

# Development of Event Management Learning E-Module (Event Organizer) using the Articulate Storyline 3 Application

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**Abstract.** E-module is one of the digital-based learning media that can be used as a learning resource. The researcher developed a digital learning media that is an event management learning e-module (event organizer) in the Fantasy Hairdressing and Makeup course using the Articulate Storyline 3 software. Jakarta has additional learning resources. The study method is R&D (Research and Development) using a 4D model (Define, Design, Develop, and Disseminate). The practicality test was carried out in two stages, namely one to one and a small group for students of Jakarta State University Make-up. The feasibility of the learning e-module is based on the results of the validation of material experts, namely 87.41% with the "Very Valid" criteria, media experts, namely 83.33% with the "Very Valid" criteria. The results of the research are worthy of being used as learning resources for students who are studying Event Management (event organizer) materials in the Fantasy Hairdressing and Makeup course. The practicality of the developed learning e-module is 93.58% from the results of the one to one trial with the "Very Practical" criteria and 88.70% in the small group trial with the "Very Practical" criteria.

**Keywords:** Development, E-Learning Module, Event Management

## 1 Introduction

Learning is an activity or process that includes all the five senses that can change individual behavior for themselves, other individuals and even their environment. Learning is also a process of exploring an object that can be synthesized to perfection. Indicators of learning activities are changes in behavior, changes in mindset, and changes in attitude.

Learning is interrelated with the learning process, according to UUSPN Number 20 of 2003 explains learning as a series of student interactions with teachers and learning resources in the learning environment. Learning is defined as learning that is built by the teacher in bringing up creative thinking efforts that can foster students' thinking skills, as well as constructing new knowledge to improve mastery of the material well. In the learning process it is necessary to have media that must be used so that it can run easily. Of course, there are lots of learning media that can be used, such as audio, visual, audio visual, and print learning media.

E-module is a digital-based learning media that is applied as a learning resource. E-modules can help students find out what material will be studied, so students can study independently wherever and whenever. It can be used as an alternative when there is a lack of learning time in class. It also be used as a reliable learning source for readers, especially teachers and students.

E-modules can be used as a variety of learning media as learning resources in Fantasy Hairdressing and Makeup courses. The Fantasy Hair and Makeup course is a compulsory course for students to take of the cosmetology study program at Universitas Negeri Jakarta. In the course, not only hair and makeup will be studied, but also all things that support the fantasy styling and makeup such as clothes, nails, and other accessories. One of the sub-materials in this course is the Event Organizer which contains about how to manage an event. Where in the fantasy hair and makeup course there are activities that become an evaluation of the final results, namely holding a fantasy makeup art performance.

In designing, implementing, and evaluating a large event such as a performance, good event management is needed. In managing an event, of course, it takes a lot of preparation and also requires an organization, so that the purpose of the performance can be achieved, good event management is needed. Event management is a group of people who carry out responsibility for achieving goals within an organizational structure and clear roles.

The researchers conducted research on the development of the Event Management learning e-module (Event Organizer) with the aim of providing an overview of how to design a fantasy make-up show and to find out how much benefit the Event Management (Event Organizer) e-module has in the Hairdressing and Hairdressing course. Fantasy Makeup. The purpose of the e-module is to assist students get additional learning resources about event management in fantasy hair and makeup courses. Another goal is for students to easily understand and perform shows with good event management.

Before developing the e-module, we conducted a needs analysis by distributing a questionnaire in the form of a google form containing what students needed when studying Event Management material (Event Organizer). Based on the questionnaires distributed, the researchers obtained 35 respondents from the Bachelor of Makeup Education and D3 Make-up Education study programs, batches of 2018 and 2019. Of the 35 respondents who had filled out the questionnaire, 93.4% of the data obtained needed a module on Event Management (Event Organizer). ) and 74.3% of students prefer to learn using e-learning modules.

Based on this needs analysis, we tried to develop digital learning media using event management learning e-modules (event organizers) in fantasy makeup courses using Articulate Storyline 3 software so that Jakarta State University cosmetology students have additional learning resources that can be used as guidelines in event management materials. So that students can study independently and have learning materials that are varied with visuals, audio, video, and text so that they can meet the various needs of students in understanding the material.

The aim of the researcher to develop a learning e-module is to determine the product feasibility in the Fantasy Hairdressing and Makeup course. So that it can be used as an additional learning resource that discusses Event Management material, which is expected to increase students' knowledge about how to manage an event, especially fantasy make-up shows.

The benefits expected from the development of the Event Management learning e-module (Event Organizer) are as follows:

- a. Adding experience and knowledge about how to develop an e-learning module as a learning resource and assist the process of learning.
- b. Students find out more about Event Management (Event Organizer) materials in Fantasy Hairdressing and Makeup courses.
- c. E-modules as a source of independent learning by students in the Cosmetology study program, State University of Jakarta.
- d. E-modules can be used as teaching materials or educational facilities.

## 2 Research Method

Rapid technological advances have made modules that were previously only develop into electronic modules or commonly called e-modules. E-modules are used as learning tools and facilities covering material, limitations, methods and evaluations that are arranged in an interesting and systematic manner in order to achieve competency according to the level of complexity electronically [1].

The Ministry of National Education [2], defines modules, namely learning tools and facilities containing methods, materials, limitations, as well as for evaluations that are arranged in an interesting and systematic manner in order to achieve competence according to the complexity possessed. The electronic module is a form of presenting an independent learning material systematically in the smallest learning unit in realizing a learning objective that is presented in electronic form.

E-module as a learning media made using a computer that can present images, text, audio, graphics, animation and video used in the learning process. Meanwhile Sugianto explained the electronic module as a teaching material to be used independently with a systematic design in order to achieve learning objectives in electronic form containing audio, animation, directions so that users become interactive [3]. From the explanation above, e-module is a combination of conventional modules with technological advances that produce interactive learning media in which there are pictures, animations, texts, videos and sounds that can attract interest and increase student enthusiasm for learning.

Learning is an effort made by the teacher to bring up service and climate on the potential, abilities, talents, interests, and needs of students in a very diverse way and bring out optimal interaction from the teacher to students and between students. Sugandi describes learning as a set of individual processes, which change stimuli from the individual's environment into some information, which then creates learning outcomes such as long-term memory [4]. From the explanation above, learning is a interaction from students with teacher and also resources in a learning environment so as to obtain good and long-term learning outcomes. Depdiknas, A module is said to be good or interesting if it has the following characteristics: independent instructional; stand-alone; easy to use and adaptive.

The term management is a very popular term in daily activities, especially in running an organization. Good management is the key to an organization. In the organization, various types of management are needed so that the goals or ideals of an organization can be achieved. George R. Terry explains the scope of management, namely activities to realize one's goals by giving the best effort through predetermined actions [5]. Mullins explains that the main part of studying organization and management is the development of management thinking and what might be terms in management theory [6].

Any Noor defines an event as an activity held to commemorate important matters throughout a person's life, both individuals and groups bound by culture, customs, religion, and traditions that are held for a purpose and include the community environment at a certain time [7]. According to Troy Halsey event is said to be an event that is planned for a particular purpose [8]. Based on the The definition of an event is an activity organized by individuals or groups for certain interests starting from the planning, implementation to evaluation stages. Events can also be interpreted as exhibitions, performances or festivals. Events can be run if there are organizers, participants and visitors [9].

The success of an event cannot be separated from good management. Event management is an arrangement for organizing events starting from the planning analysis process, implementation to event evaluation [10]. Managing an event requires a team that works together. Event management is a part of a management science that raises and develops

activities aimed at gathering individuals in one place, carrying out activities in an organized manner in order to obtain information or see an event [11]. Goldblatt defines event management as a professional activity in gathering and even uniting several people for educational, celebratory, marketing or reunion purposes and has the responsibility of planning activities, conducting research, planning, coordinating and supervising to carry out an activity [12]. Based on the exposure of experts, researchers can conclude that event management is an effort to develop and manage an event, both small and large scale with the aim of gathering people in one place, the event management process itself starts from planning, implementing, to evaluating the event [13]. Event organizer comes from two words including event which means event and organizer which means organizer, so the event organizer becomes a party that organizes an event [14].

Fantasy hair and makeup courses as described in the academic manual of the Faculty of Engineering, State University of Jakarta include knowledge of fantasy hair and makeup, two- and three-dimensional character make-up, creating fantasy and character make-up designs according to the theme, organizing fantasy make-up performances, organizing an event or activity, drafting and developing event concepts, preparing proposals, ideas and creativity, innovation activities, planning, managing relationships and co-workers, marketing and promotion, capital and financial control plans, preparation of licensing teams, coordination of transportation and accommodation, field coordination, preparation of activity reports. The fantasy hair and makeup course has a weight of 4 credits, 16 x 150 minutes of face-to-face meetings and become a compulsory subject for cosmetology students.

In the fantasy hair and make-up course, there are several competencies and learning outcomes as well as the proportion of assessments for students in Event Management (Event Organizer), including:

- a. Main Competency:
  - Mastering the concept of event organizer management
- b. Sub Competency:
  - Understand the concept of event organizer
  - Prepare activity proposals
  - Compile a job description or division of labor within the organization

CPMK	SUB CPMK
3. Mastering the concept of show management	3.1. Understand the concept of event organizer 3.2. Prepare activity proposals 3.3. Compile a job description or division of labor within the organization

Based on the RPS reference, the content material to be developed the Event Management learning e-module (Event Organizer):

- a. Event Organizer
- b. Organizational structure
- c. Performance Planning
- d. Financial Arrangements
- e. Proposal creation
- f. Sponsorship
- g. Work partners

- h. Publication and Promotion of the Show
- i. Performance Implementation
- j. Performance Evaluation

Development of the Event Management Learning E-Module (Event Organizer) in the Fantasy Hairdressing and Makeup course using the Research and Development (R&D) method. Sugiyono explains the R&D methods namely the scientific method for investigating, designing, producing and testing the validity of the product being developed.

The R&D method in this study using 4D model (define, design, develop, and disseminate) by S Thiagarajan, Dorothy S. Semmel and Melvyn I. Semmel. The model was chosen because of the simple but procedural, detailed, precise and systematic steps to develop a module.

The 4D development model is used because the steps are simple, sequential and clear, making it easier for researchers to develop learning e-modules. The learning e-module was created using the Articulate Storyline 3 application. This application was chosen because it can produce interactive learning e-modules because it contains text, images, videos, sounds, and navigation buttons. The final result of the research is a website, so students do not need to download applications and worry about storage space for their devices or laptops.

The development of e-modules aims to study independently whenever and wherever for students. In the Event Management learning e-module (Event Organizer), students can get additional learning resources that can be studied independently and can expand knowledge and improve learning outcomes in fantasy hair styling and makeup courses.

In this study, researchers conducted expert validation and material validation to determine the feasibility of the Event Management e-module (Event Organizer). To test the validity, researchers used a measuring instrument in the form of an instrument. Sugiyono put forward the research instrument as a tool for measuring observed natural and social phenomena. Suharsimi Arikunto explains that a research instrument is a tool that is used and determined by researchers to collect data so that activities are systematically arranged and facilitated by their presence [8]. Al-Tabany also describes instruments, namely tools in a learning activity that makes activities systematic and facilitated by them. Referring to this opinion, the instrument is defined as a tool for researchers to collect data in order to facilitate the learning process [9].

In the expert validation instrument, the researcher used a Likert scale to measure opinions, attitudes and also people perceptions about a social phenomena.

Answer Criteria	Score
Very Good	5
Good	4
Enough	3
Bad	2
Very Bad	1

Source: Ernawati, (2017)

After we gets the validation from the instrument, the score will be calculated by:

$\text{Validity level (\%)} = \frac{\text{Total Score from Expert} \times 100}{\text{Maximum Score}}$
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After calculating the percentage score, the data will be interpreted as in the following table:

No.	Score in percent (%)	Eligibility Category
1.	< 21 %	Very Invalid
2.	21 – 40 %	Invalid
3.	41 – 60 %	Quite valid
4.	61 – 80 %	Valid
5.	81 – 100 %	Very Valid

(Source: processed from Arikunto, 2009)

Media is considered valid if it gets a score between 61-100%, or on the "Valid" and "Very Valid" qualifications.

### **3. Results and Discussion**

#### **3.1 Learning Media Development**

This research uses R&D method with a 4D model, the following are the stages carried out in this research:

a. Define

Researchers carried out 5 stages of analysis such as: a) preliminary-final analysis to see the existing problems; b) student analysis; c) task analysis; d) concept analysis; e) specific instructional objectives based on the RPS.

In addition, we also carried out the needs analysis using an instrument using google form which was distributed and filled out by 35 respondents consisting of the Bachelor of Make-up Education and D3 of Make-up Education study program class of 2018 and 2019. Based on the instruments that have been distributed, the results obtained are 93.4 % of students need a module with Event Management material (Event Organizer) and as many as 74.3% prefer e-learning modules.

b. Design

After passing the definition stage and knowing the existing problems, then the design stages are carried out such as: a) constructing a benchmarked test - criteria, namely Compiling a material grid; b) the selection of media to be used, the researcher uses the articulate storyline 3 application; c) selection of the format to be used; d) preliminary design.

c. Develop

After designing step, we develop product by making an e-module design on Microsoft Word and the Articulate Storyline 3 application. Next, the researchers conducted a validation test of materials and media.

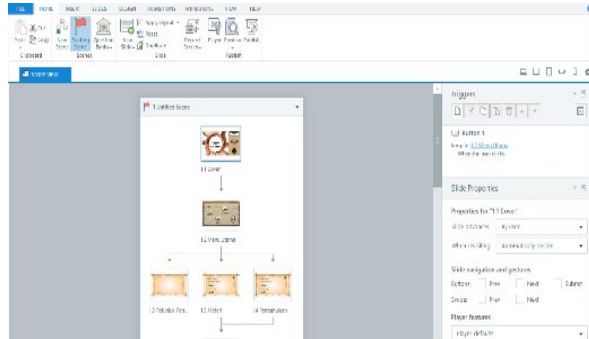


Figure 1. Development on the articulate storyline 3 application



Figure 2. Main Menu Display

d. Disseminate

The deployment stage is the last stage carried out in the 4D model. The purpose of this stage is to socialize the final product that has been validated by material and media experts to be used as a student learning resource. The disseminate stages carried out by the researcher are: a) Validation testing; b) the packaging of this research product is made into a web and inserted into the wordpress site; c) diffusion and adaptation.

<https://tiyafadhilah.fasilitasibelajar.com/usertiyas/e-modul/>

Link to open e-module



Figure 3. Home screen on WordPress

### 3.2 Eligibility of Learning Media

#### 3.2.1 Material Eligibility

$$\begin{aligned} \text{Validity Level (\%)} &= \frac{\text{Total score from expert}}{\text{Skor maksimum ideal}} \times 100 \\ &= \frac{(5 \times 10) + (4 \times 17)}{5 \times 27} \times 100 \\ &= \frac{118}{135} \times 100 \\ &= 87,41 \% \end{aligned}$$

Furthermore, after obtaining the results of material validity of 87.41%, the researchers interpreted the data into the following table:

No.	Score in percent (%)	Eligibility Category
1.	< 21 %	Very Invalid
2.	21 – 40 %	Invalid
3.	41 – 60 %	Quite Valid
4.	61 – 80 %	Valid
5.	81 – 100 %	Very Valid

(Source: processed from Arikunto 2009)

The material validity level is 87.41% in the "Very Valid" category, so the Event Management learning e-module (Event Organizer) is suitable to be used as a learning resource.

#### 3.2.2 Media Eligibility

$$\begin{aligned} \text{Validity Level (\%)} &= \frac{\text{Total score from expert}}{\text{Maximum score}} \times 100 \\ &= \frac{(5 \times 7) + (4 \times 14) + (3 \times 3)}{5 \times 24} \times 100 \\ &= \frac{100}{120} \times 100 \\ &= 83,33 \% \end{aligned}$$

Furthermore, after obtaining the results of the media validity of 83.33%, the researchers interpreted the data into the following table:

No.	Score in percent (%)	Eligibility Category
1.	< 21 %	Very Invalid
2.	21 – 40 %	InValid
3.	41 – 60 %	Quite Valid
4.	61 – 80 %	Valid
5.	81 – 100 %	Very Valid

(Source: processed from Arikunto, 2009)

The media validity level is 83.33% in "Very Valid" category, so the Event Management learning e-module (Event Organizer) is worthy of being used as a learning resource.



### 3.3 Discussion

The Event Management learning e-module (Event Organizer) developed by the researcher received a validation value from material experts of 71.11%, then the researcher revised it and got a value of 87.41%. Based on the interpretation table, the score of 87.41% is in the "Very Valid" category, so it can be said that it is worthy of being used as a learning resource for Fantasy Hairdressing and Makeup courses. In the media validation test, researchers got a score of 83.33%. Based on the interpretation table, the score of 83.33% is in the "Very Valid" category, so it can be said that it is worthy of being used as a learning resource for Fantasy Hairdressing and Makeup courses.

### 4 Conclusions

Development of the Event Management Learning E-Module (Event Organizer) in the Fantasy Hairdressing and Makeup Course using the R&D method with a 4D model (Define, Design, Develop, and Disseminate). The result of material validation is 71.11% which was later revised to 87.4% into the "Very Valid" category. Media validation has a percentage of 83.33% in the "Very Valid" category.

Overall, it can be concluded that the Event Management (Event Organizer) learning module developed by the researcher uses the articulate storyline 3 application with the final result packaged into the wordpress web is feasible and also practical to be used as an additional learning resource in Fantasy Hairdressing and Makeup courses.

The obstacle encountered by the researchers was the COVID-19 pandemic, so the research was conducted online.

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