The Development of Booklet Media Construction With Various Patterns - Various Collar Models For Fashion Design Study Students, Universitas Negeri Medan

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Abstract. This study aims to discover the feasibility of booklet media with various collar construction patterns to the students of Fashion Design Study Program, Universitas Negeri Medan. Drawing the pattern construction with the breaking pattern of various collar models to be appropriate as the learning media for the students of Fashion Design Study Program, Universitas Negeri Medan. The research methodology used in this research is Research and Development method. The development model used in this study is a 4-D development model (four D models), including: define, design, develop, and disseminate. The result shows that the usage feasibility of students' booklet test results the percentage of (95,56%) which is in "Excellent" qualification; and the feasibility test with lecturer as the respondents is in (94,74%) "excellent" qualification. Therefore, the feasibility of various booklet media construction with various collar models and pattern breaking method is appropriate to be applied to the students of Fashion Study Program in Universitas Negeri Medan.

Keywords: Booklet media, pattern construction of various collar models

1 Introduction

Any efforts to improve the quality of education in order to respond to various challenges becomes important, especially in terms of globalization, the advancement of science and technology and the massive movement of experts. Thus, the competition of nation is agile and intensive that the educational institutions are demanded to be able to produce the qualified education output, have expertise and professional competencies that are ready to face global competition.

In the era of information technology, educator is not the only source of information and science. But the role of educator has turned into facilitator, motivator and dimasitator for students. In such conditions, it is expected that the educator can provide a greater role.

To effectively conduct the role, it is necessarily to increase the clear scenario in learning. Sagala (2003), claimed that learning has two characteristics. First, a learning involves a thinking process. Second, it builds a dialogist situation and a continued ask and question process to improve and enhance thinking process, in its turn the thinking process can help students in obtaining the science constructed by their selves. The improvement of curriculum is conducted in all fields including: tools or facilities of curriculum and teachers. The improvement of learning method is always conducted by finding the right learning method in

accordance with the teaching material. The use and selection of learning media aims to facilitate students in understanding the subject matter delivered by the teacher or lecturer.

Dealing with the subject of constructing fashion pattern syllabus, there are many basic competencies, such as drawing various fashion patterns like; drawing various collars. To draw various constructed collars, it is needed an accuracy, patience, austerity and tidiness in order to produce innovative and varies collars. There are many materials of patterns construction while the students' ability is still limited, therefore the achievement of students' value is not maximum yet, in addition to, the lecturer has never used a booklet media in delivering material.

The use of appropriate media can motivate and help students in achieving the goal of learning. Learning media is a medium brings an instructional or contained of goal of teaching message or information [1]. Critos, 2013 mentions that media is one of the communication components,

in which a message brings an information from a communicator to a communicant. [2], states that media is everything that can deliver and distribute a message from a source which is planned thus a conducive, efficient and effective learning environment can be produced.

Booklet is a small size book (a half of quarto paper) and thin, no more than 30 sheets contain of texts and pictures [2] Efendi (2009), *booklet* is a media in the form of small book containing of texts/pictures or both texts and pictures, while Prastowo (2015) claimed that booklet is a bound paper, both written and blank. Booklet learning media is a media that can be brought everywhere, booklet is easy to learn and not limited by space and time. Booklet presents frontview and rear-view images and attractive colours to motivate students to express creative ideas in designing and changing patterns based on construction.

Based on the definitions above, the problem of study is as following: How is the feasibility of booklet media in the basic competence of drawing various collars construction on Fashion Students State University of Medan?

2 Methodology

In this study, a Research and Development (R & D) was used.[3], *"Depelopmental research, as opposed to simple instructional development, has been defined as "the systematic study of designing, developing, and evaluating instructional programs, proce sses and products that must meet the criteria of internal consistency and effectiveness."*

The development model used in this study was the 4-D development model (four D models). [4] divided the stages of the 4-D model include: define, design, develop, and disseminate.
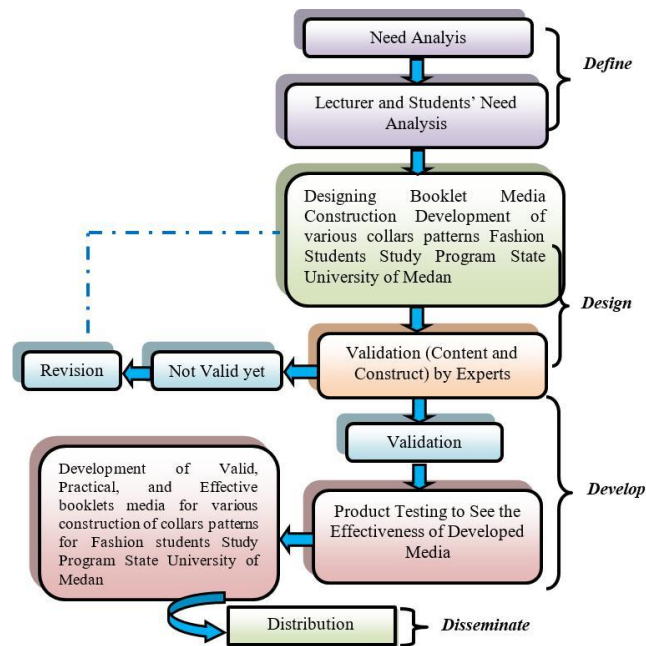
Fig.1. Design of Booklet Media Development for various collars patterns construction for Fashion Students Study Program State University of Medan

3   Result and Discussion

The stages of the implementation of booklet media development research on the pattern construction of various types of collars to students of the Fashion Study Program. The needs analysis was carried out by distributing questionnaires to the students. The result showed that 100% students said that they had never used construction booklet media in various collar patterns as an effort to improve learning activity which was more effective and interesting. Whereas, the questionnaire data needs which were distributed to 71 first semester student Fashion Study Program, 62% stated strongly agree that the booklet media was used as learning media on the material of pattern construction of various types of collars. Based on this, the development of a booklet was needed in order to make it easier for students to understand the learning material and improve student learning activities Because, based on the results of the research of Alabanachanin, the main function of the pattern: as a template for recreating the designs that have been made and refined (2016) In the next stage was identification of potentials and problems, researchers conducted a needs analysis to the lecturers by providing questionnaires of needs and conducting observation to find out the implementation of learning pattern construction of various types of collars, KKNI curriculum used, and the media used that would be developed.

The evaluation of the development of booklet media in the pattern's construction of various types of collars in general, the value of responses from fashion students was assessed as "Strongly Agree" so that no revisions were made. This could be seen from the small group test, the medium group test and large group test that experienced an increase from the students of Fashion Study program responses in table 1 below:

Table 1. Group Test Percentage Result

No	Test	Average Percentage (%)	Creteria
1	Small group test	63	Agree
2	Medium group test	74,49	Agree
3	Large group test	90,54	Strongly Agree

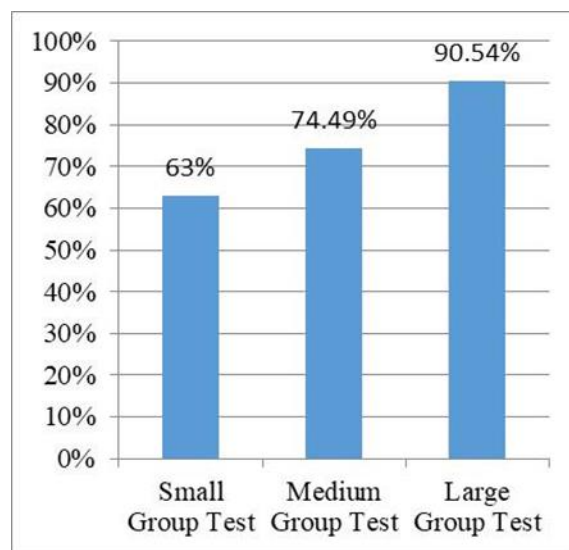percentage of small group test, medium group test and large group test could be seen in Figure 2 below

Fig.2. Small group test, medium group test and large group test

Furthermore, the results of the initial product development were validated by a media expert and a material expert. In its implementation, media validation and material validation assessed the booklet of patterns construction of various types of collars, then the validator provided judgments, comments and suggestions for improvements related to the aspects in the media expert validation and the media expert validation sheet. Some things, researchers asked directly and discussed with the validator about things that are related to the aspects that still needed some improvements in order to produce a feasible product that can be used for learning activities.

In the validation sheet, which was assessed by the media expert, he gave an average rating of 86.67% with the criteria of "very good", that the media was feasible because the media display and the picture were good and the menu attracted students' attention so as to create an interactive learning. Then, the material expert gave an assessment with an average of 89.5%with the criteria of "very good", that the booklet media of patterns construction of various types of collar models were feasible to use in learning activities in Fashion Design Study Program, Universitas Negeri Medan. [12] stated in his research entitled the design of collar around necklines in varied forms, the collar is one of the elements in women's clothing

that attaches to the neck and gives beauty to the dress. The collar is one of the finishing edges of clothing that is attached to the neck. The collar has a variety of shapes, designs and sizes, and from various forms of collar design will give a distinctive impression or value to the wearer. Based on the results of product validation through a series of tests and revisions that have been carried out, the development of booklet media of patterns construction of various types of collar models were valid. Tests were carried out in four stages, namely: (1) media expert and material expert validation, (2) small group test, (3) medium group test, and (4) large group test.

4   Conclusion

Based on the results of the development research that had been carried out and the discussion that had been described, it could be concluded:

a)   This development research uses booklet media of patterns Construction of various types of collar models. There are 52 types of collar models and how to make the pattern, overall obtaining an 84.67% rating in very good criteria. While from the results of validation by material expert, overall obtaining an 85.5% rating in the very good criteria.

b)   Based on the results of students' responses questionnaires about booklet media patterns Construction of various types of collars models, received responses from students that 95.56% strongly agree to use booklet media because it attracted attention, motivated students and looked attractive as learning media of Fashion Education Study Program.

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