fibers. This technique can use modern tools such as crimping-iron or tile tape before styling. The result will resemble pineapple fiber and then be modified around the sunggar sasak in a traditional Balinese bun, resulting in a modified Traditional Bun (Nuryakin:2021).

CONCLUSION

The results of the feasibility test evaluation, this video tutorial has gone through the assessment of four

validators including media experts and material experts. Material expert ratings reached 3.55 with the criteria "Highly favorable," while media experts gave a feasibility rating of 3.52, also with the criteria "Highly favorable." Therefore, this video tutorial is considered to be used as a medium for this learning video in learning traditional buns on Balinese bun material in the UNNES Beauty Education Study Program, besides that it can also be a reference for students in making Balinese modified buns using crimping iron. This video is also well designed to increase the interest and creativity of students and the public in developing works or ideas. The hope is that this tutorial video can be a useful learning resource for students, as well as in the beauty industry, to dig deeper into the creativity and ability of the audience in making modifications to the Balinese bun using a crimping iron.

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