

# Development of Poster Media Equipped with QRCode as a Tool for Skin Beauty Gymnastic Practice

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**Abstract.** The learning process during the COVID-19 pandemic began to be gradually implemented in a hybrid way, a combination of online and offline. In the application of hybrid learning, there are several inhibiting factors in its implementation, causing problems in learning. One of the problems is the limited number of learning media that can be used by students to support their learning process; therefore, innovation is needed in developing learning media that can be accessed by students both online and offline and are expected to help the learning process by increasing students' motivation and learning involvement. This study aims to produce learning media products in the form of posters equipped with QR codes containing videos of skin beauty gymnastics movements so that they can be used in beauty gymnastics practice courses. The stages of define, design, develop, and disseminate are used in this sort of research and development, which uses a 4D development paradigm. In this study, a practicality test for study program participants in cosmetology education was conducted in addition to a feasibility test for media and material specialists. The feasibility test of material experts yielded findings of 85% with very feasible criteria, media experts' findings of 81% with extremely feasible criteria, and the practicality test of 86% with very practical criteria. Based on the results of this study, it can be concluded that poster media products equipped with QRcode-containing videos are very feasible to be used as learning aids in beauty gymnastics practice courses.

**Keywords:** Development of poster media, Video, QRcode, Skin Beauty Gymnastics

## 1 Introduction

According to UU No. 20 of 2003, a person's education is crucial. Education is a deliberate and planned effort to establish a learning environment and learning process so that students actively develop their potential to have the qualities that themselves, society, nation, and country need—such as religious spiritual strength, self-control, personality, intelligence, and noble character. In order for education to be carried out effectively, the educational process needs a number of complementary components that work together to produce a full education system. Learning media is one of the key elements, acting as a channel for teachers and students to communicate during the educational process in order to meet predetermined objectives. The use of media in education is crucial because it enables teachers to make their lesson plans more engaging for students. In this digital age, learning media are constantly evolving, progressing from print media to digital media, from audio media to visual media, and finally to audio-visual media. Innovations in learning media continue to be carried out so that students are more interested and it is easier to access material or information anytime and anywhere. With these advantages, it is hoped that they can influence students' interest in learning.

It has been more than 2 years since Indonesia experienced the COVID-19 pandemic, and there are still positive cases. It is still in a pandemic status even though it is under control, and currently there is an increase in cases even though the positive rate is still below 5% and the mortality rate is below 3%." We still have to be vigilant about how we tighten, discipline health protocols, promote clean and healthy living behaviors, and administer vaccinations.

Due to these circumstances, remote learning (PJJ) and face-to-face learning (PTM) have both been employed in the learning process during the COVID-19 pandemic. Due to the constraints of the learning medium used during PJJ, innovation and creativity are required in generating media. Learning that is available both online and offline is anticipated to boost students' enthusiasm to learn. In practice, the limitations of learning media related to skin beauty gymnastics cause problems in distance learning; therefore, researchers are moved to develop innovative learning media in the form of poster media equipped with QR codes as a tool for practicing skin beauty gymnastics. The product of this research is in the form of a digital poster containing text and images that are linked to a video tutorial containing skin care gymnastics material through a QR code scan [1].

In addition to increasing motivation and learning involvement, the purpose of developing this poster media innovation is to disseminate and provide education regarding the importance of doing physical movements through skin beauty gymnastics to maintain the health and fitness of body organs that can be done anytime, anywhere, and by anyone, especially in pandemic conditions. COVID-19 is not over yet. This poster is not only pasted, but is made more meaningful by digitizing the connection via QR code, which is connected to a video tutorial for skin beauty exercises, so that it is expected to be an efficient and effective learning medium.

## **2 Research Method**

This study examines how learning media are created using the research and development (R&D) process. The goal of this study is to create a digital poster product that has a QR code attached to it so that it may be linked to a video tutorial on skin beauty gymnastics. The 4D development model, which has four stages: define, design, develop, and disseminate, is modified for this development research. The 4D development paradigm, has four stages of development. The first stage is known as the "needs analysis stage," the second is "design," which involves creating a conceptual framework of models and learning tools, and the third is "development," which entails the validation or assessment of media by media professionals and subject matter experts [2]. The dissemination stage, also known as execution on the real target, is the last one. In this study, the research subject is a group of 25 cosmetology students from Jakarta State University. To gather study data from subject matter experts, members of the media, and students, the researcher employed a questionnaire as an instrument. Data collection techniques through questionnaires are carried out by giving several questions or statements written to respondents to be answered, using a scale such as questions or statements and answers to each instrument that has a gradation from very positive to very negative, where the researcher previously provided products in the form of digital posters and videos of skin beauty gymnastics to be analyzed and assessed according to their needs [3]. The data analysis technique used descriptive quantitative data analysis. This is accomplished by completing questionnaire data or conducting a validation test.

Questionnaires by material experts who make 19 statements and media experts who include 26 statements and practicality tests with a total of 12 statements. Researchers use descriptive statistics because these statistics can work to provide an overview of an object through data samples without conducting analysis, and their conclusions apply to the public

[4]. The data derived from research findings was evaluated for utility and applicability. Then the conversion of scores from the assessments of media experts, material experts, and students can be done through a table of criteria and tests.

Feasibility and Practicality Test Formulas [4]:

$$P = \frac{\text{total score obtained}}{\text{maximum score}} \times 100\%$$

Feasibility Test percentage criteria [5]:

**Table 1.** Feasibility Test Percentage Criteria

No	Percentage score	Category
1	81% - 100%	Very Decent
2	61% - 80%	Decent
3	41% - 60%	Quite Decent
4	21% - 40%	Less Decent
5	< 21%	Not Decent

Practicality Test percentage criteria [6]:

**Table 2.** Practicality Test Percentage Criteria

No	Percentage score	Category
1	81% - 100%	Very Practical
2	61% - 80%	Practical
3	41% - 60%	Quite Practical
4	21% - 40%	Less Practical
5	< 21%	Not Practical

### 3 Results and Discussion

The root of the problems in this study is the learning media limitations that can be used in the learning process both face-to-face and remotely in the practice of skin beauty gymnastics [7]. The innovative solution that has been carried out is to develop poster media equipped with a QR code that is connected to skin beauty gymnastics videos as a tool for practical learning [8]. In this study, to test the resulting product, a feasibility test with material experts and media experts was carried out, in addition to a practical test on students of Jakarta State University Make-up. After the data was collected with the distribution of instruments and then processed and analyzed descriptively and quantitatively, the research results obtained from the feasibility test of material experts were 85% with very feasible criteria and 81% with very feasible criteria for media experts, and then the practicality test was carried out on cosmetology students, who got a score of 86% with very practical criteria, with the following calculations:

The results of the calculation of the material expert's feasibility test:

$$P = \frac{81}{95} \times 100\% = 85,26\% \text{ with very decent criteria}$$

The results of the calculation of the media expert's feasibility test:

$$P = \frac{105}{130} \times 100\% = 81\% \text{ with very decent criteria}$$

The results of the calculation of the practicality test to students:

$$P = \frac{52}{60} \times 100\% = 86\% \text{ with very practical criteria}$$

The results of the assessment are very feasible and very practical because the product innovation developed has never existed before to study the practice of skin beauty gymnastics. The video tutorials presented and the step-by-step movements contained in the digital posters make it easier to remember and follow gymnastics movements [9].

#### 4 Conclusions

As a solution to issues relating to the constraints of learning media in the practice of skin beauty gymnastics, this study intends to develop learning product innovations in the form of poster media integrated with a qr-code and connected to video instructions. As part of the applicable 4D development approach, the research product underwent a validation test stage by material and media experts, as well as a practical test with students [10]. It is possible to draw the conclusion that the poster media product equipped with a QR-code containing a video is very feasible and practical to be used as a learning aid in the practice of skin beauty gymnastics based on the percentage score obtained from the results of data analysis contained in the study's results. This outcome was attained as a result of taking previously unheard-of product innovation into account when researching the skin beauty gymnastics routine [11,12,13].

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