

Development of Media Learning for Facial Makeup Based on Google Sites Application Software to Improve Students' Abilities

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Abstract

This study aims to improve students' skills through software-based make-up learning media with the help of the Google Site application. The research method used is research and development (R&D) with the ADDIE model. The approach used is a quantitative approach. The results of this study were obtained from the values of 8 media expert validators, by obtaining data with an average coefficient value of 0.90-0.95. Valid data related to learning media was obtained based on the results of expert validators getting high valid values. The trial in this study amounted to 70 beauty education student participants getting high average values, so it can be concluded that make-up media can improve students' abilities.

Keywords: Google site, Learning Media, Makeup

INTRODUCTION

Education provides various supporting facilities and infrastructure improvement quality of the learning process. Law Number 20 of 2003 concerning The National Education System (National Education System Law) defines education as business conscious and planned For realize atmosphere Study and the learning process so that participants educate in a way active. (Ministry of Education and Culture of the Republic of Indonesia, 2003). Education plays a role in build competence power work. One of the method For increase quality source Power human in the field education is through education vocational education. (Ihsani et al., 2021). College education tall give effort in progress technology For increase quality education high in Indonesia (Kusuma et al., 2020). has role important in progress public in the era progress technology. (Athsani Aqsa Madani et al., 2023). In advancing knowledge knowledge, the need for education that meets components and strategies in to make smart nation. (Maharani et al., 2018). Therefore That in education need to use strategy in the teaching process For convey material in a way effective, improve interactions, as well as make it easier understanding participant educate need the existence of learning media.

Interactive and easy learning media accessed to support a better learning process effective, have role important in advance the learning process (Wulandari et al., 2023). The media used in the learning process own various type so that can choosing effective media. (Moto, 2019). The use of media can provide learning process more effective. (Junaidi, 2019). With using learning media can divert attention participant educate in face learning with bored. (Zaini & Dewi, 2017). Helping give opportunity for participant educate in get knowledge new. (Nurfadhillah et al., 2021). Currently, the progress digital technology has give Lots alternative in development of learning media. One of the platforms that can utilized is Google Sites, a application web -based that allows lecturer or teacher For compile material learning in a way systematic in interactive website form.

Google Sites offers superiority in matter convenience access, flexibility in serve material in the form of text, images, videos, and integration with various other Google services, such as Google Drive and Google Forms. Google Sites is method efficient learning Because allow delivery information in a way fast as well as can accessed When only (Rosiyana, 2021). Development of Google -based web media can increase participation students. (Setyawan, 2019) designed For make it easier user in create a website and can used as a medium learning (Setiawan et al., 2022). Along with progress of the times in use application For utilized

in the learning process, the use of Google sites as a learning medium for facial make-up.

Skill in make-up can be one of choice For entering the world of work. (Anis Siti Wardani, 2019). For become cosmetic bride, one of them through formal education. (Dikatama Personal, 2018). Make-up artist bride own a very important role, because through her expertise, the bride can come on stage beautiful and graceful, and get advice or advice life before enter marriage. (Mochamad et al., 2020). expected can give solution in face limitations learning conventional, especially in aspect visualization and demonstration makeup techniques. With this media, students can access material in a way flexible When anywhere and everywhere, so that they can repeat return material delivered by the lecturer. In addition, Google Sites also allows interaction more carry on through feature comment or online discussions, which can increase understanding student to makeup concepts and techniques taught.

Based on background behind said, research This aiming For developing learning media for Make-up based on Google Sites for students, as well as analyze its effectiveness in increase understanding and skills student in field of facial make-up. It is expected that development of learning media This can become innovation in the world of education vocational, especially in field beauty, to support method more learning interactive and modern.

METHOD

Study This is study development. Research done with objective For produce product certain and done testing effectiveness products produced. In the research development, carried out step development product, analysis products, and evaluation product (Sugiyono, 2017). The procedural model used in research and development is ADDIE which consists of from a number of stages, namely analysis, design, development, implementation and evaluation. Subject from study This is 70 consisting of from 8 Experts, MUA as team expert validation product 2, beauty lecturer as team expert material 3, lecturer computer as team IT expert 3, for field testing as many as 70 students. Instruments research that will be used that is in the form of questionnaire.

RESULTS AND DISCUSSION

Research result

Research result development This in the form of learning media in 4 indicators. design or form development This done with using the ADDIE model. The explanation is as follows For every stages is as following :

1. Analysis Stage (Analyze)

Analysis related with activity in situation work and environment so that can found product what is needed developed (Sugiyono, 2020). Stage analysis also aims For to know and clarify whether problem the truly problem that needs effort For completion. At the stage analysis, researcher do interview, observation in place work, beauty salon & spa and use interview No structured to salon owners, some beauty salon visitors as well as Friend Work about the expected comfort For relieve fatigue or relaxation. In addition researcher gather information For to study a number of existing literature There is in the form of book references, journals as well as analyze eligibility and conditions development.

2. Design Stage

At the stage this, begins with compile sheet observation tangible divided questionnaire in 1 subject namely facial make-up as many as 20 items with indicators : Election Color, Neatness, Application technique, Suitability with Face Shape. Next making Learning Media Design Google site based includes : forms, which are customized with planning that is web site design with combine in accordance with eye makeup course with use Contents related materials in RPS. Options learning media design in accordance with make up material. Making media with results as good as Possible For can used in the learning process.

3. Stage Development

In development instrument, assessment or agreement instrument conducted by the reviewer and continued with validation media experts by 8 validators consisting of from : MUA as team expert validation product 2, beauty lecturer as team expert material 3, lecturer computer as team IT expert 3, While the test try 70 respondents done randomly, namely Beauty Education Student.

4. Stage Implementation

Validation results product fixed in accordance input obtained from validators and trials as much as as many as 70 students. The implementation mechanism lecturer provide learning process with using make-up learning media based on google site. See response student with use questionnaire as well as results Study student

5. Evaluation Stage

Implementation results analyzed based on test results with using learning media or not using learning media. The results are seen through descriptive data analysis with see results average student grades follow the learning process with using learning media based on google site, For evaluate how far the view student on facial make-up learning media Google Site based, required method proper data collection. Measurement This aiming For understand How student receive, assess, and respond use of the platform in learning. The results response student can seen in table 1 as following.

Table 1 . Summary Response Student Regarding Learning Media Google Site Based

Response Student	Percentage Response Student (%)
Very interesting	65%
Interesting	20%
Enough Interesting	10%
A little Interesting	5%
Not attractive	0%

Based on the data in table showing percentage response student towards learning media, can concluded that in a way overall, majority student give very positive response on the learning media used. From the results obtained, as many as 65% of students state that learning media This is very interesting, followed by 20% of students who rated it that this media interesting. This is show that about 85% of students feel satisfied with the media used and consider it effective in support learning them. While that, 10% of students assessing learning media This Enough interesting, which means There is part small students who feel that this media Still own a number of aspects that can improved to be more interesting and effective. In addition, 5% of students state that this media A little interesting, which shows that There is a number of students who may not enough motivated or not enough get optimal benefits from the media. Enough satisfying results from the media namely No There is students (0%) who assessed learning media This as " no interesting ", which means in a way general media accepted with both by students. With Thus, it can concluded that the learning media used own Power high pull and accepted in a way positive by some big students. Although Thus, it is necessary done evaluation more carry on to a number of possible aspects Still can improved, especially for group students who give " sufficient " rating interesting " and " a little interesting ", so that this media can more effective and attractive for all over student.

Table 2. Evaluation Results results Study Student after using Learning Media Google Site Based

Value Interval	Number of Students
86 ≤100	45 Students (65%)
75≤85	15 Students (20%)
65≤74	10 Students (15%)
55≤64	-
0≤54	-

From the table, it can be seen that results Study student part big is in the category mark high, with distribution as following : 45 students (65%) received mark in the interval 86–100, which shows that majority student to obtain very good result after using learning media based on Google Site. 15 students (20%) received mark in range 75–85, which is also still classified as category good. 10 students (15%) are in the interval 65–74, which shows that they get sufficient results well, though Still are under two groups first. There is no students (0%) who received mark in range 55–64 or 0–54, which means No There is students who experience difficulty significant in understand material. The majority students (85%) get value above 75, which indicates that learning media Google Site based is very effective in increase results Study students. There are none students who get value below 65, which means that No There is failed student or experience difficulty big in understand material. Learning media This can considered succeed in help student reach results good study to very good.

Discussion

Study This is study development using the ADDIE development model. ADDIE research is research using five stages development namely analysis, design, development, implementation and evaluation. Results of the stages analysis namely obtained that results interview from a number of lecturers and students. Then next done google site based makeup media design that will developed become a learning media with using google site based software. Stage development done with custom media creation with RPS eyes makeup course then a trial was carried out to group small number of 8 people and validation product to 2 MUAs, 3 beauty lecturers and 3 IT lecturers. After product stated worthy furthermore namely done stage implementation namely facial make-up learning media based on Google Site application software, which has been produced then tested to 70 groups big. Stage last in research development This that is stage evaluation.

Based on the results of the data obtained namely as results end evaluation obtained results assessment of make-up learning media the result is the average response value student own very satisfying value. In this study (Lusiana et al., 2022) show that the video tutorials are developed has proven valid and practical as a learning medium. Validation results media design obtained an average score of 0.95, which is in very valid category. There is also research (Fitriyani, 2018) stating that learning media in the form of a video tutorial containing information, procedures work, and knowledge about Makeup can help increase effectiveness and efficiency in the learning process.

CONCLUSION

Based on results and Discussion about development of facial make-up learning media, data was obtained that response student towards learning media This reaching an average of over 50%. This indicates that the learning media developed capable give support in increase results Study students. In addition, after the learning process done with using learning media this, there is improvement mark student with an average above 65%. This result show that the learning media used contribute in a way positive to improvement understanding and achievement academic students. With Thus, it can concluded that use of learning media play a role in increase effectiveness of the learning process, so that student more easy understand the material taught and obtained results learn more Good.

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