Development of Video Tutorial Media on Virgin Hair Coloring Single Application Technique in Beauty Student of AKP Galang Vocational School

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Abstrak
Penelitian ini bertujuan untuk mengetahui kelayakan media pembelajaran video tutorial dalam pewarnaan rambut virgin teknik *single application* pada siswa kecantikan SMK AKP Galang. penelitian ini menggunakan metode penelitian dan pengembangan *research and development),* bertujuan mengembangkan dan menguji suatu produk yang dihasilkan untuk media pembelajaran. Tahapan penelitian adalah melakukan analisis kebutuhan, mendesain produk, validasi produk, uji coba produk dan produksi akhir. Tahapan validasi terbagi menjadi dua yaitu validasi materi dan validasi media, validasi materi dilakukan oleh tiga ahli materi, dan validasi media dilakukan oleh tiga ahli media. Hasil penelitian menunjukan : (1) Siswa menyatakan 87% membutuhkan media video tutorial, (2) Guru menyatakan 98% membutuhkan media video tutorial, (3) Uji Ahli materi Pewarnaan rambut virgin teknik *single application* berada pada kriteria sangat baik (96%), (4) Uji ahli media produk video tutorial berada pada kriteria sangat baik (95%), (5) Uji coba pada kelompok kecil berada pada kriteria sangat baik (90%), (6) Uji coba pada kelompok sedang berada pada kriteria sangat baik (92%), (7) Uji coba pada kelompok besar berada pada kriteria sangat baik (95%). Hasil disimpulkan bahwa video tutorial pewarnaan rambut virgin teknik *single application* dinyatakan layak dan dapat dipertimbangkan untuk digunakan dalam kegiatan pembelajaran oleh guru dan siswa.

Kata kunci : Video tutorial, Pewarnaan Rambut, Teknik single application.

Abstract
This research aims to determine the feasibility of video tutorial learning media in single application technique virgin hair coloring for beauty students at AKP Galang Vocational School. This research uses research and development methods), and aims to develop and test a product produced for learning media. The research stages are conducting needs analysis, product design, product validation, product testing and final production. The validation stage is divided into two, namely material validation and media validation, material validation is carried out by three material experts, and media validation is carried out by three media experts. The research results show: (1) Students stated that 87% needed video tutorial media, (2) Teachers stated that 98% needed video tutorial media, (3) Expert test material for single application virgin hair coloring technique was in exellent criteria (96%), (4) Media expert testing of video tutorial products is in excellent criteria (95%), (5) Trials in small groups are in excellent criteria (90%), (6) Trials in medium groups are in excellent criteria (92%), (7) Trials in large groups were in excellent criteria (95%). The results concluded that the video tutorial on virgin hair coloring with the single application technique was declared feasible and could be considered for use in learning activities by teachers and students.

Keywords: Hair Coloring and Demonstration Learning Method.

PENDAHULUAN

Education has a crucial role in preparing quality human resources. To produce quality Human Resources, The education system in a country must coexist with developments over time.

Vocational High Schools aim to create human resources with character, skills, and readiness to enter the workforce and at the same time provide provisions to continue higher education. Students are given various subjects classified as productive, adaptive, and creative. From these three groups of subjects, Productive subjects are skill subjects that are directly related to students' knowledge and skills according to their vocation. One of the learning materials at vocational high schools majoring in Beauty and Beauty concerns hair care and coloring.

Based on the results of observations at the Awal Karya Pembangunan Galang Vocational High School, in class XI Beauty Management. During the Covid-19 pandemic, Before carrying out the practice of coloring the hair of class XI vocational high school students Awal Karya Pembangunan Galang first watched a demonstration delivered by the subject teacher which is only one time without repetition, and this made it difficult for students to remember and understand the material given by the teacher, because it is temporary and without repetition. Students find it difficult to remember the steps or procedures taught for coloring hair. Students can understand when the demonstration is taking place and when

they are given the task of carrying out the same practice as the one demonstrated, students have difficulty remembering and feel confused about the steps they should take in carrying out the hair coloring process and this makes the results of hair coloring not optimal

The results of interviews with hair coloring subject teachers obtained information that teachers need media to support the coloring learning process, Teachers need the right media to help convey coloring practice learning material. Like learning the practice of single application technique virgin hair coloring. This practical learning should be carried out with direct demonstrations in offline learning (outside the network). In the learning media used in the form of learning modules, teachers cannot provide real examples because they are only limited to writing and pictures. Students' difficulties in understanding explanatory material in writing and images in the learning module provided. The module cannot explain in detail the coloring practices. As a result, students' mastery of the material is lacking so practical results are not optimal. Moreover, learning about coloring requires detailed explanations about the tools, linen materials needed and work procedures, so it requires appropriate media to support the material so that it can be conveyed well. The difficulties experienced by students were difficulty in remembering the materials and linen tools needed as well as difficulty in remembering the step-by-step procedure for hair coloring. Online learning means teachers and students cannot demonstrate

coloring material directly, Therefore, teachers need appropriate learning media for alternative online demonstrations packaged in video form.

Learning media are tools or instruments that encourage the effectiveness and efficiency of learning activities, especially when students are required to study from home during the corona virus (COVID-19) pandemic. Therefore, the use of adaptive and quality learning media is one way to create a pleasant learning atmosphere and improve student learning outcomes. (Husein, 2020). And the reason for choosing video tutorial media to be developed is because when compared with other methods, it is felt that video tutorial media can provide opportunities for students to be able to repeat learning over and over again so that the learning received by students can be clear, and hopefully the use of video tutorials can provide students with the opportunity to reduce their understanding of words or sentences. (Emidal, 2018).

Video Tutorial is an audiovisual media which is a media of moving images accompanied by sound. Utilization of this media will be able to provide a more immersive experience, The assumption is that when a video is shown there are two senses play a role simultaneously, namely the sense of sight and the sense of hearing. The sense of sight can be used to appreciate motor skills, while the sense of hearing can be used to understand the material being conveyed. The above assumption is reinforced by Nugent (in Smaldino et al, 2008) stating that video is a media that is suitable for various learning media, such as classes, small groups, and even one student alone. (Siswanto, 2019).

The video tutorial created contains tools, materials, steps and work procedures needed to learn single application technique for virgin hair coloring. This learning media in the form of video tutorials is designed to make learning easier, especially during the pandemic where there are limitations in holding meetings to carry out the learning process directly, so having media that can be played repeatedly during the online learning period can be a solution to limited communication between students and teacher during the pandemic.

From the problems above, the problems in this research can be identified as (1) Appropriate learning media is needed for alternative online demonstrations packaged in video form, (2) students' difficulties in remembering hair coloring work procedures and difficulties in remembering the tools, materials and cosmetics used in hair coloring so that the practical results are not optimal, (3) the learning media used in the form of modules and PowerPoint cannot provide real examples because they are only limited to writing and pictures, (4) there is still a lack of learning media regarding hair coloring material and they have never produced a video tutorial for single application technique virgin hair coloring, (5) appropriate learning media are needed to support students' learning process independently at home as an effort to increase understanding of the material being studied, (6) teachers need the right media to help convey hair coloring material

RESEARCH METHODS

Video Development Stage

In this development stage, researchers simplified the R&D model into 6 steps that were adapted to the research objectives achieved. These stages are finding potential problems, collecting data, product design, media validation, product testing, and media production:

Figure 1. Stages of Video Tutorial Development

Data collection technique

The data collection technique in this research is the form of a questionnaire.. Questionnaires are used to collect data about the accuracy of teaching media components, the accuracy of learning design, the accuracy of the content of teaching media, and the attractiveness and effectiveness of teaching media.

The questionnaire assessment criteria use a Likert scale with intervals of 1-5, namely Very Good, Good, Fair, Poor, and Not Good. The following is a table of instrument assessment scores

Table 1. Likert Scale Assessment Criteria

Evaluation	
Answer	**Grade**
Excellent	5
Good	4
Fairly Good	3
Poor	2
Very Poor	1

(resource: Sugiyono, 2019)

Data analysis technique

Data collected through validation of material experts and media experts and questionnaires given to students is data regarding the quality of the media in the hair coloring material developed. This instrument is for validators, media experts, and material experts, small group trials, Medium group trials, and large group trials are made on a Likert scale that has been scored.

Then the data was analyzed descriptively quantitatively, namely calculating the percentage of indicators for each category in the learning media that had been developed.

According to (Sugiyono, 2019) the assessment criteria are descriptive percentages with the following formula:

$$X^{\square} = \frac{jumlah\ skor\ yang\ diperoleh}{jumlah\ skor\ ideal\ keseluruhan\ item} x\ 100$$

From calculations using the formula above, a number is produced in the form of percent (%). The score classification is then converted into a classification in the form of a presentation, then interpreted with qualitative sentences listed in the table below:

Table 2. Learning Media Validity Level Criteria.

Value	Criteria	Interval
A	Exellent and Stongly Agree	81%< skor<100%

B	Good or Agree	69%,skor<80%
C	Fairly Good or Fairly Agree	53%<skor<68%
D	Poor or Disagree	37%<skor<52%
E	Very Poor or Disagree	20%skor<36%

(Sumber : Sugiyono, 2019)

RESULTS AND DISCUSSION

1. Product Development Results
a. Analysis Stage

The results of the analysis of student needs show that students strongly agree and need learning media in the form of learning video tutorials on virgin hair coloring with single application techniques in the learning process because of the difficulties experienced by students in understanding and remembering the material. Apart from that, students also agreed that the existence of learning media in the form of video tutorials could motivate and increase students' interest in learning.

Table 3. Results of Student Needs Questionnaire Analysis

No	Aspect	Total score	%	Criteria
1.	Material Difficulty	414	81	Strongly agree
2.	Use of Video Tutorial Media	1106	93	Strongly agree
Average Percentage score (%)			**87**	Strongly agree

The results of the teacher need questionnaire analysis shows that teachers strongly agree and need learning media for video tutorials on virgin hair coloring with single application techniques in the learning process, especially in hair coloring lessons. The development of video tutorial-based learning media on hair coloring teaching material is considered capable of overcoming limitations in movement, space and time in the learning process.

Figure 2. Questionnaire Results Diagram Teacher Needs

b. Design Stage

The video tutorial that has been developed on single application technique virgin hair coloring teaching material has been validated by three material experts and three media experts so that the final result can be obtained from the media by following the following suggestions and input:

Figure 3. Video front view
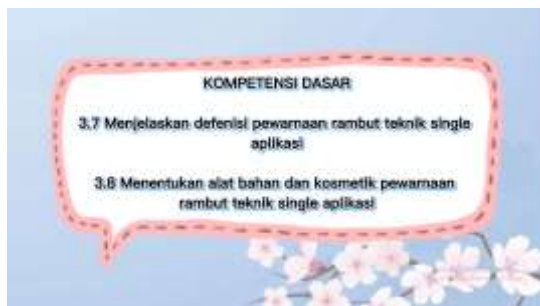
Figure 4. Student Profile Display

Figure 5. Basic Competency Display

Figure 6. Learning Objectives Display

Figure 7. The definition of virgin hair

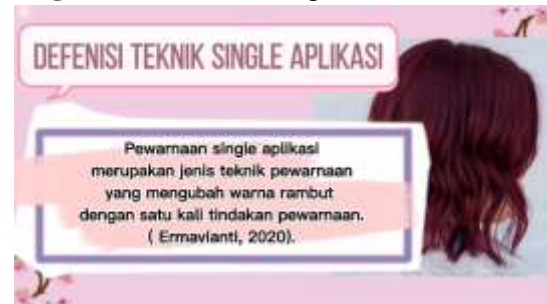**Figure 8.** Hair coloring definition view

Figure 9. Single application technique definition display

Figure 10. Hair Diagnostic Display

Figure 11. Personal Preparation View

Figure 12. Client Preparation View

Figure 13. Hair Parting View

Figure 14. Cosmetic Mixing Display

Figure 15. Hair Color Application View

Figure 16. Climazone usage display

Figure 17. Hair checking view

Figure 18. Hair washing view

Figure 19. Drying Display Rambut

Figure 20. Hair Styling View
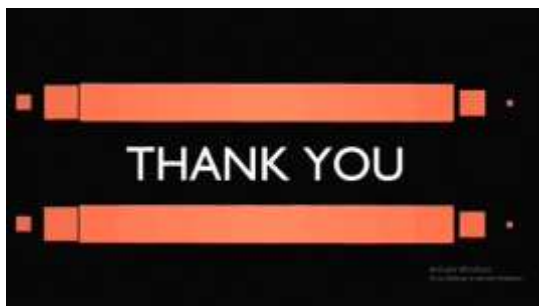

Figure 21. Final Result Display

Figure 22. Closing Display

c. Validation Results
1. Material Expert Validation

Validation of material experts in the development of learning media for video tutorials on virgin hair coloring with the single application technique was carried out by 3 material expert lecturers in the Cosmetology Education study program, Department of Family Welfare Education, Medan State University.

Aspects assessed in this questionnaire include aspects of the appropriateness of content, presentation, and language. The material expert questionnaire consists of 15 assessment

indicators with 5 answer options, namely Excellent, good, fairly good, poor, and very poor.
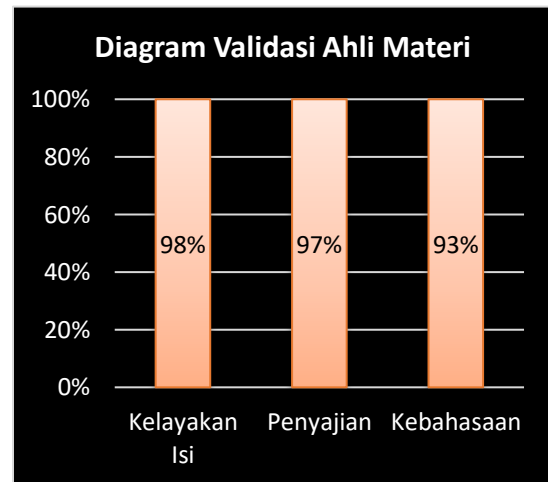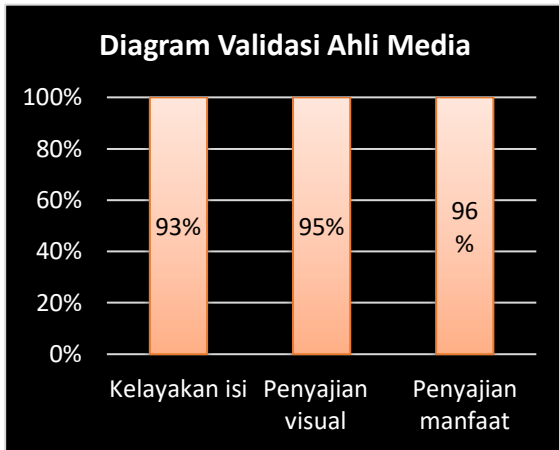

Figure 23. Material Expert Validation Diagram

From the diagram above, it can be explained that overall each material expert believes that the material in the video tutorial learning media developed has an average presentation score of 96% with Excellent criteria.

2. Media Expert Validation

Validation of media experts in the development of learning media for video tutorials on virgin hair coloring with the single application technique was carried out by 3 Media Expert Lecturers at, the Faculty of Engineering, Medan State University.

Aspects assessed in this questionnaire include aspects of appropriateness of media content, visual presentation, and presentation of benefits. The media expert questionnaire consists of 15 assessments using 5 answer options, namely excellent, good, fairly good, poor, and very poor.
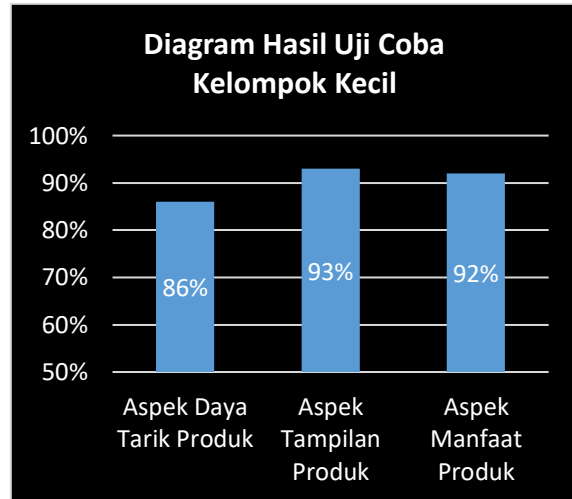
Figure 24. Media Expert Validation Diagram

From the diagram above it can be explained that overall each media expert believes that the video tutorial learning media developed has an average presentation score of 95% with excellent criteria.,

d. Feasibility Trial
1. 1. Phase I Trial Results (Small Group Trial)

The small group trial was carried out at the AKP Galang Vocational School via a Google form that the researcher had created and then the link was distributed to the subject teachers who would later distribute it to 5 class XI students. Small group trials were carried out on 5 randomly selected students. The trial aims to identify deficiencies in learning products after being assessed by experts.
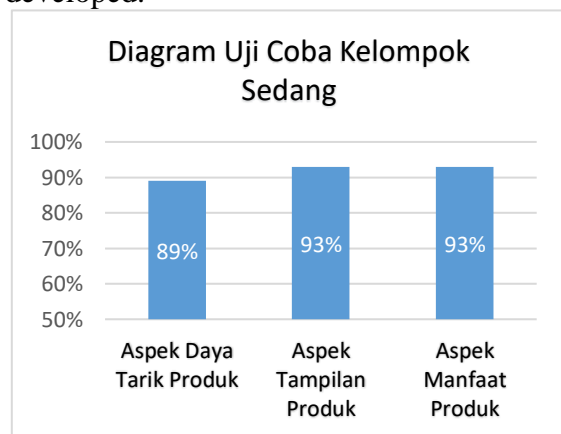

Figure 25. Small Group Trial Results Diagram

Based on the results of a small group research questionnaire distributed to five randomly selected students, an average percentage of 90% was obtained in the "Excellent" category.

2. Phase II Trial Results (Medium Group Trial)

Group trials are also being carried out on class XI Beauty students at AKP Galang Vocational School. A group trial is being conducted on 15 randomly selected people. This medium-group trial data is intended to determine the weaknesses of the media product being developed.

Figure 26. Medium Group Trial Results Diagram

Based on the results of the medium group trial questionnaire filled in by fifteen randomly selected students, it was concluded that the average percentage was 92% in the "Excellent" category.

3. Phase III Trial Results (Large Group Trial)

Large group trials were also carried out on class XI Beauty students at AKP Galang Vocational School. Group trials are being carried out on 34 people or all class XI Beauty System students. This large group trial data is intended to determine the weaknesses of the media product being created.
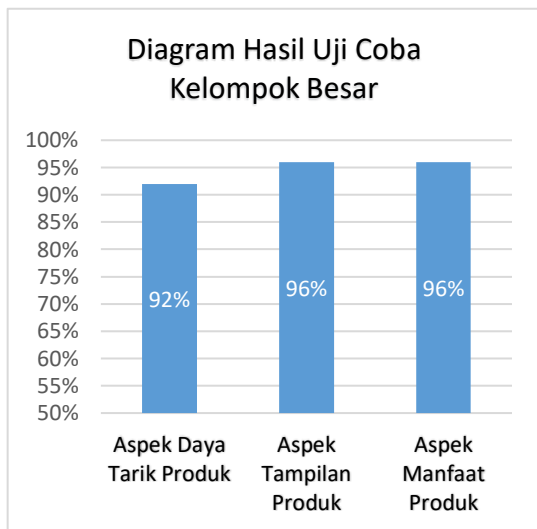

Figure 27. Large Group Trial Results Diagram

Based on the results of the medium group trial questionnaire filled in by fifteen randomly selected students, it was concluded that the average percentage was 95% in the "Excellent" category.

The average increase in the results of assessing the feasibility of video tutorial media can be seen in the diagram below:
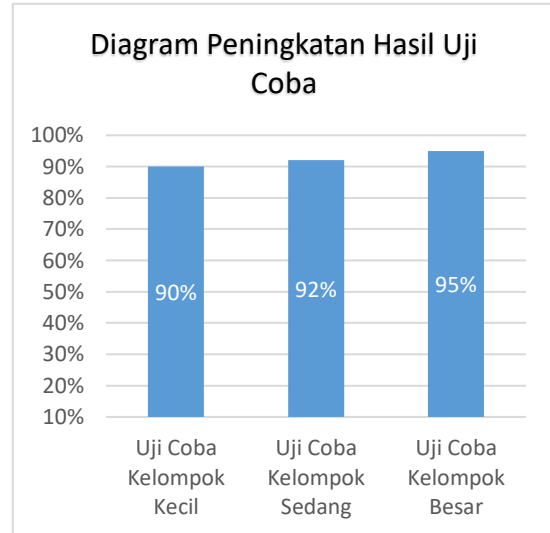

Figure 28. Test Results Improvement Diagram

Based on the results of trials carried out in small groups, medium groups and large groups, results were obtained with excellent criteria and this shows that the media developed in the form of video tutorials on dyeing virgin hair with a single application technique for Beauty students at AKP Galang Vocational School is suitable for use in the learning process.

CONCLUSIONS AND SUGGESTIONS
1. Conclusion

Based on the results and discussion of the research, it can be concluded that the video tutorial on virgin hair coloring with the single application technique is declared suitable for use in supporting learning activities by teachers and students in Class XI of AKP Galang Beauty Vocational School. The details are as follows:

1. Needs Analysis
At this stage it was concluded that 87% of students stated that they needed learning media that was useful to support student learning activities and

teachers stated that 95% of students stated that 95% of students needed learning media that was useful to support learning activities which were useful for making it easier for teachers to deliver the material and increasing the enthusiasm and attraction of students in carrying out the process. hair coloring learning.

2. Development of video tutorial media products on single application technique virgin hair coloring.

At this stage, it was concluded that the video tutorial learning media developed was categorized as excellent according to material experts and media experts. Based on the results of the assessment by material experts, a score of 96% was obtained in the excellent category. The details of obtaining material expert assessment scores are: 1) for the content feasibility aspect, a score percentage of 94% was obtained with exellent criteria; 2) for the presentation aspect, a percentage score of 96% was obtained with excellent criteria; 3) for the linguistic aspect, a percentage score of 93% was obtained with excellent criteria. The results of the assessment by media experts obtained a score of 95% in the excellent category. The details of obtaining media expert assessment scores are: 1) for the suitability aspect of media content, a score percentage of 94% was obtained with excellent criteria; 2) for the visual presentation aspect, a score percentage of 95% was obtained with excellent criteria; 3) for the benefits presentation aspect, a score percentage of 95% was obtained with excellent criteria.

3. Product Trial

At this stage it was concluded that the trial in the small group of 5 students was in excellent criteria (90%), the trial in the medium group of 15 students was in the excellent criteria (92%), the trial in the large group totaling 34 students were in excellent criteria (95%).

2. Suggestions

From the results obtained from this research, the researcher provides the following suggestions:

1. This video tutorial-based learning media should be used as an alternative media in the teaching and learning process, especially as a substitute for the demonstration process because it provides a real visualization of the material.

2. This learning video is suitable for use and is really needed in the online learning process (on the network) and can still be used in the offline learning process (outside the network).

3. Before practicing hair coloring, this tutorial video should be shared or shown to students first so that students can the material and understand the work procedures before carrying out coloring practice so that practical results are maximum.

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