DEVELOPMENT OF LEARNING VIDEO MEDIA USING IBIS PAINT IN COSTUME DESIGN COURSES

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ABSTRACT

This study aims to produce learning media in the form of video tutorials in Costume Design courses and to determine the feasibility of learning media in these courses. This research is research and development by developing video tutorials. The procedure for developing video tutorials as learning goes through the 4D stages, namely (a) define, (b) design, (c) develop, (d) disseminate. The subjects in this study were media experts and material experts to determine the feasibility of learning media, then also involved 45 fashion education students as respondents in the media trial. Data collection techniques are by observation and questionnaires. The validity used in this study was content validity and reliability with Cronbach's alpha with a result of 0.658 and the research instrument was declared reliable. The data analysis technique used is descriptive analysis. The results of this study are video tutorials on using the ibis paint application in Costume Design courses with a feasibility level of 93.33% stated by material experts and 92% stated by media experts. The test results on students stated that 96.5% were declared feasible.

Kata Kunci: *ibis paint, tutorial videos, costume design*