

Development of Nail Art Tutorial Video on Manicure Pedicure Courses

Nurul Hidayah, M. Sukardjo and Robinson Situmorang

Abstract--- *The aim of this researchers is to develop video tutorial media of nail art learning on manicure pedicure courses. The method in this study is (research and development) the ADDIE model. In terms of the material tested by panelists showing progressive results after the revised learning video tutorial. In terms of assessment test results received worthiness with a percentage of 80% to 90%. In terms of the assessment of the feasibility of the media tested by panelists showing progressive results after the revised nail art video tutorial. The first test results received worthiness with a percentage of 83% to 93%. The final result shows the achievement of the feasibility of all aspects of the indicator. Based on these results it can be concluded that the nail art tutorial video has been very feasible and can be used as an alternative to learning because the media displayed is in accordance with good learning media indicators. On the assessment of 30 students who used nail art video tutorials, the feasibility of the media after the revision showed very progressive or increased results. The results of the first feasibility test of learning video media scored with a presentation of 82% to 91%. The nail art tutorial video has fulfilled various aspects of the characteristics or requirements of a good learning media and is considered as a very good medium or very feasible to be an alternative source of learning.*

Keywords--- *Video Tutorial, Media, Nail Art, Learning.*

I. INTRODUCTION

In the era of the industrial revolution 4.0, science and technology are increasing developing and synergizing with each other to realize quality education, technological developments in science must be able to improve all educational systems. Manifestation of an improvement in the education system can be done by improving the learning process in class to develop knowledge and skills. This is the hopes of the Minister of Education and Culture of the Indonesian Cabinet 2019-2024 Period, Nadiem Makareem, who wants to make significant breakthroughs in the development of human resources who are ready to work, ready to try to link and match between education and industry, especially through the Higher Education channel. (<https://m.mediaindonesia.com>).

Sharon & Rusell (2005: 6). Learning is one of the efforts to develop people's knowledge, attitudes and skills through interaction and adding information in the learning environment. The learning process referred to as routine activities that occur continuously between lecturer and students to interact each other in the classroom through the learning process in order to increase the knowledge and skills of students.

Learning that can give effect to the knowledge and skills of students, one of which is in the Cosmetology Program at the Faculty of Engineering UNJ, which is on nail art learning.

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Nail art learning make students have the knowledge and skills in doing nail art, nail art learning is to paint or decorate pictures on nails by various themes. The nail art learning method used by the lecturer in delivering the material is through lecture and demonstration methods and then students are required to practice the nail art techniques that have been demonstrated by the lecturer. When students apply nail art techniques, they must be careful and creative in combining the right colors to give good results.

But the problem is that students are still not maximized in learning nail art, monotonous and abstract results make grades not good, this is due to the lack of creative ideas, lack of accuracy, and lack of inspiration to students in making nail art designs. Nail art learning as a process to change students' knowledge and behavior to become competent in the field of nail art needs to be supported by the media as a source of learning in increasing student motivation.

Based on the statement above, researchers felt the need to develop video tutorial media on nail art learning to improve learning strategies in the class, to improve student knowledge and skill and to as a renewable innovation by utilizing the development of science and technology in the 4.0 era.

II. LITERATURE REVIEW

Learning is a combination that is composed including human elements, materials, facilities, equipment and processors that influence each other to achieve learning objectives (Hamalik, 2017: 57). Learning as an activity of transferring information from educators to students, by learning a person can improve knowledge and skills. Learning (learning) can be defined as a permanent influence on behavior, knowledge and thinking skills acquired through experience (Jhon W. Santrock, 2004: 266).

Learning will give effect to one's knowledge, behavior, and skills, especially in the world of education, learning can take place well if educators can achieve learning objectives in delivering subject matter, to achieve learning objectives educators must have aids or learning media as a means of supporting in delivering material so able to stimulate student interest in learning.

Nail art learning is one of the topics in the manicure pedicure course in The cosmetology study Programat Jakarta State University. This course aims to make students have the knowledge and skills in caring for hands, nails, and feet. The Topic is the anatomy of the nails and feet, hand care, foot care, French manicure, nail art, and waxing. In this development research, the researcher wanted to discuss the nail art learning material because it was considered very difficult, students experienced obstacles in realizing the perfect nail art results. The process of learning nail art in class, lecturers as educators apply the learning method of blended learning, with lectures and live demonstrations, and assisted by showing the media. The learning media used are still not varied and use existing media. The learning media used should be adapted to class conditions and student needs so that lecturers can convey learning material more effectively.

The Association for Educational Communications and Technology (AECT, 1977) defines the media as all forms used to channel information (Sri Anitah, 2010: 4) Media is used to channel messages or information from the sender to the recipient of the message.

The media is very appropriate to be used for the learning process to be more effective. The benefits of the media in the learning process for students are to support changes in the learning process such as changes in the level of knowledge, skills, motivation, and attitudes. Media that can be used as a medium for delivering nail art learning material is a video tutorial.

Meyta Pritandhari (2015) in his research that the video tutorial is a series of moving images that are displayed containing learning messages to help students explore material and facilitate lecturers in guiding students directly. (Journal of Economic Education, UM Metro. Vol 3).

Video tutorials are enjoyed by using the sense of sight and sense of hearing that displays motion pictures and sound, so the video tutorial is very appropriate in the delivery of learning material and makes the learning atmosphere more conducive.

Riki Rahmad, in the article on updates using instructional media conducted by stated that the development of video tutorials was carried out in several stages, namely: the preliminary stage, the stage of designing video tutorial media, the stage of making video tutorial media, the stage of media validation, the stage of testing video tutorial media, and media evaluation stage. JIPP (2018) Volume 2 Number 1. Creating learning media is expected to support changes in learning such as changes in the level of knowledge, skills, motivation, and attitudes and as a form of improving the quality of learning by creating modern learning media in the 4.0 era.

III. METHODOLOGY

The research site for the development of the nail art tutorial video was carried out in the Cosmetology Program, at Jakarta State University and the time the research was conducted in October 2019.

The research method is carried out by the RnD (research and development) method to develop a product that is video tutorial media. The research and development model used is the ADDIE model listed in Tegeh, et al (2014: 42)

The stages of the ADDIE Model are: 1) Analysis 2) Design 3) Develop 4) Implement 5) Evaluate.

The strengths of the ADDIE model are its generic nature and the complete and detailed steps.

The Product Design Stage according to the ADDIE model can be seen in Figure 3.1

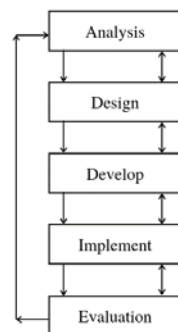


Figure 3.1: Development Research Model ADDIE

Source: Gumanti (2016: 287)

To test the feasibility of instructional video media validated material experts, media experts, and users (students). The assessment was conducted to determine the feasibility of nail art video tutorial media. The sample in this study were students of the Cosmetology Program at the State University of Jakarta, for a limited test using 5 students and for a field test of 30 students.

Arikunto (2014: 203) Research instruments are tools or facilities used by researchers in collecting data so that work is easier and results are better, in the sense of being more accurate, complete and systematic so that it is easier to process.

Variations in types of research instruments are questionnaires, checklists or checklists, interview guidelines, observation guidelines. The research instruments used were questionnaires, interview guidelines and observation guidelines for collecting data. The questionnaire instrument was used to measure the validity and feasibility of the video tutorial product and was given to media experts, the questionnaire was also used to retrieve data to measure the depth of material given to material experts, and to measure the effectiveness of the media carried out on students.

To determine the validity of the product, researchers used content validity, the percentage of eligibility using the following formula:

$$\text{Percentage of eligibility (\%)} = \frac{\text{Observed score}}{\text{Expected score}} \times 100\%$$

The use of percentages aims to find out the status of the product being developed namely the video tutorial, with the following criteria:

Table 1.1: Interpretation of Feasibility Assessment Media Nail Art Tutorial Video

Percentage of achievements	Interpretation
76-100 %	Very decent
56-75 %	Decent
40-55 %	Enough Decent
0-39 %	Inadequate

The data of this study were obtained from the validation questionnaire and the feasibility test questionnaire for instructional media using a Likert scale. Sugiyono (2016: 141)

IV. RESULTS

The results of this development research produce video nail art tutorial products that are fit for use in the learning process in the manicure pedicure course. This study went through several procedures or stages in accordance with the ADDIE model. The following are the steps for development to produce a learning video media. Stages of the ADDIE model research:

1. Analysis

This analysis is carried out to identify the problems and needs of students, find out material that is suitable for the media being developed, and find out students' opinions about the development of instructional video media. The analysis phase consists of needs analysis, curriculum analysis, and material analysis.

- a) Needs analysis by identifying needs and analyzing the implementation of nail art learning activities to determine the learning process that occurs, the media used, methods or strategies used, learning objectives and obstacles that exist during the learning process takes place data taken using questionnaires and interviews.
- b) Curriculum analysis. The material presented in the semester learning plan (RPS) with the subject and sub-subject of the pedicure manicure course.

2. Design

- a. Product Design. The product developed in this research is a learning media, in the form of a video tutorial media for nail art learning.
- b. Design Validation. Validation of nail art video tutorial video media products is done by experts and material experts
- c. Revision Product. At the design revision stage, researchers did not revise much because the learning tutorial video design was in accordance with the design of the video product.

3. Development

At this stage is where the researchers do and realize the design of the product that is making a video tutorial on the art of nail art manicure pedicure.

4. Implementation

This stage is the stage of applying nail art tutorial video media and testing its validity to material experts and media experts before being tested on users (students). Material validation aims to obtain input as product revision material, especially in the media section. The following are the stages carried out by invalidating the developed product. First, the validation of the material is done by distributing questionnaires to one lecturer of material experts or experts on the subject of manicure pedicure, and media experts. Video tutorial media were assessed and then revised according to what was assessed by the experts.

Second, a limited trial was conducted involving 5 undergraduate students in cosmetology education, then revised again to conduct a field test. Third, researchers conducted a field test involving 30 undergraduate cosmetology education students in 2016, who were following the nail art learning material in the manicure pedicure course. This trial was conducted by showing a nail art tutorial video and giving questionnaires to students.

5. Evaluation

At this stage, the value obtained by the researcher is then calculated so that the final product can be determined whether or not it is appropriate and whether or not the nail art tutorial video can be used and used as an alternative medium for learning.

Product Feasibility Test

Internal testing is carried out to test the design of the product that has been developed. At this stage, the researcher will test the video nail art tutorial video product, to 1 panelist material expert, 1 panelist media expert and 2016 Cosmetology Program of 5 students.

Testing is done by giving an assessment questionnaire and suggestion sheet to the panelists who are used as analysis material for the revision of the nail art tutorial video so that after the revision can be more feasible.

1). Material testing, testing or assessment of nail art material in the video tutorial was tested by a panel of material experts, as a lecturer in the course of manicure pedicure nail art learning. The following are the results of the questionnaire research stage 1 for all indicators.

$$P = \frac{84}{5 \times 1 \times 21} \times 100\%$$

$$P = \frac{84}{105} \times 100\%$$

$$P = 80 \%$$

Based on the results of data collection the percentage of nail art video tutorials according to expert material panelists is 80%, it can be concluded that it is very feasible to be used as an alternative learning resource.

2). Testing the nail art tutorial video media expert was tested by a lecturer of Education Technology UNJ.

$$P = \frac{62}{5 \times 1 \times 15} \times 100\%$$

$$P = \frac{62}{75} \times 100\%$$

$$P = 83\%$$

Based on the results of data collection the percentage of nail art video tutorials according to Media Expert panelists was 83%, it can be concluded that the video tutorial is very feasible as an alternative source of learning.

External testing is testing after the product design is made into a product, then the product is tested for effectiveness and efficiency by external testing. Nail art video tutorial external test, tested on 5 undergraduate cosmetology 2016 students who were following the nail art learning process in the pedicure manicure course.

$$P = \frac{309}{5 \times 5 \times 14} \times 100\%$$

$$P = \frac{372}{375} \times 100\%$$

$$P = 82\%$$

Based on the results of data collection the percentage of nail art video tutorial media according to users is 82%, it can be concluded that the nail art video tutorial media is very suitable as an alternative source of learning.

Product Revision

Product 2 internal test is the feasibility test of the nail art video tutorial media product that has been revised based on input from experts, the second product internal test is conducted on material experts and media experts.

$$P = \frac{95}{5 \times 1 \times 21} \times 100\%$$

$$P = \frac{95}{105} \times 100\%$$

$$P = 90 \%$$

Based on the results of data collection, the percentage of nail art video tutorial media according to expert material panelists is 90%, it can be concluded that it is very feasible to be used as an alternative learning resource.

$$P = \frac{70}{5 \times 1 \times 15} \times 100\%$$

$$P = \frac{70}{75} \times 100\%$$

$$P = 93\%$$

Based on the results of data collection obtained a percentage of nail art video tutorial media according to panelists Media Expert that is 93%, it can be concluded that the video media nail art tutorials are very feasible as an alternative source of learning.

In the next stage, after the nail art tutorial video product was revised, an external test was carried out, namely users of the nail art video tutorial with a larger number, as many as 30 students.

$$P = \frac{2058}{5 \times 30 \times 15} \times 100\%$$

$$P = \frac{2058}{2250} \times 100\%$$

$$P = 91\%$$

Percentage of Feasibility Results for Nail Art Tutorial Videos From the Following Chart:

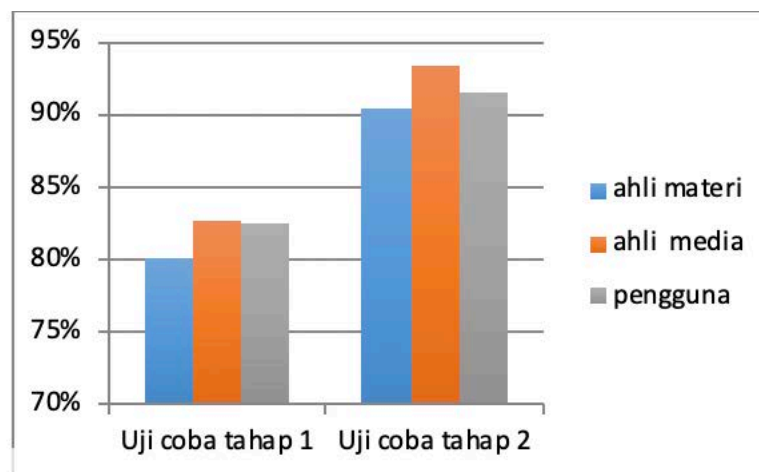


Figure 4.1

Percentage of results of the feasibility of video media stage 1 and stage 2.

Based on the results of data collection, the percentage of nail art video tutorials according to users is 91%, it can be concluded that the nail art video tutorials are very suitable as an alternative source of learning. From the results of the first stage of the trial shows the value with a percentage of 80% by material experts, a percentage of 83% by media experts and students with a limited number of 5 students shows value with a percentage of 82%. So it can be concluded that the nail art tutorial video is already very feasible and effective as a learning media.

After the researchers revised the nail art video tutorial media, the trial showed results with a percentage of 90% by material experts, a percentage of 93% by media experts and students with a limited number of 30 students, showing a percentage value of 91%. So it can be concluded that the nail art tutorial video has been very feasible and effective as a learning media, it is hoped that the nail art tutorial video can help effectiveness in learning.

V. CONCLUSION

From the results of research on nail art video tutorial development, it can be concluded that:

a. Material Expert Score

In terms of the material tested by panelists showing progressive results after the revised learning video media. The first test results received worthiness with a percentage of 80% to 90%, the value of all panelist answers at a maximum of 5 (very feasible). Based on these results it can be concluded that the nail art tutorial video has been very feasible and can be used as alternative learning because the material presented in the nail art tutorial video is suitable for learning objectives.

b. Media Expert Score

In terms of the assessment of the feasibility of the media tested by panelists showing progressive results after the revised nail art video tutorial. The first test results received worthiness with a percentage of 83% to 93%, the value of all panelist answers at a maximum of 5 (very feasible). Based on these results it can be concluded that the nail art tutorial video has been very feasible and can be used as an alternative to learning because the media displayed is in accordance with good learning media indicators.

c. Student Score as User

Based on the assessment of 30 students who used nail art video tutorials, the feasibility of the media after the revision showed very progressive or increased results. The results of the first feasibility test of learning video media scored with a presentation of 82% to 91%.

Thus the nail art tutorial video has fulfilled various aspects of the characteristics or requirements of a good learning media and is considered as a very good medium or very feasible to be an alternative source of learning.

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