

14. Daulat_Teaching Materials Development of Bilingual Drawing North Sumatra Ornamental turnitin

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Teaching Materials Development of Bilingual Drawing North Sumatra Ornamental Variety to Improve Tourism Souvenirs Design at Universitas Negeri Medan

Abstract

This research was motivated by the results of an analysis of the needs of students and lecturers in the Archipelago Ornament Design course in the Fine Arts Education Department, it was found that there was still a lack of teaching materials for this course. As a result, students are less familiar with and apply various North Sumatran ornaments in other subjects such as Tourism Souvenir Design, Batik courses and other subjects that require North Sumatran ornaments. The aim of the research was to develop and implement the textbook according to the needs of students so that it was in accordance with the needs of students, so the textbook was designed entitled Drawing Ornamental Variety of North Sumatra in the form of two languages, Indonesian and English. The research and development carried out in five stages refers to the ADDIE model developed by Robert M. Branch. The product developed was validated by 4 experts in their field and each concluded that it was very good and feasible to use. This proves that the teaching materials for the North Sumatra Decorative Drawing book used by art students and for the general public are appropriate and effective. After conducting product trials on students, it was found that the products developed were very helpful to students and also had an impact on the level of creativity of students' ideas in designing various tourist souvenirs based on local ornaments of North Sumatra. The results of the research can increase student activity and creativity and contribute to increasing student achievement in ornamental design of tourist souvenirs and other fine art objects.

Keywords: Teaching Materials, Ornamental Variety, Souvenirs, North Sumatra.

INTRODUCTION

The advancement of information technology has an impact on all aspects of human life towards a better life. Starting from education that must always adapt to the times. Curriculum changes must be made and go down to the development of media, models and teaching materials for each subject. Lecturers then develop existing teaching materials according to student needs.

The advancement of data innovation has an effect on the improvement of different models of instruction, on the other hand instruction continuously drives the rise of development in innovation. The role of language is very decisive in the development of technology; thus, an international language is needed to be universally understood. Without an international language, technological developments can experience obstacles. Therefore, we need learning media that have multiple languages, so that the messages from the various teaching materials reach the target.

The advancement of the previous curriculum into the Independent Learning Campus Curriculum is a great opportunity for every student to develop their potential outside the study program and off campus. It opens opportunities to accept students from various provinces in Indonesia. To respond to this curriculum change, it is time for the Fine Arts Education Department to enter an international class program that starts with teaching materials in two languages, Indonesian and English. With the availability of textbooks or textbooks in English for each subject in the Fine Arts Department, it is certainly an attraction for foreign students to study at the Fine Arts Department, Language and art faculty, Universitas Negeri Medan.

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