

Effectiveness of Using Video Tutorials in Hair and Bun Styling Courses in the Department of Makeup and Beauty, FPP UNP

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Abstract

Learning is a very important part of the educational process and needs attention. One lesson that can be used to simplify the educational process or teaching and learning activities is through audio-visual media. Audio visual media is media that combines audio and visuals by stimulating hearing and sight in the process of conveying messages or information. One of the audio-visual learning media is video tutorial media. This research aims to determine the effectiveness of implementing video tutorial media in the Hair and Bun Styling course at the Department of Makeup and Beauty, FPP UNP. The results obtained in this research are the results of a hypothesis using the Test formula $t_{count} = 2.202$ was greater than $t_{table} = 2.021$. From the explanation above, it can be concluded that there is effectiveness of Video Tutorial Media in the Hair and Bun Styling course in the Department of Makeup and Beauty, FPP UNP

Keywords: *Learning Effectiveness of Video Tutorials*

Abstrak

Pembelajaran merupakan salah satu bagian dalam proses pendidikan yang sangat penting dan perlu mendapat perhatian. Salah satu pembelajaran yang dapat digunakan untuk mempermudah proses pendidikan atau kegiatan belajar mengajar adalah melalui media audio visual. Media audio visual adalah media yang memadukan audio dan visual dengan merangsang pendengaran dan penglihatan dalam proses penyampaian pesan atau informasi. Salah satu media pembelajaran audio visual adalah media video tutorial. Penelitian ini memiliki tujuan untuk mengetahui efektivitas penerapan media video tutorial pada mata kuliah Penataan Rambut dan Sanggul di Departemen Tata Rias dan Kecantikan FPP UNP. Adapun hasil yang diperoleh dalam penelitian ini merupakan hasil hipotesis menggunakan rumus Uji t ditemukan $t_{hitung} = 2,202$ lebih besar dibandingkan dengan $t_{tabel} = 2,021$. Dari penjelasan diatas dapat disimpulkan bahwa terdapat Efektifitas Media Video Tutorial pada mata kuliah Penataan Rambut dan Sanggul di Departemen Tata Rias dan Kecantikan FPP UNP

Keywords : Pembelajaran Efektivitas Video Tutorial

INTRODUCTION

Education is the most important thing in our life. This education means that every human being has the right to receive an education. Education is an internal life process that develops each individual to be able to live and survive, so being an educated person is very important because the quality of life of a nation is closely related to the level of education. Education itself is a conscious and planned effort to achieve the goal of creating a learning atmosphere and learning process in such a way. Students can actively develop their potential for self-control, intelligence, social skills, religious spiritual strength, personality and noble morals (UU SIKDKNAS no. 20 of 2003)

Learning is a very important part of the educational process and needs attention. Learning media is a tool that can stimulate the mind, attention and willingness to learn. According to Mandalika (2020), learning media can be used to improve students' understanding of the material and skills in the practical lecture

process. According to Hasan (2021), learning media is anything that is used as an intermediary or liaison from the provider of information, namely educators, to the recipient of information, namely students motivated and able to participate in the learning process fully and meaningfully. According to Elisa (2022), learning media is a tool that can stimulate thoughts, feelings, attention and learning abilities or skills so that it can encourage a more effective learning process. The function of learning media is as a communication tool to convey information in teaching and learning activities to make it more effective and efficient. In the learning process, media has a function as a carrier of information from the source (lecturer) to the recipient (students). Thus the existence of media in the world of education, it is a quite important part of achieving instructional goals.

One form of learning media is through audio-visual media. Audio visual media is media that combines audio and visuals by stimulating hearing and sight in the process of conveying messages or information. One of the

technological products as a result of learning media which is quite widely used today is the use of video tutorials.

Tanjung (2020) states that video tutorial media is media that depicts a process of moving objects together with natural/appropriate sounds. Meanwhile, according to Tanus (2022), video tutorial learning media is an aid in the teaching and learning process that is suitable for use in universities and can help in the student learning process.

Cosmetology and Beauty is one of the departments at the Faculty of Tourism and Hospitality, Padang State University which produces professionals in the fields of skin, hair and spa beauty. Students in this department have an entrepreneurial spirit and are knowledgeable about science and technology, with formal education and systematic education units as education providers. For this reason, students are expected to be able to obtain learning in terms of knowledge, skills and competent work attitudes through the learning process.

Based on the results of interviews for the July-December 2022 semester period with Makeup and Beauty lecturers who teach Hairdressing and Bun courses, it was explained that in class lecturers still use the lecture method with the help of PowerPoint media to explain learning material, styling techniques and hair and hair work steps bun. During the practicum schedule in the practicum room, the lecturer in charge of the Hair and Bun styling course only uses videos downloaded from social media with a short duration so that students have difficulty following the practice of styling hair and buns to apply/practice on mannequin models/dolls.

The use and utilization of media that is not optimal by lecturers has an impact on learning outcomes and students' attitudes in participating in learning, where students only listen, some only take notes and take pictures. Apart from that, students are lazy to open the modules given by the lecturer, either in print or file form. Meanwhile, the Hairdressing and Bun course is a practical course whose ultimate goal of learning competency is that students are able to understand the meaning of an Evening Style bun, students know the characteristics of an Evening Style bun, and students know various Evening Style bun techniques. Evening Style bun and

students know the steps involved in applying the Evening Style bun.

Previously, the researcher was with the lecturer who taught the Hair Styling and Bun course try create learning media in the form of video tutorials which aim to improve student learning outcomes and competencies. Because video tutorial media is an integral part of the learning process that needs attention, especially for educational technology. The use of video tutorial presentation media will be adapted to the Hair Styling and Buns course. Video tutorials have gone through a validity and practicality testing process. The validity test results from learning video material experts obtained an average of 0.85 in the valid category, the validity test results from learning video material experts obtained an average of 0.90 in the valid category. Meanwhile, for the practicality test, lecturers obtained an average of 95% with very practical criteria and practicality results for students obtained an average of 85.1% with very practical criteria. Therefore, researchers will conduct further research by looking at the effectiveness of Evening Style bun styling learning videos. This is the specialty of Educational Technology in improving the quality of learning media that will be used in learning to be more innovative, effective and varied so that students can improve learning outcomes in the Hair Styling and Bun courses. This becomes the basis for researchers to conduct research regarding the Effectiveness of Using Video Tutorials in the Hair Bun Styling Course in the Department of Cosmetology and Beauty, FPP UNP.

RESEARCH METHOD

The research method used in this research is quantitative research. Quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used for researching certain populations or samples, collecting data using research instruments, analyzing data using quantitative statistics, with the aim of testing predetermined hypotheses. In this research, quantitative research methods will be used to determine the effectiveness of student learning outcomes using video tutorial learning media in the Hair and Bun Styling course, Department of Makeup and Beauty, Faculty of Tourism, Hospitality, Padang State University.

The approach taken in this research is to use a quasi-experimental or quasi-experimental

approach. The aim of this research is to see the effectiveness of using audio-visual learning media in the form of video tutorials for students of the Department of Cosmetology and Beauty, FPP UNP in the Hair and Bun Styling course.

The population in this study were all 83 students of the Class of 2022, third semester of Cosmetology and Beauty who were taking Hair Styling and Bun courses.

Table 1. Distribution of Student Population
Class of 2022

No.	Course Class Session Code Hair Styling and Buns	Number of Students
1.	202310780068	18
2.	202310780069	20
3.	202310780070	20
4.	202310780071	18
5.	202310780072	15
The number of students		91

(Source: FPP UNP Hair and Bun Styling Lecturer)

The sample in this research was 40 students entering 2022, consisting of 20 students in session class 202310780069 and 20 students in session class 202310780070. The sampling technique used was the Purpose Sampling technique, which is a technique for determining samples with certain considerations. The selection of this sample was based on the researcher's considerations, namely that the lecturer in charge of Hair Styling and Bun courses was taught by the same lecturer, the students in this class consisted of all 3rd semester students in 2022 and the number of students was the same. The population and sample can be seen in the following table:

Table 2. Sample Distribution

No.	Course Class Session Code Hair Styling and Buns	Number of Students
1.	202310780069	20
2.	202310780070	20

(Source: FPP UNP Hair and Bun Styling Lecturer)

The technique used in the data collection process in this research is a test in the form of multiple choice questions. The test is used to

obtain *use of Tutorial Videos in Hair and Bun Styling Courses in the Department of Makeup and Beauty, FPP UNP*(M. Hafanza Itriano)

Test the hypothesis using the following formula:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{SD^2 X_1}{N_1 - 1} + \frac{SD^2 X_2}{N_2 - 1}}}$$

= Average difference
number₁ - X₂

= Mean of experimental group

= Control group mean

= Variance

= Standard Variation

= Number of experimental
groups

= Number of control groups

The calculated t results are compared with the table results contained in the t distribution table. If t count > t table, it means there is a significant difference between the two groups. This is in accordance with the opinion stated by Syafril (2010: 138), namely, if t count is the same or greater than t table, it means there is a significant difference and vice versa if t count is smaller than t table, it means there is no significant difference.

RESEARCH RESULTS AND DISCUSSION

Research result

This research was conducted at the Department of Cosmetology and Beauty, FPP UNP, on students in the 3rd semester of 2022 who were taking Hair Styling and Bun courses. This research is focused on finding out the effectiveness of video tutorial media in the Hair and Bun Styling course, Makeup and Beauty Department, FPP UNP. This research data was obtained from two samples, namely the experimental class with session code 202310780069 and the control class 202310780070. In the experimental class, treatment was given to the learning process, namely by using video tutorial media, both meeting and control class, the learning process is

not given treatment, only using conventional media at both meetings. These two classes were given a pretest and posttest in the form of multiple choice questions consisting of 20 questions with 5 answer choices.

Based on data obtained from the pre-test results, the highest score from the experimental class group for the Hair Styling and Bun course with session code 202310780069 with a total of 20 students was 80, while the lowest score was 45 and the average obtained by the experimental class was 67. Meanwhile, the control class uses session code.

202310780070 the number of students is 20 people, the highest score achieved by students is 80, while the lowest score is 35 and the average obtained by the control class is 67.75.

As for the data obtained from the post test results, the highest score from the experimental class group for the Hair Styling and Bun course with session code 202310780069 with a total of 20 students was 100, while the lowest score was 55 and the average obtained by the experimental class was 78.5. Meanwhile, the control class with session code 202310780070 had 20 students, the highest score achieved by students was 100, while the lowest score was 45 and the average obtained by the control class was 73.5.

Table 3. Research Design

No.	Group	Initial Test	Test End	Different Power
1.	Experimental Class	67	78.5	11.5
2.	Control Class	67.75	73.5	5.75

The final test data on the learning outcomes of students who applied video tutorials were obtained from the Hairdressing and Buns course, totaling 20 people in the experimental class. Learning outcome data was taken after carrying out learning through video tutorials, the highest score achieved by students was 100 while the lowest score obtained by students was 55 and the average obtained was 78.5 with a standard deviation of 13.08. The following is the range of score intervals for student learning outcomes data in the Hair Styling and Buns course in the experimental class, which can be seen in the following table

Table 4. Data on Experimental Class Learning Result Values

Interval Class	Midpoint	Frequency
55-62	58.5	3
63-70	66.5	3
71-78	74.5	1
79-86	82.5	8
87-94	90.5	2
95-102	98.5	3
Amount		20

Based on the table above, the interval class that has the highest frequency is the range 79-86 with a frequency of 8. The data obtained has an average value of 78.5. From the table above, you can see the interval between students who obtained learning outcomes with a score of 55 to 100.

The final test learning result data for students who did not use video tutorials was obtained from the Hairdressing and Buns course, totaling 20 people in the control class. Learning outcome data was taken after carrying out learning using conventional media, the highest score achieved by students was 100 while the lowest score obtained by students was 45 and the average obtained was 73.5 with a standard deviation of 12.44. The following is the range of score intervals for student learning outcomes in the Hair Styling and Bun courses in the control class.

Table 5. Data on Control Class Learning Outcome Values

Interval Class	Midpoint	Frequency
45-54	49.5	1
55-64	59.5	2
65-74	69.5	3
75-84	79.5	9
85-94	89.5	4
95-104	99.5	1
Amount		20

Based on the table above, the interval class that has the highest frequency is the range 75-84 with a frequency of 9. The data obtained has an average value of 75.5. From the table above, you can see the interval between students who obtained learning outcomes with a score of 45 to 100

Based on the normality test in the experimental class, $L_{count} = 0.091$ with $n = 20$,

From the results of data processing, it can be seen that several things are related to the proposed hypothesis, with almost the same initial abilities in the experimental class and control class students and they are given different treatment in the learning process, namely video tutorial media for the experimental class and using conventional media in the control class. The increase in student learning outcomes in the knowledge aspect in the experimental class is better than in the control class, this shows that learning using video tutorial media has a role in the learning process and increasing practical values in the experimental class shows higher results compared to the control class control class.

The positive impact of this research is that students in the experimental class like the learning process because learning becomes more different and less monotonous, students become more understanding, besides that video tutorials have the advantage that students can see from their seats what the steps are in the process is. Evening Style bun styling, not only pictures but video tutorials also show movement techniques which need to be studied and this also allows them to receive the information as a whole and the learning process becomes more organized. In the control class the average pretest result was greater than in the experimental class. However, after the posttest was carried out, the increase in scores in the control class was not much, this was proven by the difference in the increase in pretest and posttest scores for experimental class students and control class students.

CONCLUSION

Based on the results and discussion previously explained, it can be concluded that:

Hypothesis results using the Test formula obtained $t_{count} = 2.202$ is greater than $t_{table} = 2.021$. So it can be concluded that there is effectiveness of Video Tutorial Media in the Hair and Bun Styling course in the Department of Makeup and Beauty, FPP UNP.

The average learning outcome score for experimental class students was 78.5 and the average practical assessment score for experimental class students was 81.9 obtained by students who used video tutorial media, which was higher than the average score. -The average learning outcomes of control class students who

did not use video tutorial media obtained an average score of 73.5 and the average practical assessment score of control class students was 71.15 who did not use video tutorial media.

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