Development of Flip Book Maker Learning Media on Asymmetrical Styling Patterns for Bun and Hair Styling Course for Cosmetology Education Students, Universitas Negeri Medan

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ABSTRACT

This study aims to determine the development of flipbook maker products as a learning media for asymmetrical pattern hairstyling and to determine the feasibility of flipbook maker as a learning media for asymmetrical pattern hairstyling. In this study the method used is research and development method (Research & Development), which is a research method that aims to develop and test a product that will be produced for learning activities. The data collection technique was done through a questionnaire. While the data analysis technique used is quantitative. The validation test was carried out by media experts and material experts consisting of three lecturers from the Faculty of Engineering, State University of Medan who are competent in hairdressing lessons. While media experts are three lecturers from the Faculty of Engineering, State University of Medan. The results showed that the product developed in the form of media flipbook maker teaching material for asymmetrical pattern hair styling based on the assessment of the material experts obtained a score of 92.2%, meaning that the material contained in the flipbook maker was declared very good. While the assessment of media experts, the product developed in the form of a flipbook maker on asymmetrical pattern hair styling material obtained a score of 93.2%, meaning that the media display contained in the flipbook maker was declared very good. Based on the results of the media product trials conducted on three groups, it can be seen that based on the calculation in the small group trial the overall results reached 87.3%, in the medium group trial the overall results reached 93.4%. Likewise, the calculation in the large group trial reached 94%, with an average overall score of 91.5%. It can be concluded that the media flipbook maker asymmetrical pattern hair styling material is declared feasible for use in learning activities by educators and students.

Keywords: *Learning Media, Flipbook Maker, Asymmetrical Pattern Hairstyling*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengembangan produk *flipbook maker* sebagai media pembelajaran penataan rambut pola asimetris dan untuk mengetahui kelayakan *flipbook maker* sebagai media pembelajaran penataan rambut pola asimetris. Dalam penelitian ini metode yang digunakan adalah metode penelitian dan pengembangan (*Research & Development*), merupakan metode penelitian yang bertujuan mengembangkan dan menguji suatu produk yang akan dihasilkan untuk kegiatan pembelajaran. Teknik pengumpulan data dilakukan melalui angket. Sedangkan teknik analisis data yang digunakan berupa kuantitatif. Uji validasi dilakukan oleh ahli media dan ahli materi terdiri dari tiga orang dosen Fakultas Teknik Universitas Negeri Medan yang berkompeten di pelajaran penataan rambut. Sedangkan ahli media merupakan tiga orang dosen Fakultas Teknik Universitas Negeri Medan. Hasil penelitian menunjukkan bahwa produk yang dikembangkan berupa media *flipbook maker* materi ajar penataan rambut pola asimetris berdasarkan hasil penilaian dari para ahli materi memperoleh skor sebesar 92,2% artinya materi yang terdapat pada *flipbook maker* tersebut dinyatakan sangat baik. Sedangkan penilaian dari para ahli media, produk yang dikembangkan berupa *flipbook maker* pada materi penataan rambut pola asimetris memperoleh skor sebesar 93,2% artinya tampilan media yang terdapat pada *flipbook maker* tersebut dinyatakan sangat baik. Berdasarkan hasil uji coba produk media yang dilakukan terhadap tiga kelompok maka dapat diketahui bahwa berdasarkan perhitungan pada uji coba kelompok kecil hasil keseluruhan mencapai 87,3%, pada uji coba kelompok sedang hasil keseluruhan mencapai 93,4%. Begitu juga dengan perhitungan pada uji coba kelompok besar mencapai 94%, dengan rata-rata nilai keseluruhan mencapai 91,5%. Dapat disimpulkan bahwa media *flipbook maker* materi penataan rambut pola asimetris dinyatakan layak untuk digunakan dalam kegiatan pembelajaran oleh tenaga pendidik dan peserta didik.

Kata Kunci : Media Pembelajaran, *Flipbook Maker*, Penataan Rambut Pola Asimetris

INTRODUCTION

The Cosmetology Education study program is one of the study programs at the Faculty of Engineering, State University of Medan. This study program aims to produce graduate educators who are able to plan cosmetology learning, then practice it so that students can understand the material about cosmetology. One of them is the Bun and Hair Styling course which is one of the courses taught to Cosmetology Education (S1) students at Medan State University. Learning this bun arrangement, students are required to be able to do hair styling properly.

In the bun and hair styling course, there is one material, namely asymmetrical pattern hair styling. The material is a practicum, which trains students to think, reason, remember and be skillful. When practicing hair styling material, students are required to understand in advance the theory of asymmetrical hair styling techniques, the necessary tools, materials and cosmetics used to perform asymmetrical pattern hair styling. The work process when doing hair styling must be good and correct, therefore sufficient understanding is needed in attending the lecture.

Based on the results of interviews with lecturers teaching bun and hair styling courses, researchers get information that there are several obstacles that cause learning in bun and hair styling courses to be not optimal. This is thought to be due to the lack of student creativity about buns and hair styling, students do not understand making designs with asymmetrical bun styling patterns, some students have difficulty in shaping hair, limited books or teaching materials about buns and hair styling, students do not have a handbook textbook on bun and hair styling courses so that students need reference learning

resources to understand the material and in the implementation of student practice can learn independently.

The results of interviews that researchers have also conducted with cosmetology students who have taken bun and hair styling courses, argue that bun and hair styling courses are courses that are classified as difficult, because this course requires creativity in making bun designs with asymmetrical patterns. The media used is still limited to notebooks and explanations from lecturers. Students also mentioned that the bun course is a difficult course to do, because when practicing students are required to be fast and neat but on the other hand students must remain careful so that the bun can be formed properly in accordance with the design.

From the observations made by the author, the author saw that lectures by providing material with powerpoint media only, students also had difficulty in forming asymmetrical buns, namely the location of the asymmetrical bun was not correct, students lacked mastery of flavoring techniques in hair styling, and students were less skilled in styling buns with asymmetrical styling patterns so that the resulting bun was less neat and still looked stiff. In line with the abilities experienced by students in forming asymmetrical buns, to overcome this, students must have the ability to form asymmetrical buns on the occasion of an evening party.

Asymmetrical styling patterns in addition to being used as a corrective arrangement for the shape of the head, face and neck, will also support the appearance of the neck and ear jewelry of the model

concerned, especially for clients whose face shape is not symmetrical. Asymmetrical styling for evening parties is made more luxurious than daytime styling. The model can be made with the top front and back of the hair done first. This is intended to make the bun look fuller or bubbly.

Also supported by the analysis of the needs of lecturers and the analysis of student needs which shows that lecturers and students need flipbook maker media on asymmetrical pattern bun styling material, obtained a percentage of lecturer needs of 92% and the results of the analysis of student needs of 80.33% because learning media is useful as a tool for delivering subject matter, and can make classes more interactive, efficient and interesting.

With the above problems, the author tries to offer media that utilizes visual and sound developments. Making media is by utilizing the flip book maker application, this media is expected to make teachers innovative in conveying topics and making students more dynamic and not dependent on the delivery of educators alone. Learning media in bun and hair styling courses are used as a tool to display material. Flip book maker is an interactive digital book, a combination of text, images, sound and visuals, so that it can be utilized effectively in developing learning media, saving costs, can make learning varied and concentration on learning so that learning objectives can be achieved.

Based on the description above, the authors are interested and willing to conduct research on "Development of Learning Media Based on Flip Book Maker

on Asymmetrical Styling Patterns for Bun and Hair Styling Courses for Cosmetology Students at Medan State University".

THEORETICAL STUDIES
a. *Flip Book Maker*

Flip book maker is a powerful software designed to convert PDF files to page turning digital publications or digital books. This software can change the appearance of PDF files to be more attractive like a book. In addition, Flip book maker can also make PDF files become like a magazine, digital magazine, flipbook, company catalog, digital catalog and others (Mulyaningsih, 2017).

Flip book maker has a template design and features such as background, control buttons, navigation bar, hyperlinks and back sound. Learners can read by feeling like opening a physical book because there is an animation effect when moving pages will look like opening a physical book. The final result of the flipbook file can be saved to html, exe, zip, screen saver and app formats. By using this learning media, it is hoped that it can provide renewal in the learning process in the classroom. The use of media flip book maker can increase students' interest in learning and can also affect students' achievement or learning outcomes. The use of flip books can also increase understanding and improve the achievement of learning outcomes (Hidayatullah ,2016).

Another opinion according to (Wibowo, 2018) Flip book maker is a media device and learning process, because the application is not limited to writing, but

can also be included such as motion animation, video and audio that can be used so that learning becomes interactive and not boring. By using this application, it can make it easier for teachers to deliver teaching materials and make students more active.

The flipbook application is one of the software that supports as a learning media that is very helpful in the learning process. This flipbook application is not fixated only on writings but this software can also include a motion animation, video, and audio that can make an interactive learning media that can attract students so that the teaching and learning process becomes not monotonous (Juwati, 2021).

Flipbook maker programming is enough with 3 steps to import PDF / image / FLV, customize style and publishing, users can convert PDF to flash digital-based publications with an intuitive user interface. Import feature with various options, import PDF files to convert to flip book pages. Import image files (*.jpg,*.bmp,jpeg*,*.png) to open flip photos. Import flash movies and videos (*.swf,*.flv). Add music for flipbook background. Add dynamic background for flipbook customize the output display which is 20 more book flipping templates, including learning templates or others according to needs or interests (Haniati, 2018).

b. *Buns and Hairstyling*

According to (Ani, 2021) a bun is a way of styling hair characterized by pulling some of the hair to the back of the head, followed by rolling or concluding it so that

a circular or rolling formation occurs. Definition of bun according to (Hipij, 2018) Sanggul or konde is fake hair or real hair that is formed round or oval and attached to the back or top of the head. The bun has been known since ancient Egyptian times which made buns from real hair or animal hair and palm leaves. The great function and role of hair as a head protector and headdress so that it adds to a person's elegance. From some of the above opinions, it can be concluded that the definition of a bun is a hair arrangement in which the hair is formed by pulling some of the hair and the top of the head.

Hair styling is an act of beautifying hair with all the stages that can be given to a person through arranging his hair according to a design that aims to change a person's appearance. With the practice of hair styling, a person can develop creative ideas and can apply beautiful hair styling according to the shape of the face (Arum, 2020). Another opinion according to (Bambang, 2015) the definition of hair styling consists of styling in a broad sense and a narrow sense. In a broad sense, it includes hair washing, trimming, curling/straightening, coloring/blanching, styling and styling. In a narrow sense, styling is a stage of styling that aims to create an impression of beauty, neatness and harmony. From some of the above opinions, it can be concluded that hair styling is an effort to beautify one's hair assisted by using cosmetics that aim to add aesthetics.

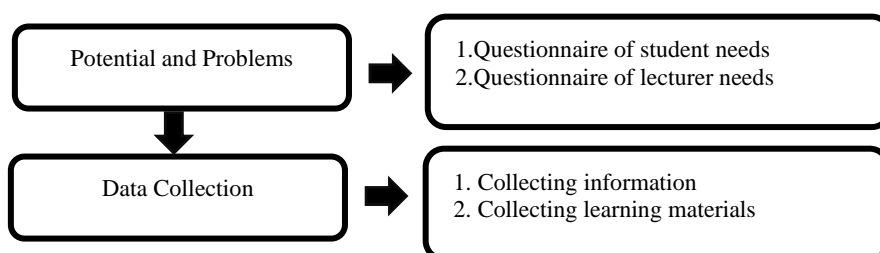## RESEARCH METHODS
a. Place and Time of Research

This development research was conducted at the Faculty of Engineering, State University of Medan, which is located at Jl. Willem Iskandar Pasar V Medan Estate. The implementation time of this research will be carried out in the third semester of the 2022/2023 academic year.

b. Subjects and Objects of Research

Subjects in research are people, places, or objects that are observed in the context of making as a target. The research subjects in this study were 3 material experts and 3 media experts. The object of this research is the development of flipbook maker learning media on asymmetrical hair styling competencies with material on hair styling types, hair styling patterns, and asymmetrical hair styling stages.

c. Research Design

The research conducted is a development research or research and development (R&D), namely the development of a flip book maker on asymmetrical hair styling material. Research and development is a research method used to produce certain products and test the effectiveness of these methods (Sugiyono, 2019)
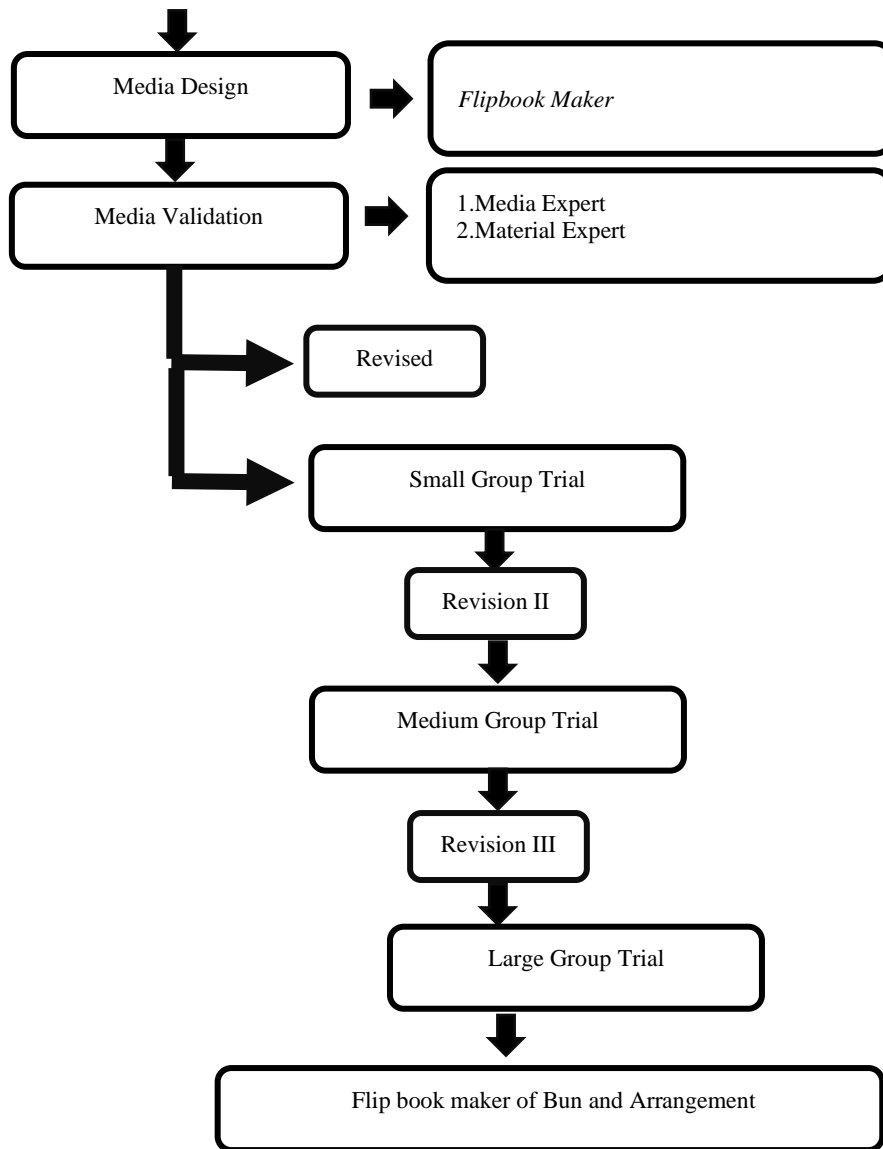
| Potential and Problems | → | 1.Questionnaire of student needs
2.Questionnaire of lecturer needs |
| Data Collection | → | 1. Collecting information
2. Collecting learning materials |

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         ↓
   ┌──────────────┐      ┌──────────────────┐
   │ Media Design │ ──▶  │ Flipbook Maker   │
   └──────────────┘      └──────────────────┘
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   ┌──────────────────┐  ┌──────────────────┐
   │ Media Validation │─▶│ 1.Media Expert   │
   └──────────────────┘  │ 2.Material Expert│
         │               └──────────────────┘
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   │ Flip book maker of Bun and Arrangement│
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Figure 1. Flipbook maker media research and development procedures

d. Research Instruments

The instruments used in this study using three ways, namely: 1) observation, 2) interview, and 3) questionnaire. The questionnaires used in this study are student needs analysis questionnaires, material expert validator questionnaires and media experts to determine the feasibility of flipbook maker media on asymmetrical pattern hair styling material, as well as trial questionnaires to determine the development of flipbook maker media on asymmetrical pattern hair styling material.

e. Data Analysis Technique

This research focuses more on the development and feasibility of products designed as learning media on styling material.

Table 1. Assessment Criteria

Nilai	Criteria	Criteria Value (%)
5	Very Good	81%-100%
4	Good	61%-80%
3	Pretty Good	41%-60%
2	Poor	21%-40%
1	Very Poor	0%-20%

RESULTS AND DISCUSSION
a. *Needs Analysis*

Development of flipbook maker media on asymmetrical pattern hair styling material for third semester cosmetology students in class B, with a total of 36 people. According to Borg and Gall in (Sugiyono, 2019) which suggests 10 stages that must be carried out in development research, namely identifying potential and problems, data collection, product design, product validation, product revision, small group trials, product revision, medium group trials, product revision, large group trials. At the stage of identifying potential and problems, researchers conducted a lecturer needs analysis and student needs analysis. The results of the needs analysis obtained the percentage of lecturer needs of 92% and the results of the analysis of student needs of 80.33% because learning media is useful as a tool for delivering subject matter, and can make classes more interactive, efficient and interesting. As many as 80.33% of students find it difficult to learn bun and hair styling courses, due to the lack of student creativity about bun and hair styling, students do not

understand making designs with asymmetrical bun styling patterns, some students have difficulty shaping hair, limited books or teaching materials about bun and hair styling, students do not have a handbook textbook on bun and hair styling courses so that students need reference learning resources to understand the material and in the implementation of student practice can learn independently.

The next step is to collect data from the results of observations so as to obtain data such as identifying the syllabus and facilities used when teaching and knowing the subject matter so that it is easier to make learning media concepts. The next stage is designing the product. In designing the product, several things are done including compiling the menu, namely the profile menu, material menu competency menu, video menu and exercise menu. The files generated from this media development can be used on every laptop, computer and gadget. After the product is finished, validation is carried out by material experts and media experts. Validators see the media and provide suggestions, comments and assessments related to the

aspects in the questionnaire, through these suggestions for improvement and assessment so that the product is said to be feasible.
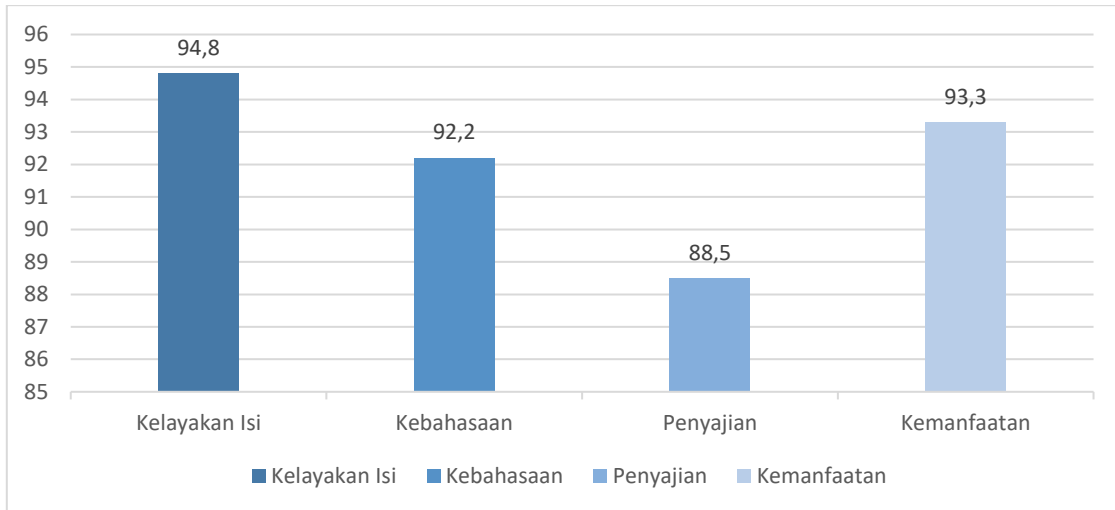
b. Validation by Material Experts

Figure 2. Diagram of Material Feasibility Analysis

In the table the results of the assessment of the material expert on the development of learning media flipbook maker on asymmetrical pattern hair styling material based on four aspects, namely with an assessment score (92.2%). Aspects of content feasibility (94.8%), linguistic aspects (92.2%), presentation aspects (88.5%), and aspects of usefulness (93.3%). Overall, the four aspects are included in the "Very Good" criteria.
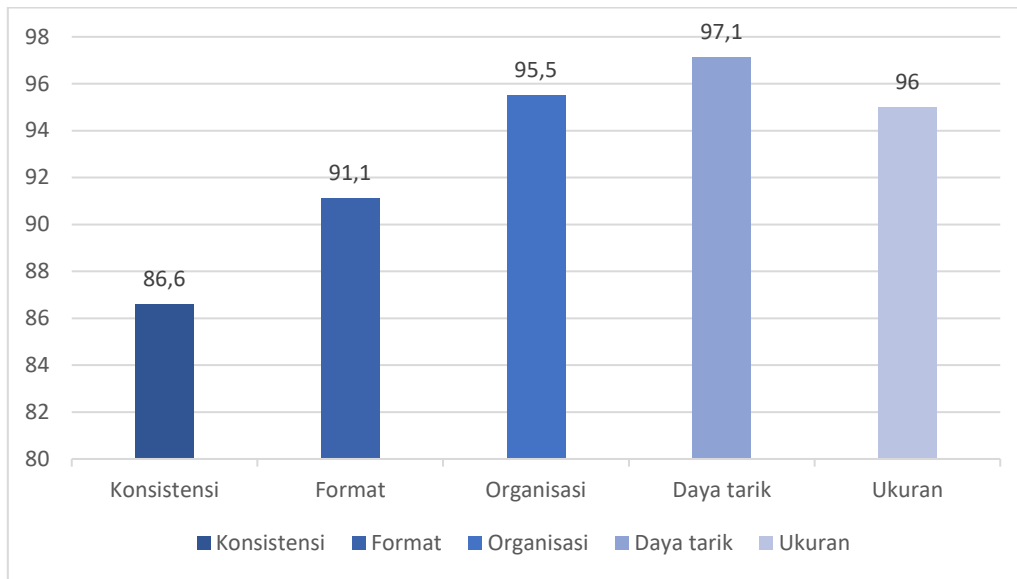
c. Validation by Media Expert

Figure 3. Diagram of Media Feasibility Analysis

In the table the results of the assessment of media experts on the development of learning media flipbook maker on asymmetrical pattern hair styling material based on 5 aspects, namely with an average percentage score (93.2%). Consistency aspects (86.6%), format aspects (91.1%), organizational aspects (95.5%), attractiveness aspects (97.1%), and size aspects (96%). Overall, the five aspects are included in the "Very Good" criteria. The average results of the media expert assessment can be seen in the figure below.

d. Feasibility Trial

The next stage is product trials. The small group assessment totaling 5 (five) people stated that the media flipbook maker on asymmetrical pattern hair styling material in the aspects of guidance and information, material aspects and media design and facilities was rated 87.3% in the "very good" category.

According to the responses of Medan State University cosmetology students in the medium group trial of 15 (fifteen) people, it was stated that the small group trial of 5 (five) people stated that the media flipbook maker on asymmetrical pattern hair styling material in the aspects of guidance and information, material aspects and media design and facilities was rated 93.4% in the "very good" category.

According to the responses of Medan State University cosmetology students in the field trial totaling 36 (thirty-six) people, it was stated that a small group trial of 5 (five) people stated that the media flipbook maker on asymmetrical pattern hair styling material in the aspects of guidance and information, material aspects as well as media design and facilities was rated 94% in the "very good" category. And

the overall percentage is 91.5% in the "very good" category. The following is presented in the form of a bar chart, namely:
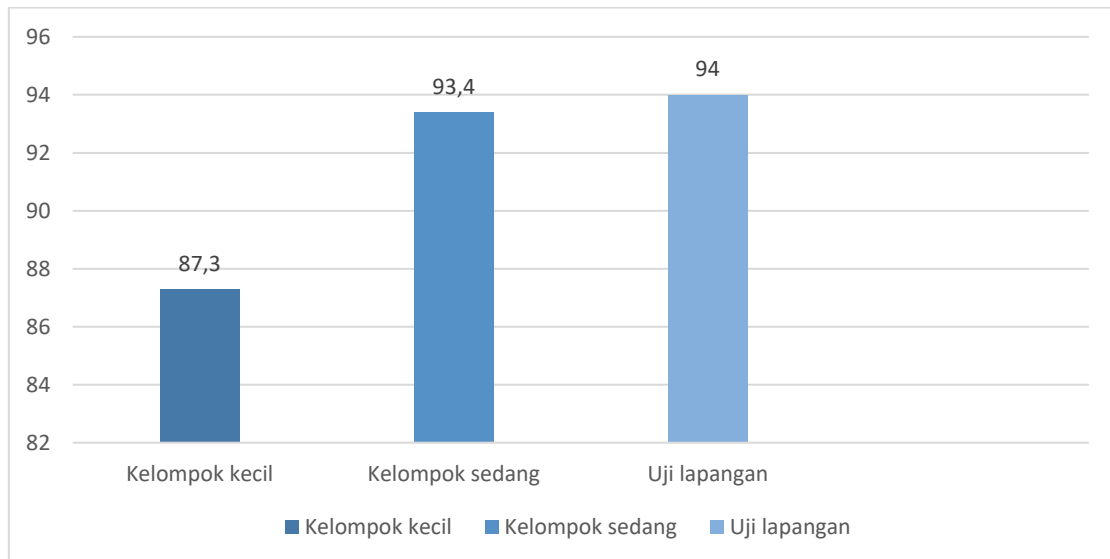

Figure 4. Diagram of Media Trial Analysis

CONCLUSIONS

At this stage it was concluded that the learning media using flipbook maker developed with an average percentage score of 92.2% in the "very good" category, then the results of the assessment by media experts with an average percentage score of 93.2% in the "very good" category, meaning that this product was successfully developed as learning media. For small group trials, the learning media obtained an average percentage of 87.3% with "very good" criteria. The medium group test obtained an average score of 93.4% with "very good" criteria. The large group test obtained an average score of 94% with "very good" criteria, meaning that this product is very feasible to use in learning bun and hair styling, especially asymmetrical pattern hair styling material.

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