



Development of a Digital Flipbook Learning Resource on Caring for Problem-Free Facial Skin for 10th-Grade Beauty Therapy Students Tarbiyah Islamiyah Private Vocational High School

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Abstrak

Penelitian ini bertujuan untuk mengembangkan serta mengetahui kelayakan media pembelajaran Flipbook Digital pada materi Merawat Kulit Wajah Tidak Bermasalah untuk siswa kelas X Tata Kecantikan SMK Swasta Tarbiyah Islamiyah. Penelitian menggunakan metode Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap Analyze, Design, Development, Implementation, dan Evaluation. Subjek penelitian berjumlah 30 siswa kelas X Tata Kecantikan. Teknik pengumpulan data dilakukan melalui angket, observasi, dan dokumentasi, sedangkan analisis data menggunakan analisis deskriptif persentase untuk menentukan tingkat kelayakan media. Hasil penelitian menunjukkan bahwa media Flipbook Digital memperoleh penilaian sebesar 96% dari ahli materi dan 98% dari ahli media dengan kategori sangat layak. Hasil uji coba kelompok kecil memperoleh persentase 84%, kelompok sedang 88%, dan kelompok besar 93%, dengan rata-rata keseluruhan 88,3% yang termasuk kategori sangat baik. Berdasarkan hasil tersebut, media pembelajaran Flipbook Digital dinyatakan sangat layak digunakan dalam pembelajaran materi Merawat Kulit Wajah Tidak Bermasalah.

Kata Kunci: Media Pembelajaran, *Flipbook Digital*, Merawat Kulit Wajah Tidak Bermasalah, Tata Kecantikan, SMK

Abstract This study aimed to develop and determine the feasibility of a Digital Flipbook learning media for the topic of Non-Problematic Facial Skin Care for tenth-grade Beauty and Cosmetology students at Tarbiyah Islamiyah Vocational High School. The research employed the Research and Development (R&D) method using the ADDIE development model, which consists of Analyze, Design, Development, Implementation, and Evaluation stages. The subjects of this study were 30 tenth-grade Beauty and Cosmetology students. Data were collected through questionnaires, observations, and documentation, while data analysis was conducted using descriptive percentage analysis to determine the feasibility level of the developed media. The results showed that the Digital Flipbook learning media obtained a feasibility score of 96% from material experts and 98% from media experts, both categorized as highly feasible. The small-group trial achieved 84%, the medium-group trial 88%, and the large-group trial 93%, with an overall average of 88.3%, categorized as very good. Therefore, the Digital Flipbook learning media is considered highly feasible for use in teaching Non-Problematic Facial Skin Care.

Keywords: *Learning Media, Digital Flipbook, Treating Non-Problematic Facial Skin, Beauty Education, Vocational High School.*

Introduction

Education plays a crucial role in shaping a generation that is competent and ready to face the challenges of the times. Through a structured and well-planned approach, education serves to help students unlock their full potential—from emotional maturity to the mastery of skills that benefit the wider community (Sagala et al., 2024). Furthermore, the educational process is essentially a journey in which students absorb various new insights and experiences.

This requires active interaction and adaptation on the part of students toward the material they receive, in order to support their comprehensive and sustainable personal growth (Ria et al., 2024).

Tarbiyah Islamiyah Private Vocational High School is a vocational educational institution located on Jalan Perintis Kemerdekaan Simpang Beringin, Hampan Perak, Deli Serdang. As a vocational educational institution, the school bears a significant responsibility to equip its

students with strong practical skills. Its primary focus is to produce graduates who are not only academically intelligent but also possess the mental readiness and well-developed technical skills necessary to be immediately absorbed into the workforce and make tangible contributions in their respective fields of expertise. The vocational high school's curriculum combines theory with practical training, ensuring that graduates possess not only knowledge but also the necessary skills. One of the programs offered at this vocational high school is the Skin and Hair Beauty Program, where the course "Basic Skin and Hair Beauty Practices" includes a module on "Caring for Problem-Free Facial Skin."

Based on the results of preliminary observations and discussions conducted by the researcher on March 18, 2025, with one of the teachers of the "Basics of Skin and Hair Care" course at the Beauty Laboratory of Tarbiyah Islamiyah Private Vocational High School, during the practical lesson on facial skin care for problem-free skin in the 10th-grade class of the Beauty Therapy program, several obstacles were identified that affected the learning process. Some students still struggled to master the massage techniques covered in the "Care for Problem-Free Facial Skin" module, such as the basic stroking motion (*effleurage*), kneading motion (*petrissage*), circular motion (*friction*), tapping motion (*tapotage*), and vibrating motion (*vibration*). These techniques were performed out of order and in a rushed manner, resulting in clients not fully experiencing the relaxation benefits. Another challenge is the limited range of learning materials, as the learning process still relies heavily on textbooks and PowerPoint presentations, so students need more varied learning resources.

As a solution to this problem, the development of digital flipbook-based learning materials is essential. These materials are designed to be visually engaging and easily accessible to students on their own, thereby helping to reinforce their understanding of the subject matter. By

utilizing digital media for the "Caring for Problem-Free Facial Skin" module, it is hoped that the materials will not only clarify the concepts being studied but also support the improvement of students' practical skills more effectively.

This can be seen in a previous study examining the development of a Flipbook medium focused on "Facial Sequencing Movements" material for 10th-grade students at SMK Negeri 10 Medan (Humaira, 2022). By adopting the ADDIE development model, the study demonstrated that the use of this digital medium has a very high level of feasibility. Positive feedback also came from students during the field trial, where the medium was found to effectively support the learning process.

In the study by (Fitrin & Ampera, 2022), the interactive Flipbook e-module was found to be highly feasible and practical for use as a learning medium for Skin Care in vocational high schools. Both of these studies share similarities with the present study, as they both utilize digital Flipbooks in the Skin Care program to help students understand practical material. Furthermore, the study conducted by Kartika et al. (2025) showed that the quality of the Flipbook learning media using Heyzine was rated as very good.

Method

In this study, the Research and Development (R&D) method was employed. According to (Sugiyono, 2023), this methodology is a systematic framework specifically designed to explore new insights, formulate solutions to existing problems, and create and refine a specific product. Within the field of research and development itself, there are various models that can be applied. However, for the purposes of this study, the ADDIE development model was selected, which consists of five integrated phases: Analysis, Design, Development, Implementation, and Evaluation. This model was chosen because of its comprehensive structure, which ensures that every phase of product development can be effectively monitored and measured.

This study followed the five stages of the ADDIE model, namely: Analysis to assess the work situation and product requirements; Design to plan the product according to those requirements; Development to create and test the product; Implementation to use the product; and Evaluation to assess the product's alignment with specifications.

The research subjects consisted of subject matter experts, media experts, teachers, and 10th-grade Beauty Care students at Tarbiyah Islamiyah Private Vocational High School.

Findings and Discussion

Procedure for Developing Digital Flipbook Instructional Media

The development of a digital flipbook learning resource on the topic of “Caring for Problem-Free Facial Skin” was conducted using the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The development process began with a needs analysis through observation, interviews, and a survey distributed to teachers and 10th-grade students in the Beauty Therapy program at Tarbiyah Islamiyah Private Vocational High School. The analysis results showed that instruction was still dominated by the use of textbooks and PowerPoint presentations, causing students to have difficulty understanding the correct sequence of facial massage movements. Therefore, a Digital Flipbook was developed that integrates text, images, animated videos, a glossary, and practice questions into a single learning medium.

After conducting a needs analysis, the researchers developed a storyboard, learning materials, assessment criteria, evaluation tools, and the media's visual design. The product was then developed using the Flipbook Digital application and revised based on feedback from subject matter experts and media experts until a final product ready for implementation with students was achieved.



The feasibility of the media was determined through validation by subject matter experts and media experts.

1. Subject Matter Expert Validation

The validation of the content for the Digital Flipbook learning media was conducted by three subject matter experts: one lecturer from the Cosmetology Education Study Program and two cosmetology teachers from Tarbiyah Islamiyah Private Vocational High School. Each validator provided a score for several evaluation aspects: content suitability, presentation, and language. The following are the validation scores from the subject matter experts:

Table 1. Summary of Subject Matter Expert Validation Results

No.	Aspect	Percentage Category	Aspect
1	Content Appropriateness	97%	Highly Appropriate
2	Presentation	96%	Highly Appropriate
3	Language	95%	Highly Appropriate

Average	98%	Highly Appropriate
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The validation results show that the media received an average score of 96%, falling into the “Highly Acceptable” category. The highest percentage was in the content suitability aspect (97%), while the linguistic aspect received a score of 95%. These results indicate that the material presented aligns with the learning objectives, is systematic, and is easily understood by students.

1. Media Expert Validation

Validation of the Digital Flipbook learning media was conducted by three media experts. The validators provided scores for the product’s visual presentation and media delivery, as well as conclusions regarding the media’s suitability and suggestions for improvement. The assessment results from the three media experts are presented in the following table.

Table 2. Summary of Media Expert Validation Results

No.	Aspect	Percentage	Category
1	Product Appearance	98%	Highly Suitable
2	Digital Flipbook Presentation	96%	Highly Suitable
3	Presentation	100%	Highly Suitable
Average		98%	Highly Acceptable

The media experts’ evaluation resulted in an average score of 98%, categorized as “Highly Suitable.” The presentation aspect received the highest score of 100%, indicating that the media has an attractive appearance, is easy to use, and is capable of effectively supporting the learning process.

1. Summary of Validation Results

The validation results were summarized to provide an overview of the suitability of the Digital Flipbook learning

medium based on evaluations by subject matter experts and media experts. The combination of the validation results from both validators aims to ensure that the developed media is suitable before it is widely implemented in the learning process.

Table 3. Summary of Media Validation Results

No.	Validator	Percentage	Category
1	Content Expert	96%	Highly Suitable
2	Media Expert	98%	Highly Suitable
Average		97%	Highly Suitable

Q Based on the validation results from the subject matter expert and media expert, an overall average score of 97% was obtained; therefore, the Digital Flipbook learning medium is deemed highly suitable for use as a learning medium for the topic “Caring for Problem-Free Facial Skin.”

Practicality of the Digital Flipbook Learning Medium

The practicality of the medium was measured through small-group, medium-group, and large-group trials to determine students’ responses to the use of the Digital Flipbook in learning

Table 4. Student Pilot Test Results

No.	Test Phase	Percentage	Category
1	Small Group	84%	Highly Feasible
2	Medium Group	88%	Highly Feasible
3	Large Group	93%	Highly Feasible
Average		88%	Highly Feasible

The test results showed an increase in the percentage at each stage of implementation, from small groups to large groups. This

indicates that the digital flipbook on Caring for Problem-Free Facial Skin is easy to use, engaging, and well-received by students as a learning tool.

Discussion

The research results show that the Digital Flipbook learning medium was successfully developed using the ADDIE model and meets the criteria for high feasibility based on evaluations by subject matter experts, media experts, and the results of pilot testing with students. The high validation scores indicate that the medium meets the criteria for content, presentation, language, visual design, and ease of use, making it suitable for teaching the Fundamentals of Skin and Hair Care.

The developed resource has the advantage of integrating content, illustrations, demonstration videos, and interactive quizzes into a single digital platform. This presentation makes it easier for students to learn the steps of facial care independently while also increasing their motivation to learn through a more interactive learning experience. These findings align with research (Vebibina et al., 2023) showing that Flipbook-based media can improve the quality of learning through more engaging and accessible multimedia presentations.

Furthermore, the pilot test results showed an increase in positive responses from both small and large groups. This indicates that the medium is not only academically sound but also practical for use in learning. Thus, the Digital Flipbook can serve as an effective alternative learning medium to support practical learning on the topic of Caring for Problem-Free Facial Skin.

Conclusion

Based on the results of developing a digital flipbook learning resource on the topic of “Caring for Problem-Free Facial Skin” for 10th-grade Beauty Therapy students at Tarbiyah Islamiyah Private Vocational High School, the following conclusions were drawn: The development of the digital flipbook learning resource, as assessed by subject matter experts, achieved a 96% score in the “Highly Appropriate” category and the media expert validation yielded a percentage of 98% with a “Highly Suitable” rating. Therefore, it can be

concluded that the Digital Flipbook learning media is highly suitable for use in teaching the topic “Caring for Problem-Free Facial Skin” to 10th-grade Beauty Therapy students at Tarbiyah Islamiyah Private Vocational High School. Furthermore, the feasibility testing of the Digital Flipbook learning media yielded a percentage of 84% in the small-group trial, 88% in the medium-group trial, and 93% in the large-group or field trial, all categorized as “Highly Feasible.” Therefore, it can be concluded that the Digital Flipbook learning medium is highly suitable for teaching the “Caring for Problem-Free Facial Skin” module to 10th-grade Beauty Therapy students at Tarbiyah Islamiyah Private Vocational High School.

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