

Development of Animation Video on How to Make Adult Women's Clothing Patterns in the Sewing Program at LKP Samir, Palembang City

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ABSTRACT

Sewing skills training is a part of non-formal education aimed at improving participant's abilities in fashion design. One essential topic in this training is pattern making, which serves as the foundation for the sewing process. However, many participants still struggle to understand the proper steps in creating clothing patterns. This study aims to develop an animated video as a learning medium on how to create patterns for adult women's clothing at LKP Samir in Palembang city. The research method used is research and development (R&D) with the ADDIE model, conducted up to the implementation stage, which includes Analysis, Design, Development, and implementation. The research subjects were sewing course participants at LKP Samir. Data collection instruments included expert validation questionnaires on content, media, and language, as well as response questionnaires for learners. The results showed that the developed animated video was deemed highly feasible and received positive responses as it helped learners better understand the steps in pattern making.

Keywords: *Animated Video, Pattern Making, Adult Women's Clothing, Non-Formal Education*

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INTRODUCTION

Education in Indonesia is regulated in the National Education System Law Number 20 of 2003 which includes three main paths, namely formal, non-formal, and informal education. Formal education refers to structured education that is tiered, ranging from primary education to higher education (Kurnianingtyas & Widiastuti, 2017). Non-formal education, on the other hand, includes education carried out outside of school such as course and training institutions that aim to improve practical skills and knowledge for society. These non-formal education programs, such as Course and Training Institutions (LKP), Study Groups, and Community Learning Activity Centers (PKBM), have an important role in improving people's functional skills to face the challenges of the world of work (Rahayu & Widiastuti, 2018).

One type of skill that is urgently needed by the community is sewing skills. However, in sewing skills training, students often face obstacles in following manual instructions or face-to-face learning that is less effective, especially at the stage of making clothing patterns. This is due to the lack of learning media that can visualize more complex steps in more clearly and detail. This problem is further exacerbated by the low motivation of participants who do not regularly participate in training, as well as difficulties in understanding the theory that must be applied in practice (Islami et al., 2023).

Samir Course and Training Institute (LKP), located in Palembang City, is committed to improving the quality of skills education, especially in the field of sewing. However, based on initial observations, it was found that the use of learning media is currently still limited to manual and face-to-face methods that are less effective, especially in the material of making clothing patterns. Therefore, interesting and interactive learning media is needed to facilitate participants in understanding the steps of pattern making more easily and clearly. One

Development of Animation Video on How to Make Adult Women's Clothing Patterns in the Sewing Program at LKP Samir, Palembang City potential solution is to be more detailed and allow participants to replay the material as needed.

The use of animated videos as a learning medium is expected to provide a clearer and easier visualization for trainees, especially in explaining the complicated stages in making adult women's clothing patterns. This research aims to develop animated videos that are not only valid and practical, but also in accordance with the learning needs of participants in LKP Samir, who mostly rely on visualization in learning technical skills such as sewing.

With this background, this study will examine how to develop animated videos that can improve the effectiveness of learning sewing skills at LKP Samir, especially in making adult women's clothing patterns. In addition, this research is also expected to contribute to developing technology-based learning media that is more relevant and in accordance with the local context.

METHOD

This research is a research and development research that aims to produce products in the form of animated videos as a learning medium for the sewing program at LKP Samir Palembang City. The development model used is the ADDIE model, which consists of five stages: *Analysis, Design, Development, Implementation, and Evaluation*. However, in this study, the development process was carried out until the implementation stage, while the evaluation stage was not carried out thoroughly. The approach used is quantitative, as it aims to dig deep data on the needs of trainees as well as the process of developing and testing learning media. The data collected is descriptive and does not focus on numbers or statistics. The subjects in this study were trainees who participated in the sewing program at LKP Samir Palembang City. In addition, this research also involves training instructors who teach the sewing program to provide input and feedback on the learning media developed. The data collection techniques used in this study include questionnaires, interviews and observations. The data analysis techniques used are quantitative and qualitative descriptive analysis. Quantitative data was collected through questionnaires given to subject matter experts, media experts, and linguists to assess the validity of animated videos, as well as to trainees to assess the practicality of the media. The assessment of the validity of the product by experts uses the Likert scale.

FINDINGS AND DISCUSSION

Description of Respondent Data

This study involved 15 trainees from the sewing program at LKP Samir Palembang City. Respondents consisted of participants who had participated in the training and had an interest in video animation-based learning media.

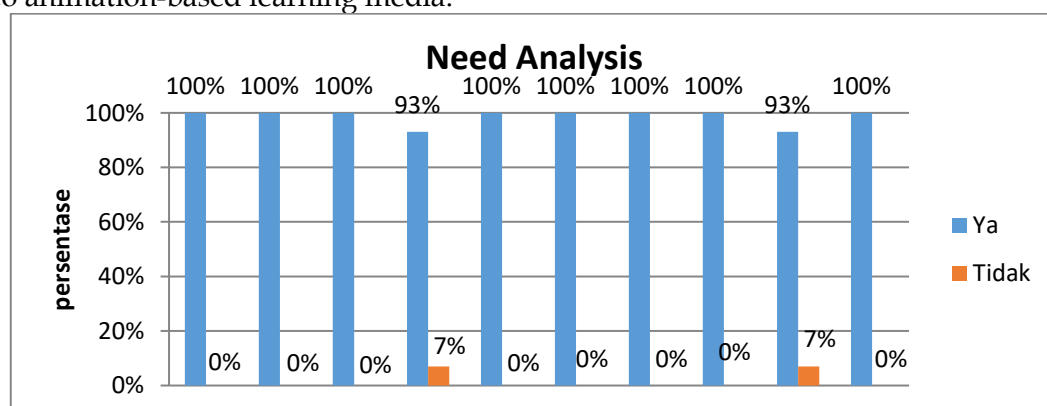


Figure 1. Results of Analysis of Trainees' Needs for Animation Media

Source: Processed by the researcher from the results of a questionnaire analyzing the needs of trainees for animation media, 2025

Based on the results of the questionnaire filled out by 15 training participants, it is known that the aspects measured include the need for interactive learning media and visual

Development of Animation Video on How to Make Adult Women's Clothing Patterns in the Sewing Program at LKP Samir, Palembang City media that facilitate understanding. The results of the analysis showed that in statement 4, which is about the participants' need for interactive learning media in sewing training, the percentage was 93%. Likewise, statement 9 related to the ease of understanding sewing materials through the help of visual media rather than text or images, also obtained a percentage of 93%. Meanwhile, another statement obtained a percentage of 100%, which shows that all participants agree on the importance of using animation media in learning to sewing.

Description of Validation Questionnaire Results Data

Material Expert Validation Results

Table 1. Results of Material Expert Analysis

Yes	Indicator	Maximum Score	Score	Criterion
1.	The suitability of adult women's clothing pattern material with the purpose of the research	4	3	Good
2.	Clothing pattern material according to the level of ability of the trainees	4	3	Good
3.	The order of delivery of the material is clear and systematic	4	3	Good
4.	Shirt pattern material is delivered in full	4	3	Good
5.	Image illustrations are appropriate and support the understanding of the material	4	3	Good
6.	Animated videos present clear visual guides	4	3	Good
7.	Animated videos improve trainee understanding	4	3	Good
8.	Animated videos make it easier for participants to follow the steps of creating patterns	4	3	Good
9.	The media is easy for trainees to use	4	3	Good
10.	Animated videos help participants understand the technique of making shirt patterns	4	4	Excellent
Sum			31	

If percentaged, the percentage results of each validation statement of the subject matter expert are as follows:

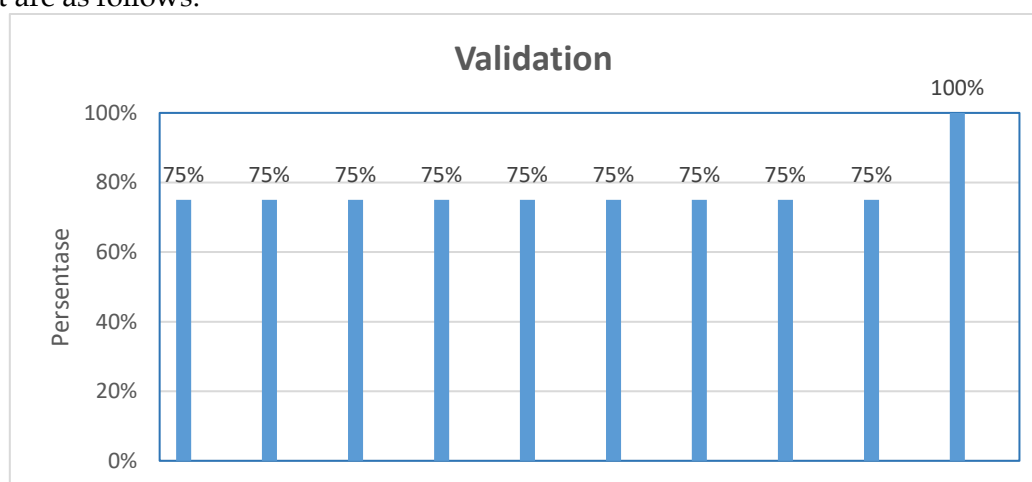


Figure 2. Results of Material Expert Analysis

Source: Processed by researchers from the results of material validator analysis, 2025

Eligibility calculation:

$$P = \frac{31}{10 \times 4} \times 100\%$$

$$P = \frac{31}{40} \times 100\%$$

$$P = 77,5\%$$

Based on the results of the calculation of the eligibility percentage, the eligibility percentage was obtained at 77.5%. If converted into a product validity category, this value falls into the "valid" category.

Table 2. Media Expert Analysis Results

No	Indicator	Maximum Score	Shoes	Criterion
1.	Visual appeal in animated videos	4	4	Excellent
2.	Clarity of material delivery flow	4	4	Excellent
3.	Video display quality (images and animations)	4	4	Good
4.	Audio clarity (voice and narration)	4	3	Excellent
5.	Clarity of text in videos	4	4	Excellent
6.	Alignment of the layout of elements in the video	4	3	Good
7.	Background color compatibility with video vision	4	4	Excellent
8.	Match the background music to the video atmosphere	4	4	Excellent
9.	Animation quality in video	4	4	Excellent
10.	Suitability of video duration to training needs	4	4	Excellent
Sum			38	

When percentaged, the percentage results of each media expert validation statement are as follows:

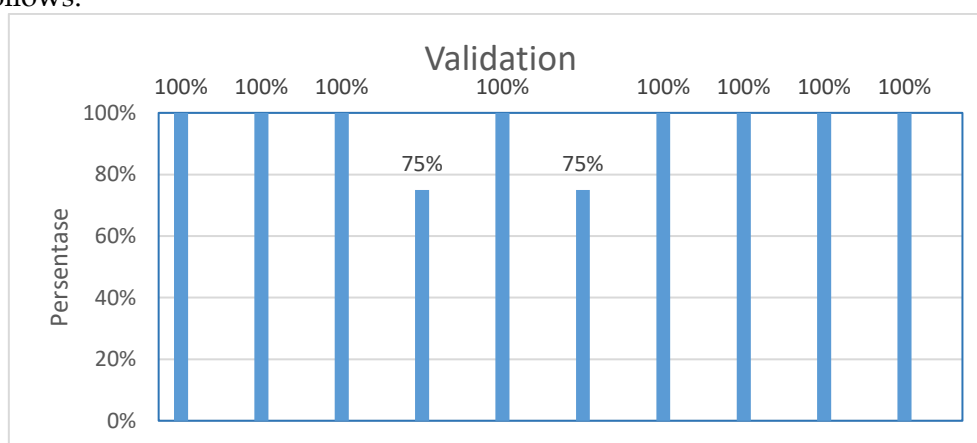


Figure 3. Results of Media Expert Validation Analysis

Source: Processed by Researcher from the results of media validator analysis, 2025

Eligibility Calculation:

$$P = \frac{38}{10 \times 4} \times 100\%$$

$$P = \frac{38}{40} \times 100\%$$

$$P = 95\%$$

Based on the results of the calculation of the validity percentage, a feasibility value of 95% was obtained. If converted in the product validity category, this value falls into the "very valid" category.

Linguist Validation Results

Table 3. Linguist Validation Results

No	Indicator	Maximum Score	Shoes	Criterion
1.	Spelling accuracy in video	4	2	Not Good
2.	Grammatical conformity	4	3	Good
3.	Consistency of vocabulary usage	4	3	Good
4.	Consistent use of terms	4	3	Good
5.	Consistency of language style between sentences	4	3	Good
6.	Suitability of sentence structure	4	3	Good
7.	Use of simple and easy-to-understand terms	4	3	Good
8.	Use of clear and communicative language	4	3	Good
9.	Language suitability to trainee level of comprehension	4	3	Good
10.	The ability of videos to motivate trainees	4	3	Good
Sum			29	

If percentaged, the percentage result of each linguist's validation statement is as follows:

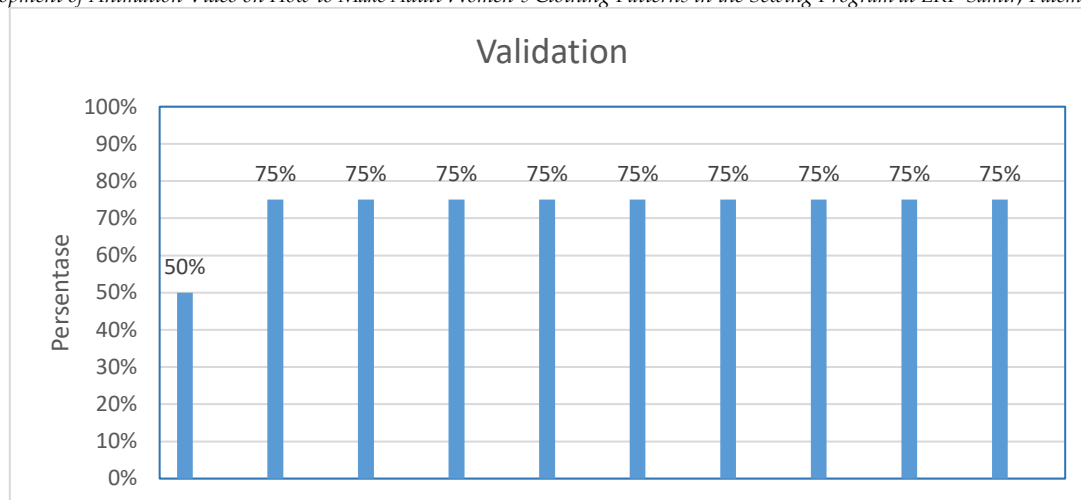


Figure 4. Results of Linguist Validation Analysis

Source: Processed by researchers from the results of language validator analysis, 2025

Eligibility calculation:

$$P = \frac{29}{10 \times 4} \times 100\%$$

$$P = \frac{29}{40} \times 100\%$$

$$P = 72,5\%$$

Based on the results of the calculation of the percentage of validity, a feasibility value of 72.5% was obtained. If converted in the product validity category, this value falls into the "valid" category.

Product Trial Results

One-to-One Trial

Trial one to one It is an initial trial conducted on 3 trainees to fill out a trial questionnaire to see the practicality of the media.

Table 4. Results of One to One Trial

Initials	No Item									
	1	2	3	4	5	6	7	8	9	10
AR	3	3	3	3	3	3	3	3	3	3
RAS	3	3	3	3	3	3	3	3	3	3
AH	3	3	4	4	4	3	4	3	4	4
Total	9	9	10	10	10	9	10	9	10	10
Total score	96									
Percentage	80%									
Category	Practical									

Small Group Trials

In the *small group* trial stage, an animated video will be tested on 12 trainees at LKP Samir Palembang City who were randomly selected according to the criteria needed from the questionnaire results.

Table 5. Small Group Trial Results

Initials	No Item									
	1	2	3	4	5	6	7	8	9	10
VA	4	3	3	3	4	4	4	4	3	4
PP	3	4	4	4	4	4	4	4	4	4
BW	4	4	3	3	4	3	4	4	3	3
THREE	4	3	4	4	3	3	3	4	3	3
HIS	4	3	3	3	4	3	4	4	3	3
RTA	4	4	4	4	4	4	4	4	4	3
PMS	4	4	4	4	4	4	4	4	4	4
BAA	4	4	4	4	4	4	4	4	4	4
RD	4	3	4	3	4	3	4	4	4	3
J	4	4	4	4	4	3	3	4	3	3
R	4	4	4	4	4	4	4	4	4	4
ST	4	4	3	3	4	4	4	3	4	4
Total	47	44	44	43	47	43	46	47	43	42

Total score	446
Percentage	92,92%
Category	Very Practical

Discussion

The development of animated video media in sewing training at LKP Samir aims to make it easier for participants to understand the material for making adult women's clothing patterns in a systematic and interesting manner. Animated videos were chosen because they have the advantage of combining visual and audio elements so that they can increase the attractiveness and understanding of trainees (Apriansyah, 2020). This is in line with Mayer's Multimedia theory which states that the combination of images and words is more effective than words alone in the learning process (Saragih et al., 2024).

The development model used in this study is the ADDIE model, which lists 4 stages: *Analysis, Design, Development, and Implementation*.

In the Analysis stage, the observation results show that participants have difficulty understanding the material only through oral explanations or printed models. Therefore, the use of visual media such as animated videos is the right solution.

In the Design stage, the researcher compiles a *storyboard*, reviews the material and prepares a validation instrument. Material references are obtained from various sources including YouTube to match the learning standards at LKP Samir. The 13-length video was developed with the effectiveness of the material delivery in mind.

The Development stage, which includes creating characters, backgrounds, and animation processes using the Capcut application because of the practicality in editing. The video was then validated by three experts, namely a material expert (LKP instructor Samir), a media expert (HH, a lecturer in Community Education), and a linguist (ART, an Indonesian lecturer). The validation results showed 77.5% of material experts (valid category), 95% media experts (very valid category), and 72.5% linguists (valid category).

Implementation Stage, after being revised based on expert input, the video is tested at the implementation stage. The trial was carried out in a *One To One* manner in 3 participants and *Small Group* in 12 participants, the results showed that in the *One To One* trial got a percentage of 80% with the category (practical), while in the *Small Group* trial got a percentage of 92.92% with the category (very peak).

These findings are in line with (Fitria et al., 2019) which states that data animation media improves participants' understanding and skills in practice-based learning. Overall, the development of this animated video media has proven to be valid and practical, and can support increasing the effectiveness of sewing learning at LKP Samir.

CONCLUSIONS

This research and development aims to produce valid and practical animation video-based learning media for the sewing program at LKP Samir Palembang City. The development process uses the ADDIE model which is modified into four stages, namely analysis, design, product development, and product trials. The validation results showed that the animated video media developed met the validity criteria, with a percentage of 77.5% of material experts (valid category), 95% of media experts (very valid category), and 72.5% of linguists (valid category). Although there is still a slight improvement in the linguistic aspect, overall the media is declared worthy of use. Meanwhile, the results of the practicality test showed a percentage of 80% in the *One To One* trial (practical category), and 92.2% in the *Small Group* trial (very practical category). Thus, the animated video developed is declared valid and practical, and is suitable for use as a learning medium for sewing training participants at LKP Samir Palembang City.

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