JVCE 11 (1) (2026) : xx-xx

Journal of Vocational Career Education

https://journal.unnes.ac.id/nju/index.php/jvce

Ibis Paint X Module Development for Digitally Creating Daily Wear Fashion Designs for the Gen Z Era

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Article Info

Article History :
Received
October 2025
Accepted
December 2025
Published
July 2026

Keywords:
Digital Module; Ibis Paint X; Digital Fashion Design; Project-Based Learning

Abstract

This research uses a Research and Development (R&D) approach, adopting the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) development model. The subjects were vocational high school students majoring in fashion design. Data analysis included a feasibility test, a practicality test, an effectiveness test using the N-Gain Score, and a statistical test called the N-Gain Score t-test. N-Gain is related to improving student competency in digitally creating daily wear fashion designs for the Gen Z era. The reliability test results of the module's feasibility assessment by subject matter experts obtained a score of 0.898. Expert validation results indicated that the developed module was categorized as very feasible, confirming the academic suitability of the module's content and construction. The practicality test in the PJBL implementation showed a very practical category. Furthermore, the effectiveness test results proved that the Ibis Paint X module was highly effective in improving students' competency in digitally designing daily wear fashion for the Gen Z era. This is supported by an N-Gain value of 81% (effective category) and a t-test result showing a Sig. (2-tailed) value of 0.000 < 0.001, which is much lower than the 0.05 significance level. These results confirm a significant increase in students' competency in digitally designing daily wear fashion for the Gen Z era after using the module.

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p-ISSN 2339-0344
e-ISSN 2503-2305