



Development of an E-Book on Basic Hair-Cutting Courses for Cosmetology Education Students

Dian Maya Sari*, Asrah Reski Fauzani

Cosmetology Education, Universitas Negeri Medan, Sumatera Utara, Indonesia

qi2fauzani@gmail.com

corresponding author: ms.ab22@gmail.com

ABSTRACT

The minimal availability of learning media about basic hair cutting and the lack of maximum student learning outcomes are the basis for developing e-books. This research aims to develop e-book media in basic hair-cutting development courses for cosmetology education students. The development model used is the ADDIE model. The data collection technique uses a questionnaire. The result of the media needs analysis carried out on students was 96% and the lecturer was 98%, which indicates that media are needed for learning basic hair-cutting. Material expert validation's average percentage was 88.20%, which is in the very good category. Media expert validation average result was 93.88%, which is in the very good category. The small-scale trial was 92% with the very good category. The medium group trial indicated 92.88% with the very good category. In addition, the large group trial was 94.12% with the very good category. Therefore, e-book media is suitable for use as a learning medium in basic hair-cutting courses. The implication of developing this E-Book is that students can practice and repeat basic hair-cutting independently, and can attract students' interest in the learning process.

Keywords: cosmetology, e-books, haircuts, college students

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INTRODUCTION

The quality of Human Resources is one of the most important determining factors in achieving the success of development programs. Improving human resource capabilities and skills for the young generation of prospective workers is the responsibility of the world of education (Winangun, 2017). According to ADB (2015), Indonesia has recorded 55 million skilled workers. Based on estimates in the Master Plan for the Acceleration and Improvement of Economic Growth in Indonesia (MP3EI), of this number, 113 million skilled workers will still be needed by 2030 with an average addition of 3.2 million per year. This is a challenge for the education sector. The education sector is trying to answer this challenge by presenting an educational concept where practical elements in the learning process are carried out more than theoretical elements, namely vocational education (Hartanto, et al. 2019).

Cosmetology education is a study program that must prepare graduates to have skills in the field of cosmetology in accordance with industry needs. One of the skill competencies that must be developed by students majoring in Cosmetology Education is Basic Haircutting Competency. In this competency, students are required to be able to apply basic hair trimming to clients. Hair trimming is the act of cutting or reducing the length of the original hair which is done using scissors, baubers, combs and fingers, with the aim of changing the shape of the previous trimming pattern and beautifying the appearance of the hair from before into a new hairstyle model in accordance with developments in hair trends. at that time by adjusting the shape of the client's face (Dian, 2019; Haryono, 2019; Maulidiah, 2016; Prihantina, 2017; Widiarti, 2021; Zuliansyah & Hasan, 2018; Juliawati, 2017). Apart from that, hair trimming is the process of cutting hair into the desired style (linda & Kustianti, 2020; Rosy, 2017). The purposes of pruning include: beautifying the shape of the head; makes hair management easier; gives the impression of an oval face; sharpens facial lines; prevents hair from falling in front of the face; and follow trending models. (Prihantina

& Rusma, 2016; Rostamalis, 2009). Apart from that, according to Supiani (2020) the purpose of hair cutting includes improving appearance, reducing hair length and making hair styling easier.

Based on observations made in the basic hair cutting course, it appears that the teaching materials used by lecturers for students to use in the form of books do not really focus on the substance of the courses or syllabus in the study program curriculum. Apart from that, it is very rare for books about basic hair cutting to be equipped with basic hair cutting steps in depth. even though one of the determining factors for successful learning is the existence of media and/or learning resources that are easy for students to use (Febrianto & Puspitaningsih, 2020). Apart from that, it was also found that students' ability to practice hair cutting was still not optimal. In carrying out basic trimming, students are required to be able to describe the definition and concept of hair trimming; identify basic forms of hair trimming; able to understand various basic hair cutting pattern designs; able to determine the classification of tools, materials, linens and cosmetics in hair trimming; understand the technique of holding scissors; and able to do basic hair trimming. It can also be seen that the results of the trimming tend to be sloppy, this looks like there is an imbalance in the length of the left and right hair; when the parting of the hair is not clamped properly, the left and right parts are not balanced and the parting line is not straight; not mastering basic hair cutting design patterns so that when taking sections they tend to be more than 2 cm and do not follow the predetermined pattern lines; accuracy in holding scissors, students tend to put the scissors on the table when pruning and when pruning students tend to injure their fingers. Students' abilities in basic hair cutting are also influenced by the fact that most cosmetology education students come from high school, so they still really need more in-depth learning of basic hair cutting competencies and students are required to repeat and practice hair cutting independently. Therefore, learning media is needed that clearly explains the stages in basic hair trimming, not just reviewing learning material. One of these learning media is e-books. E-Books are one of the learning media which is currently the favorite in the media sector, especially from digital sources (Cavalli et al., 2019).

An e-book is a textbook in digital form which consists of images, text, animations in it and can be read on a laptop or electronic device. Currently, e-books are also experiencing development into interactive e-books in which there is a combination of text, images, sound and video where use is assisted by computers or other media that support (Fitriani, dkk. 2019; Octamela, dkk. 2019; (Reynaldo, 2020). According to Makdis (2020), e-books are divided into two, namely closed e-books which can only be read with special tools and programs and e-books which can be read by various digital equipment. E-Books help educators make learning time more effective and efficient (Rahmelina et al., 2019).

E-Books have several advantages, namely, they can be stored in digital storage such as smartphones, flash disks, laptops, etc (Liao et al., 2018). E-Books can last forever with an unchanged format (Saputra et al., 2018; Dore et al., 2018). E-books can be accessed anywhere and anytime (Adam & Suprpto, 2019). The e-Book has a Google form link which is used to access questions to test students' abilities after studying the material thoroughly. Distribution of E-Book media is usually done online via websites or social media (Fry, 2018). E-Book media can spread more quickly with social media (Sung et al., 2022). The aim of this research is to develop e-book media for basic hair cutting courses so that e-book media can be used by educators and students both in class and when studying independently.

METHOD

This research is Research and Development (R&D) research. According to Sugiyono (2016), Research and Development (R&D) is a research method used to produce certain products and test the effectiveness of these products. The development model used is the ADDIE development model. Molenda (2013) states that ADDIE is a model that is easy to use and can be applied in curricula that teach knowledge, skills or attitudes. The ADDIE model consists of 5 stages, namely analysis, design, development, implementation and evaluation (Branch, 2009). Research on the development of E-book media in basic hair cutting courses was carried out at the Cosmetology Education Study Program, Medan State University.

The instrument used in the research was a questionnaire. The questionnaires used in this research were 1) questionnaire to analyze student needs 2) validator questionnaire for material experts 3) validator questionnaire for media experts to determine the suitability of e-book media in basic hair cutting courses. The questionnaire assessment score uses a 1-5 Likert scale. The techniques used in analyzing data are first validated with media and material validators. The calculation of validation results is carried out as follows:

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

Information:

P : Feasibility presentation

\sum : Total Score

N : Maximum Total Score

The final step is the calculation results based on aspects with the criteria in the table below, namely:

Table 1. Score Category

No	Intervals	Category
1	81% - 100%	Strongly agree
2	61% - 80%	Agree
3	41% - 60%	Disagree
4	21% - 40%	Don't agree
5	0% - 20%	Strongly Disagree

Source: Riduwan (2016)

RESULTS AND DISCUSSION

Basic hair trimming is the process of reducing hair length using certain techniques. Basic hair cutting is very important for cosmetology education students to master because it is the basis for styling or beautifying a person's overall appearance. This research was conducted using the R&D development research method. Media development is carried out using the ADDIE model development procedure with stages of analysis, design, development, implementation and evaluation. At the analysis stage, an analysis of the media needs of lecturers and students in the third semester of Cosmetology Education was carried out. The needs of students and lecturers are to find out what kind of media is needed to help the teaching and learning process.

The results of the needs analysis show that media is really needed in learning basic hair cutting. This can be seen in the results of the analysis carried out by 30 students who got 96% in the strongly agree category and 2 lecturers who got 98% who strongly agreed with the development of e-book media in the hair cutting course. From the results of the needs analysis, students really need media that can help students understand the easy stages of basic hair cutting that can be accessed at any time so that students can repeat and practice their skills independently. At the design stage, the initial design of the e-book media product is carried out in the form of an initial storyboard in media design which includes the home page, guide menu, competencies, theoretical material, practical material and quizzes. At this stage, the software used to develop the ebook is also selected. In this research, e-books were created using the Canva application and Flipbook software.



Figure 1. Cover of the Basic Hair Trimming e-book

The next stage is the development stage, namely the stage where product testing is carried out. At this stage, the e-book media is validated by material experts and media experts and then tested on small, medium and large groups. Validation is carried out by people who are experts in their fields. Material validation was carried out by 2 people who are experts in the field of basic hair trimming. This research was carried out by lecturers and teachers teaching basic hair cutting lessons.

Table 2. Material expert validation results

Aspect	Score
Appropriateness of the content of the material	94%
Language	88%
Language presentation	88,58%
Overall percentage (%)	90,23%
Criteria	Very good

The assessment of all aspects was carried out by material experts, namely the appropriateness aspect of the material content which obtained a result of 94% in the very good category, the linguistic aspect of 88% in the very good category and the presentation aspect of the material obtained 88.58% in the very good category. The average assessment results from material expert validation were 88.20% in the very good category.

Media expert validation was carried out by 2 cosmetology lecturers who are experts in the field of learning media. Media expert assessment was carried out to determine the suitability of e-book media in basic hair cutting courses.

Table 3. Media expert validation results

Aspect	Score
Graphics	90,33%
Visual Presentation	94,50%
Usefulness	96,82%
Overall percentage (%)	93,88%
Criteria	Very good

Based on the validation results from media experts, the graphic aspect obtained 90.33% in the very good category. The visual presentation aspect obtained 94.50% in the very good category. The usefulness aspect received 96.82 in the very good category. Based on the assessment of the three aspects, an average of 93.88% was obtained in the very good category.

Based on validation results by material experts and media experts, it shows that the e-book media in the basic hair cutting course is suitable for use in learning basic hair cutting. After the media validation stage, the implementation stage is carried out. At the implementation stage, small group trials, medium group trials and large group trials were carried out. Trials are carried out to determine the shortcomings of the media so that it can be revised further. Small group trials were carried out by 8 students, medium group trials were 16 students and large group trials were 30 students.

The results of the small scale trial obtained 92% in the very good category. The medium group trial obtained 92.88% in the very good category and the large group trial obtained 94.12% in the very good category. The test results show that the e-book media developed is very suitable for use as a learning medium in basic hair cutting courses.

The evaluation stage is carried out to find out whether the media developed by researchers meets the requirements or not. Formative evaluation is obtained at each stage, with a view to revision. Meanwhile, summative evaluation occurs at the final stage of development. At the summative stage, validity activities are carried out which state that the media is very suitable for use in learning.

Discussion

E-books are defined as learning materials or tools that are prepared and designed specifically and systematically which contain a series of learning activities to achieve the expected learning objectives according to the level of complexity electronically (Bayani, 2019). Using the internet can help students find information in learning. Students can access or download E-Books from the website (Sigit et al., 2019). E-books are also interactive learning media in conveying information because they can be displayed with multimedia illustrations (Wu & Chen, 2018). Apart from that, E-Books help in the teaching and learning process and add references to learning resources (Sumarwati et al., 2020).

Development of e-book media in basic hair cutting development courses using the ADDIE development model. E-book development is also carried out through validation by material experts and media experts. The product results that have undergone revision based on material and media expert advice are declared suitable for use in cosmetology learning.

This e-book media development product has the following characteristics: (1) the presentation of learning material is presented in a concrete textual manner. more concrete learning media will be easier for students to understand (Sanjaya, 2008). (2) The appearance of the e-book containing text, images and videos attracts students' attention. Student motivation can be raised if students are interested in paying attention to learning material (Usman, 2008); (Uno, 2011). (3) Students can use e-books anytime and anywhere according to the speed of each student's abilities so that they can learn independently. Independent learning can foster responsibility, solve problems, make decisions, think creatively and critically, and foster self-confidence (Rofiah et al., 2021).

The research results of Lieung, et al. (2021) stated that e-books are suitable, practical and effective for use in learning. In line with this, Suparno (2017) stated that e-books are able to significantly increase student competence in learning. The research results of Yulia, et al. (2021) concluded that the e-books developed can increase students' independence and interest in learning. This means that e-books can be used in the learning process and can increase students' independence and interest in learning.

CONCLUSIONS AND RECOMMENDATION

Based on the results and discussion, it can be concluded that the development of e-book media uses the ADDIE model which consists of Analysis, Design, Development, Implementation and Evaluation. Material expert validation results obtained an average of 88.20% in the very good category. Media expert validation results obtained an average of 93.88% in the very good category. Small-scale trials obtained 92% in the very good category. The medium group trial obtained 92.88% in the very good category and the large group trial obtained 94.12% in the very good category. Thus, e-book media is very good/suitable for use as a learning medium in basic hair cutting courses. The implication of developing this E-Book is that students can practice and repeat basic hair cutting independently and can attract students' interest in the learning process. It is recommended that the e-book be used repeatedly to gain more in-depth knowledge of basic hair trimming.

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