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Development of E-Book Learning Media Based on the Heyzine Website on Creambath Care in Hair Care and Barbering Courses

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Abstract

This research is Research and Development (R&D). This research aims to determine: (1) Procedures for developing e-book learning media based on the Heyzine website on creambath care in hair care and barbering courses (2) Feasibility of the media heyzine website-based e-book learning on creambath care in hair care and barbering courses (3) Student responses to heyzine website-based e-book learning media on creambath care in hair care and barbering courses (Research and Development) which develops and produces products using the ADDIE development model. The data collection instruments used are observation, questionnaires and documentation. The subjects of this research consisted of 2 material expert lecturers, 2 media expert lecturers and 15 Family Welfare Education Program students Undergraduate Cosmetology Study, Faculty of Engineering, Makassar State University class of 2022 and the object of this research is an e-book learning media product based on the Heyzine website, creambath care in hair care and barbering courses. The research results are based on the research objectives, namely (1) The procedure for developing e-book learning media based on the Heyzine website refers to the ADDIE development model, analysis of the needs of lecturers, students, learning and work plans. Design of e-book framework. Development of instrument preparation, implementation used in the learning process and formative evaluation. (2) The feasibility of developing e-book learning media based on the Heyzine website obtained a success rate in the qualification "Very Good" with the equivalent of "Very Feasible", this is stated in the validation test results of 2 material expert lecturers 81.42% and 2 media expert lecturers 93, 33%. (3) Based on the responses of 15 undergraduate students concentrating on cosmetology, class of 2022, to e-book-based learning media, they received a positive response, obtaining a presentation of 87.12% with the criteria "Very Good", so it can be concluded that the creambath care e-book in the care and treatment course Hairdressing can be used as a learning medium.

Keywords: Development, E-Book, Heyzine Website, Creambath Treatment, Hair Care and Barbering

Introduction

The development of information and communication technology is currently very rapid. Especially in the educational aspect. Technology is no longer used in the learning process. With the increasing advancement of digital technology, quite a few educators are now utilizing technology in their learning process.

In this case, the use of computer devices or gadgets as a medium for learning is very important. (Arsyad, 2005) suggests that learning media is anything that can be used to convey messages or information in the teaching and learning process so that it can stimulate students' attention and interest in learning. And currently there are many types of digital learning media, such as educational applications, e-books, flipbooks, e-learning

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and even digital modules. One learning media that can be developed is e-book based learning media.

According to (Landoni, 2003) ebooks are a digital form, a medium in which information is organized and structured so that it can be presented to readers. E-books are a technology that utilizes computers to display multimedia information in a concise and dynamic form. Heyzine is a website-based application for creating e-books. By using heyzine, the e-book created can be added with videos, images, graphics, sound and links, so that the e-module created can look more attractive. Heyzine is an application used to create interesting and interactive visual content.

Makassar State University is one of the universities in Makassar. The increasing development of UNM cannot be separated from the excellent and optimal learning systems and processes carried out by the University and UNM lecturers. Technology is nothing new in the world of education and technology is something that cannot be separated from human life. This also includes the life of a lecturer as an educator.

The Department of Family Welfare Education is one of the departments at the Faculty of Engineering, Makassar State University. This department has 3 concentrations, namely make-up, fashion and culinary. The Hair Care and Barbering course is a mandatory subject for the family welfare education major with a concentration in cosmetology.

Based on the results of observations on undergraduate students of Cosmetology, Department of Family Welfare Education, Faculty of Engineering, Makassar State University during lectures on hair care and barbering practices, it shows that students' creative skills in hair care and barbering practices still need to be honed. This condition is caused by a lack of references to support existing learning media.

In the results of interviews with lecturers who taught hair care and barbering courses, information was obtained that the learning process for this course used more learning media such as job sheets, papers and power points. This learning media has met learning needs but the addition of other learning media is needed to add references for students and lecturers and support the learning process better and no learning media in the form of e-books has been found that can be used in the learning process.

Apart from that, there is no Website-based e-book innovation that is used as a support for digital-based learning media in the course, therefore the author is interested in making E -book based on the Heyzine website as a learning medium. Based on the description stated above, the author is interested in conducting research entitled "Development of E-book Learning Media Based on the Heyzine Website on Creambath Care in Hair Care and Barbering Courses".

Methods

Type of Research

This type of research uses research and development methods. According to Borg & Gall in (Sugiyono, 2019), development research is a process/method used to validate and develop a product. Validating a product means that the product already exists, and researchers are only testing the effectiveness or validity of the product. Developing a product in a broad sense can be in the form of updating an existing product (so that it becomes more practical, effective and efficient).

Development Procedure

This ebook development research uses the development model by Robert Maribe Brach (2009) in (Sugiyono, 2019), namely ADDIE (Analysis, Design, Development, Implementation, Evaluation). The following explains the stages and steps for using the ADDIE framework.

a. Analysis

Analysis is important in needs level analysis. This analysis stage defines what students will learn from the Cosmetology, Family Welfare Education Study Program, Faculty of Engineering, Makassar State University, namely conducting a needs analysis (needs assessment). At this stage it will be known what learning media need to be developed

to improve quality and increase student learning achievement. The next analysis is curriculum analysis paying attention to the characteristics of the curriculum used. This is done so that the learning media developed is in accordance with the demands of the applicable curriculum. The next step is to review KD to formulate indicators of learning achievement. The final analysis is an analysis of student character which is carried out by observing when learning hair care and barbering.

- b. Design
Design is the activity of designing products according to requirements. Creating an overview and product design for developing an e-book for the Family Welfare Education Study program with a concentration in Cosmetology, Faculty of Engineering, this stage includes compiling materials and designing the E-book.
- c. Development
Development is the activity of making and testing products. In this development step, the creation and integration of the material content that has been created in the design step will be carried out. The stages carried out by researchers in developing e-book learning media are:
 - 1) Creating learning media in the form of e-books. Making e-book media is seen in terms of design, material and language, which will show differences with the learning media used.
 - 2) Conduct a review of learning media by validating learning media by a team of media experts, material experts and language experts.
 - 3) Improve learning media in accordance with suggestions and input from media expert lecturers and material experts so that there is a comparison of the initial media and the media after revision.
- d. Implementation
Implementation is the activity of using a product. This step is to implement learning media in the learning process. By conducting small group trials and large group trials involving students to find out student responses and the attractiveness of e-book learning media. Activities carried out at this stage include delivering material, preparing supporting instruments or tools and further planning/evaluation if technical obstacles occur. This aims to ensure that existing obstacles or problems can be resolved quickly.
- e. Evaluation
Based on the implementation stages, e-books need to be evaluated. At the evaluation stage, final revisions are made to the products developed based on student suggestions and input provided during the implementation stage. Evaluation is used to measure how well students meet established goals. There are two evaluation stages consisting of formative evaluation and summative evaluation. The design of all evaluation steps must be implemented so that existing problems can be resolved and learning objectives are met properly and correctly.

Data Collection Techniques

The data collection techniques used by researchers are :

- a. Observation. Creswell's 2012 observation in (Sugiyono, 2019) states that observation is a process of obtaining first-hand data by observing people, or the work process of a product in a place at the time the research is carried out.
- b. Questionnaire. Creswell 2012 questionnaire in (Sugiyono, 2019) Questionnaires are a data collection technique where respondent participants fill in questions or statements then after they have been filled in completely return them to the researcher. A questionnaire is a data collection technique by giving respondents a set of written questions to answer.
- c. Documentation. This data collection technique is carried out by relying on documents as one of the data sources used to complete the research. The documentation used can be in the form of written sources, films, and drawings or photos.

Research Instruments

Research instruments are tools used to collect data needed for research. The instrument used in this research was a questionnaire (questionnaire) given to 2 material expert lecturers, 2 media expert lecturers and 15 students who had programmed hair care and barbering courses as respondents. Contains questions and a rating scale based on a Likert scale. Respondents will provide answers based on a scale from "Very Valid" (5), "Valid" (4), "Quite Valid" (3), "Not Valid" (2), to "Invalid" (1).

Data Analysis Technique

The data analysis technique used in this research is quantitative analysis. Quantitative analysis is the collection of quantitative research data using a series of instruments using research in the form of tests/questionnaires. The quantitative approach emphasizes the results of averaging existing variations. The quantitative approach is seen as exploratory and inductive. Quantitative focus on reliability/reliability is key (Sekaran & Bougie, 2016).

Result and Discussion

a. Research Results

The product produced in this research and development is an e-book learning media based on the Heyzine website on hair care in the Hair Care and Barbering course.

- a) Procedure for developing e-book learning media based on the Heyzine website for creambath care, hair care and barbering course. Research on the development of heyzine-based e-book media for creambath care, this hair care and barbering course uses R&D (Research & Development) development research with development using the method ADDIE (Analysis, Design, Development, Implementation and Evaluation) Analysis of the needs of lecturers, students, learning and work plans. Design of e-book framework. Development Implementation preparation is used in instruments, learning processes and formative evaluation.
- b) Feasibility Test Results for E-book Learning Media Based on the Heyzine Website Creambath Treatment in the Hair Care and Barbering Course. To determine the feasibility level of the e-book, a validity test was carried out by material experts and media experts to find out whether the product made was suitable for use or not. Researchers distribute products along with questionnaires to be assessed by validators. Based on the results of the validity test, the e-book is declared valid with several improvements so that the e-book is suitable for use in the learning process. The results of the assessment of the creambath treatment e-book carried out by material expert 1 and material expert 2 stated that the e-book was in the very valid category for use with the percentage results obtained:

$$P = \frac{\sum R}{\sum N} \times 100\%$$

$$P = \frac{143+142}{175+175} = \frac{285}{350} \times 100\% = 81.42\%$$

in the qualification "Very Good" with the equivalent of "Very Decent.

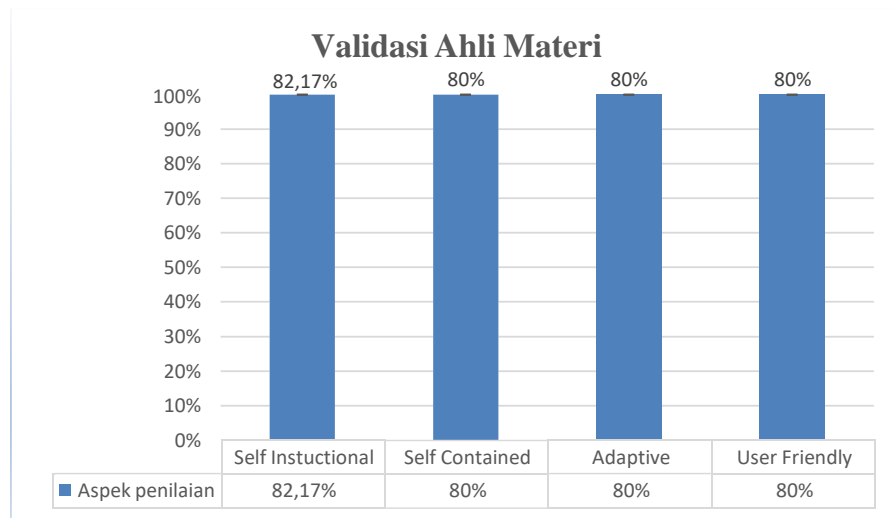


Figure 1 Diagram of Expert Validation Results Material

Meanwhile, the results of the assessment of millineris e-books carried out by media expert 1 and media expert 2 stated that the creambath treatment e-book was in the very valid category for use with the percentage results obtained:

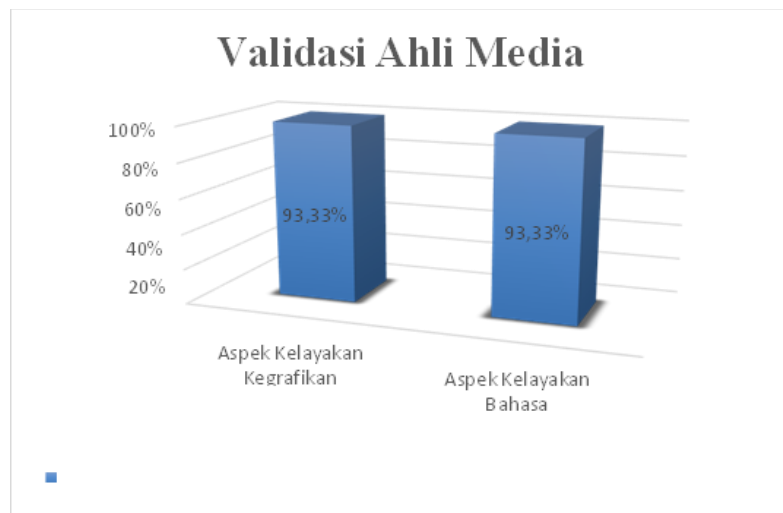
$$P = \frac{\sum R}{\sum N} \times 100\%$$

$$P = \frac{163 + 173 + 180 + 180}{180 + 180} \times 100\%$$

$$= \frac{336}{360} \times 100\%$$

$$= 93,33\%$$

in the qualification "Very Good" with the equivalent "Very Decent"



	Aspek Kelayakan Kegrafikan	Aspek Kelayakan Bahasa
Aspek Penilaian	93,33%	93,33%

Figure 2 Diagram of Media Expert Validation Results

b. Results of Student Responses to the Products Developed

Trials to determine student responses were carried out after obtaining valid results from trials conducted by 2 material expert lecturers and 2 media expert lecturers. The assessment results were assessed by 15 undergraduate students of the Cosmetology Concentration Department of Family Welfare Education class of 2022. The assessment

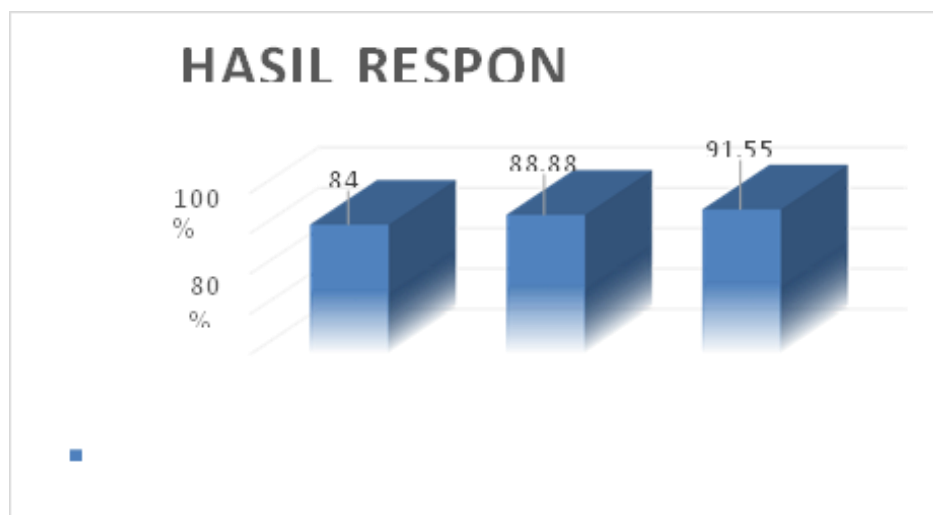
aspects are the material presentation aspect, the media/display, benefits aspects. The following is data on student test results and assessments:

$$P = \frac{\sum R}{\sum N} \times 100\%$$

$$P = \frac{693+800+206}{825+900+225} \times 100\%$$

$$= \frac{1699}{1950} \times 100\%$$

$$= 87.12\% \text{ in the qualification "Very Good" with the equivalent of " Very Worth It."}$$



Aspek penilaian	Aspek Penyajian Materi	Aspek Media/Tampilan	Aspek Manfaat
20%	84%	88,88%	91,55%

Figure 3 Diagram of Student Response Results

c. Discussion

Based on the research results described above, the following is a discussion of the research results:

a) Development procedures

Research procedures for developing e-book learning media based on the Heyzine website for Creambath care, this hair care and barbering course uses R&D (Research & Development) development research with the ADDIE development model, namely analysis, design, development, implementation and evaluation to produce media The learning is in the form of an e-book which will be used in hair care and barbering courses.

At the analysis stage, it was discovered that in the learning process of the hair care and barbering course, more learning media were used such as job sheets, papers and power points and during the implementation of hair care and barbering practices, it showed that students' creative skills still needed to be honed. This can be seen during implementation, there are students who get less than optimal results and carry out practices that do not comply with procedures. This condition is caused by monotonous learning media and a lack

of references to support existing learning media. For this reason, it is necessary to develop learning media in the form of website-based e-books that can help the teaching and learning process.

Based on the design stages that have been explained in the research results, the steps begin with choosing the format and systematics of writing, in terms of material which is prepared based on existing material and then developed. The design process begins with choosing a format from the cover to the bibliography section as a reference for preparing the e-book, then sorting the material to make it easier for students to study learning media.

The development stage aims to produce a finished product in the form of an e-book that has gone through revisions. This stage is the main stage in the learning media development process. With stages consisting of an expert appraisal that validates the feasibility of the learning media design by 2 material expert lecturers and 2 media expert lecturers.

After the validation stage, the researcher revised the product results based on criticism and suggestions provided by 2 material expert lecturers and 2 media expert lecturers. After the expert appraisal stage at the development stage, the implementation stage was then carried out through the development testing stage, which carried out by testing the product on 15 students class of 2022 S1 Cosmetology Concentration majoring in Welfare Education Family. In the questionnaire, students responded to 3 aspects of assessment, namely the material presentation aspect, the media/display aspect and the benefits aspect. From these three aspect assessments, a calculation of 87.12% was obtained, indicating that the success rate was classified as "Very Good" with a positive response to use.

The next stage is evaluation, at this stage data is collected from each stage that has been carried out. Based on the research results, the percentage result obtained from material experts was 81.42%, which indicates that the success rate in the qualification is "Very Good" with the equivalent of "Very Decent". The validation results from media experts obtained a percentage of 93.33%, which indicates that the success rate in the qualification is "Very Good" with the equivalent of "Very Valid". Meanwhile, the results of the effectiveness test by students obtained a percentage of 87.12%, which indicates that the success rate in the qualification is "Very Good" with the equivalent of "Very Valid". After that, the researcher revised the product results based on criticism and suggestions given by both material experts and media experts to improve and obtain product results that were effective and suitable for use.

The results of this research are in line with the results of previous research conducted by (Rachmadyanti & Gunansyah, 2020) with the research title Development of E-Books for Advanced Social Science Basic Concepts Courses for UNESA PGSD Students which used research and development with the ADDIE development model, which includes Analyze, Design, Development, Implementation, Evaluation. In his research, it was proven that supporting learning using e-book learning media was really needed based on the results of the analysis of lecturers' and students' needs. This is because this e-book learning media is easily accessible anywhere and anytime by students, making it easier for the learning delivery process.

b) Feasibility of E-book Media Based on the Heyzine Creambath Treatment Website.

The results of research into the feasibility of creambath treatment e-books as teaching materials in the learning process, can be seen from the data from material expert validation tests and media expert validation, as well as student feasibility tests as follows:

1) Material experts

Based on the validation results of e-book learning media material based on the Heyzine Creambath website for care in hair care and barbering courses by 2 material experts with 4 assessment aspects, namely, Self Instructional, Self Contained, Adaptive, and User Friendly. From these four aspects assessed by 2 validators, a calculation of 81.42% was obtained, indicating that the success rate in qualifying was "Very Good" with the equivalent of "Very Decent". In accordance with the eligibility category criteria proposed by (Arikunto & Yuliana, 2008).

2) Media expert

Based on the results of the validation of e-book learning media based on the Heyzine Website, Creambath care in hair care and barbering courses by media experts with 2 assessment aspects, namely the Graphic Feasibility Aspect and the Language Feasibility Aspect. From these two aspects assessed by 2 validators, a calculation of 93.33% was obtained, indicating that the success rate in qualifying was "Very Good" with the equivalent of "Very Decent". In accordance with the eligibility category criteria proposed by (Arikunto & Yuliana, 2008).

c) Student Responses to Heyzine Website-Based E-book Media Creambath Care

Developing e-book learning media based on the Heyzine Creambath Care Website in hair care and barbering courses certainly requires responses from students who have taken hair care and barbering courses in order to find out students' responses to e-books. -The book that was developed was reviewed from the research results of 15 students in the form of filling out a questionnaire consisting of 3 aspects including the presentation aspect with 11 statements, the media/display aspect with 12 statements, and the benefits aspect with 3 statements. Based on the results of the recapitulation of student responses to these 3 aspects, a success rate of 87.12% was obtained in the "Very Good" qualification with the equivalent of "Very Valid". The percentage results show that the learning media developed is effective for use based on the responses given.

The results of this research are in line with the results of previous research conducted by (Riwayani & Hamsar, 2023) with the title Development of Learning Modules in Preliminary Courses and Arrangement of Project-Based Hair shows that the module developed has met the valid requirements in all criteria, as proven by the results of a limited trial on 26 students of Family Welfare Education Concentration of Cosmetology class of 2020, getting a positive response saying that the e-book is valid and this research will only be evaluated, because This type of evaluation is related to the development stage of improving the resulting product research and development. The percentage obtained was 85.32% so that e-books can be used in learning.

Conclusion

Based on the results of the research and discussion that have been described and looking at the problems from the problem formulation, it can be concluded that:

- a) This research uses research and development (R&D) methods. This research refers to the ADDIE development model which consists of 5 stages, namely, Analysis, Design, Development, Implementation and Evaluation.
- b) The feasibility of developing heyzine website-based e-book learning media for Creambath care is in the "Very Feasible" category for use in hair care and barbering courses in the Cosmetology Concentration, Family Welfare Education Department, Faculty of Engineering, Makassar State University. This was stated based on the results of validation by 2 material expert lecturers who reached a feasibility level of 81.42%, validation from 2 media expert lecturers which reached 93.33%.
- c) Student responses to the e-book based on the Heyzine website on cream bath treatment received a positive response reaching a feasibility level of 87.12%. Based on

the Likert scale percentage, the success rate in the qualification was obtained in the "Very Good" category and the overall assessment of 15 undergraduate students with a Cosmetology Concentration class of 2022 showed that the e-book developed could be used as a learning medium in hair care and barbering courses.

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