

# The Practicality of Video Tutorial Media in Daily Face Make-up Learning

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**Abstract.** Video media is a non-print teaching material that is rich in information because it can reach students directly. Researchers try to apply videos to basic beauty subjects with everyday makeup material. Video media is considered an exciting and communicative medium for students to foster learning motivation and make it easier for them to learn independently. Researchers used Four D development research, a practical research instrument, using a questionnaire with a sample of 2 teachers and 18 students of SMK Kecantikan. The practical results show that using video tutorials in daily cosmetology learning by teachers with categories is very practical, and students' responses with categories are very practical.

**Keywords:** *Practicality, Video Tutorials, Daily makeup*

## 1 Introduction

Vocational High School (SMK) is an educational institution with a mission to improve the quality of education. In addition to providing special skills for students, SMK also aims to increase students' knowledge, personality and noble character in students so that students have the ability and expertise to work effectively and efficiently. Improving education quality can be enhanced by improving educational institutions' learning processes. Teachers strongly support the quality of education in conducting quality learning to assist students in achieving maximum learning outcomes by using fun methods with the application of exciting and innovative learning media so that students/students are not bored and more quickly master the material presented [1].

Daily makeup is one of the materials from the elemental beauty subject studied in class X of the Beauty Department at SMK N 6 Padang. Everyday makeup is a science that studies the art of beautifying oneself or others by using cosmetics by covering/disguising defective parts and highlighting the perfect features on the face. Daily makeup emphasizes light and soft makeup results using soft colors. The purpose of everyday makeup is to show a naturally beautiful face by highlighting the beautiful parts and covering the defective parts [2]. While the benefits and functions of daily makeup are to beautify the overall appearance, give a sense of self-confidence, maintain beauty, cleanliness and health and look more beautiful [3]. In learning, the teacher only

uses the lecture method, question and answer, and relies on the demonstration method equipped with a worksheet for students to learn. Some students are less interested in listening to the material presented by the teacher. To attract students' attention, teachers need to use more interactive media that can draw students' attention. Besides that, the media must be able to achieve the desired goals.

Education requires media in learning, and learning media enables students to acquire knowledge, skills or attitudes. Media in the learning process tend to be interpreted as graphic, photo-graphic or electronic tools to capture, process and rearrange visual or verbal information. Learning media is a tool used by teachers and is a means of conveying messages to achieve learning goals that can stimulate the mind and will so that it can cause learning motivation for students themselves [4]. Learning media is a teaching tool that updates the situation, achievement, and learning environment. Learning media are made by educators/teachers to improve students' learning abilities [5].

Teachers are required to design learning activities as innovations that utilize media so that they can run effectively [6]. According to [7]. Using suitable media will also determine the level of success of the learning process and the Akidah Akhlak learning process, both in explaining the subject matter, teaching experience and efforts to help students remember longer experiences. Learning that has been obtained. Media use in the learning process should vary and remain by the material being taught so that the teaching and learning process can be carried out correctly.

The learning media commonly used by teachers is video media. Learning videos are audio-visual-based videos consisting of images, motion, sound, and animation. Video can also depict an object moving together using natural sound or appropriate sound so that it can give its charm [8]. Video media is a learning media that can display moving images accompanied by sound. [9] Also, the video's advantages include showing specific movements again so that students can imitate according to the scheduled activities. Besides video, video is an independent activity where students learn at their own pace.

Video is perfect for learning to describe a particular process, a demonstration flow, a concept or something. Videos are available for almost all topics and types of learning across all cognitive, affective, motor skills and interpersonal teaching areas. It can take students almost anywhere, extending students' interests beyond the classroom walls [10]. Learning through video tutorial media is a learning medium that can increase students' motivation and knowledge because varied learning can change a person's behavior.

Several aspects must be considered in making learning media, one of which is the practicality of the media. The usefulness of this media is related to the use of lecture materials by teachers and students. Learning materials or media are said to be practical if lecturers/teachers and students can use materials logically and continuously without many problems. So this study aims to see the practicality of video tutorial media in learning daily makeup in basic beauty subjects.

## 2 Method Research

This research is a research and development research, using the Four D (4D) development model, which includes four stages, namely discovery (*define*), design (*design*), development (*develop*) and dissemination (*disseminate*) [11]. In this study, product trials were conducted to see practicality (*usability*). The test was conducted on one teacher and 18 students majoring in cosmetology at SMK 6 Padang. The instrument used is by using a questionnaire. The results of the practicality questionnaire of all samples were analyzed using descriptive statistics with the percentage formula.

## 3 Results

Experimental test data was obtained from filling out the practicality instrument that will be used to assess the implementation of the learning media developed from a practical point of view. Experimental data was taken through a questionnaire filled out by 18 Beauty Cosmetology students. The results of filling out questionnaires by students can be seen in table 1.

**Table 1. Practicle result of video media by student majoring in beauty management SMK N 6 Padang**

No	Indikator	Rata-Rata	Kriteria
1.	Appearance	86,8	Very Practical
2.	Operation	87,5	Very Practical
3.	Benefit	84,7	Very Practical
	<b>Average</b>	<b>86,3</b>	<b>Very Practical</b>

Table 1 shows the practicality of video media based on the responses of students majoring in cosmetology from the display indicators obtained an average score of 86.8% with efficient criteria. Operational indicators obtained an average score of 87.5 with very practical criteria. The usefulness indicator obtained an average score of 84.7% with very practical criteria. The overall average practicality test score of the students is 86.3%, with very practical criteria.

The validator's assessment of the content of the practicality instruments used to assess the implementation of learning media was developed from a practical point of view. Pre-actuality data was obtained from a questionnaire filled out by a teacher.

**Table 2. The Result of the practicality of video media by teacher of the beauty management departement at SMK N 6 Padang**

No	Indikator	Rata-Rata	Kriteria
1.	Student Interest	95%	Very Practical
2.	The process of using it	90%	Very Practical
3.	Improvement of student activity	95%	Very Practical
	<b>Average</b>	<b>93,3%</b>	<b>Very Practical</b>

Based on table 2, the practicality of video media based on the response of the Beauty Department teacher from the indicators of student interest obtained an average score of 95% with very practical criteria. The indicator of the process of using it obtained an average score of 90% with very practical criteria. Indicators of increasing student activity obtained an average score of 95% with very practical criteria. Overall the average score for the practicality test from the Beauty Cosmetology teacher is 93.3% with very practical criteria.

#### **4 Discussion**

Theoretically, the practicality stage, in addition to being part of the development stage, is also included in the Disseminate stage in the form of summative evaluation. Summative evaluation in research and development is intended to describe the product's effectiveness in improving the practicality of achieving learning objectives. Usefulness in research and development is through the use of video tutorial media in the perceptions of students and teachers who use video tutorial media.

Practicality testing is the ease with which the instrument can be prepared, used, interpreted or obtained results as well as in storing. Data on the practicality of video tutorial media was carried out at SMK 6 Padang for students who studied basic beauty subjects with daily makeup material.

Based on the results of the research on the practicality of video media filled out by 18 students, an average score of 86.3% was obtained with very practical criteria, and the teacher's assessment obtained an average score of 93.3% with very practical criteria, so the video tutorial media used was very practical. Developed very practical to use.

The results of this study are in line with the opinion of [12] that learning packaged in the form of video is very good for use to create conditions that resemble the actual situation. The results of the study [13] show that the use of video media in grooming learning can increase student learning activities so as to improve learning outcomes. Learning daily makeup using video tutorial learning media is highly recommended to be applied in learning activities. It is also useful for teachers to make innovations in the learning process by designing video tutorials for the material to be taught to students.

#### **5 Conclusion**

Based on the results of the discussion above, we can conclude that the practicality of using video tutorials in learning daily makeup is in a very practical category. The above opinion can be said to be suitable for this study. Suggestions from researchers for further research may be able to see from the effectiveness of the media, or maybe it can be used in different learning.

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