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## Development of Tourism Learning Media of Smkn 2 Batam Using The MDLC Method

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### ABSTRAK

#### Article History

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In particular, industrial developments that contradict labor qualifications in administration and tourism have increased the demand for labor in these fields. Realizing this, in 2005, the Batam City Government took proactive measures to develop human resources in Batam City by holding a Vocational High School program located in Batam Center; Batam 2 State Vocational School was still using the online learning system due to the rampant virus disturbance, namely COVID 19. Data is a series of reports, figures, objects, symbols, & descriptions collected from various sources. Data collection makes an excellent decision to serve as an information bridge for launching new products if it is in the marketing realm. In practice, there is also a preference for collecting data using an online communication message called WhatsApp and using the exclusive interview method to become a mediator between the author and Ms. Herlina. This implementation has increased the interest of Batam 2 SMK Negeri 2 students in packaging tourism learning media products regarding transfer in, transfer out, and the transfer process. The results of this study are in the form of making learning media at SMK Negeri 2 Batam in the vocational tourism sector; several animations need to be repaired again using the MDLC stages contained in the testing section.

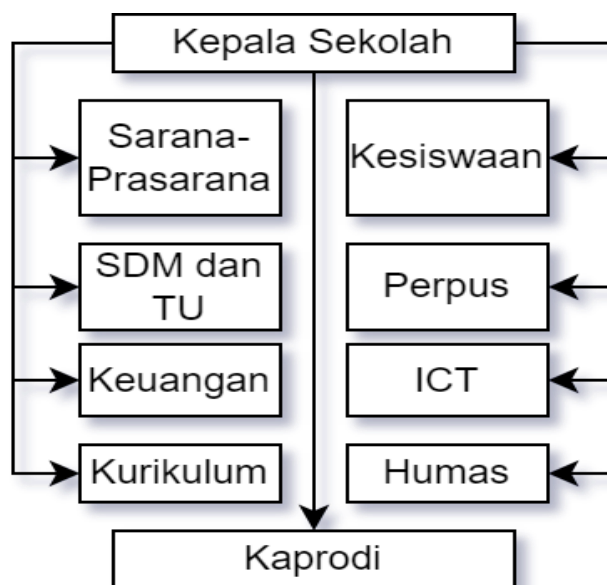
**Keywords:** Media Learning; MDLC; SMKN 2 Batam

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### INTRODUCTION

In particular, industrial developments that contradict labor qualifications in administration and tourism have increased the demand for labor in these fields (Jazuli, 2018). Realizing this, in 2005 the Batam City Government took proactive action to develop human resources in Batam City by conducting a vocational high school program located at Batam Center, SMK Negeri 2 Batam still using an online learning system due to interference the rampant virus, namely COVID-19 (Marlon & Deli, 2022).

A state vocational school located in Batam City with A accreditation is a state school that has five academic majors, namely tourism, hospitality, culinary arts, fashion and cosmetology (Rotty et al., 2022). Each study program based on perseverance with the education unit number 11002210 forms a training school and has several fields including library, finance, information technology, public relations, administration, curriculum and human resources (Wijaya & Christian, 2022)



**Picture1. Organizational structure of SMK Negeri 2 Batam**

(Source: Processed data)

In the development of a centralized technology, globalization has brought a lot of foreign cultures to Indonesia which makes the function of sometimes being a tool or culture something foreign to today's generation (Nugroho et al., 2020). One of the programs to prevent this is the Career Center, which obtains information, especially apprenticeships or work practices in inter-school networks that connect alumni and students of SMK Negeri 2 Batam with businesses and self and career development systems that provide value to students and alumni of SMK Negeri 2 Batam. This technology is a shortcut that becomes a benefit for the alumni association of SMK Negeri 2 Batam (Marlon & Deli, 2022).

There is an indicator that allows a nation to be seen from the quality of its educational unit, this is because education has the most important role in the progress of a nation and individuals which reflects a shared responsibility as human beings (Sudarsana, 2015). Education has a definition as a responsibility that is the primary need of all humans and students in achieving goals whose consistency cannot be tolerated because this is an obligation on humanity (Fernando & Ardiansyah, 2022).

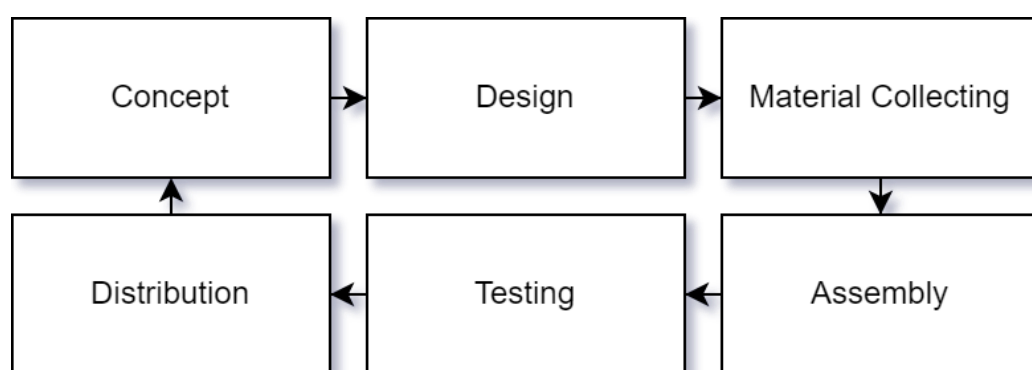
Multimedia Development Life Cycle (MDLC) is a software methodology developed in Binanton Luther's research. The multimedia development methodology itself has six stages, viz. concept (design), design (design), material collection, assembly (production), testing (testing) & distribution. These six steps actually don't have to be sequential, you can move places (Dharma et al., 2020). The MDLC method can be used in the development of educational media for creative products & corporate IT project management. Research (Rahmawati et al., 2018) designs & manufactures learning media products that build interactive multimedia & promotes entrepreneurship in the form of implementing product learning media for creators & entrepreneurs. IT Management Project is project management methodology material intended to facilitate learning (Wibowo & Loren, 2022).

Transfer tourism learning media in, process and out Making tourism learning media designs transfer in, process and out in order to increase the productivity of PBM activities based on entrepreneurial videos (Yanete, 2016).

## **METHODS**

Data is a series of reports, numbers, objects, symbols, & descriptions collected from various sources (Vivi Silvia, 2020). Data collection makes a good decision to serve as an information bridge to launch a new product if it is in the realm of marketing (Rachmawati, 2018). There is also a preference in the implementation to collect data using an online communication message called WhatsApp and using the exclusive interview method to become a mediator between the author and Mrs. Herlina.

The research methodology used is MDLC (Multimedia Development Life Cycle) which consists of several stages: conceptualization, design, material collection, assembly, testing and distribution. Following the MDLC steps, the writer will first implement the concept (Yongky, 2022). After the school identified and agreed on the concept, the writer started collecting materials to design the video. After all the material is sufficient, the writer enters the term design and conducts a video test. After the video is approved by the school, the author will include the output of the video in the final section, namely the playback section (Aripradon, 2022).



Figures1. MDLC Method

In the concept phase, it includes an overview of the previously identified learning environment in the form of input and output, and processes such as Draw.Io and Canva as alternative descriptions of concepts. At the design stage it contains functional materials used to create a tourism learning environment inside and out. In the early stages of data collection, the author interviewed Mrs. Herlina as the coordinator, so that the planning and design of the learning environment could be carried out and the making of animated videos could later be used (Wijaya & Christian, 2022). In this collection and aggregation phase, the author uses Canva as a 1:1 scale video editor to make it easy to edit tourism learning environment videos inside and outside the process. At the trial implementation stage it includes what materials are used, such as project analysis and documentation of all meetings in the form of numbers, pictures, notes and descriptions in the tourism learning environment, inside and outside the process. At the dissemination stage, it contains a field work training report October-January 2023, supervised by Zulkarnain. The practical work schedule starts from October 2022 to January 2023 at SMK Negeri 2 Batam.

## **RESULT AND DISCUSSION**

### **Design Outer Activities**

There are results from interviews in the form of design from the output of the activity, namely interviews using the help of the WhatsApp application to get information from Mrs. Herlina about the

design tourism learning media about process in, out using the MDLC method which is divided into six stages as follows:



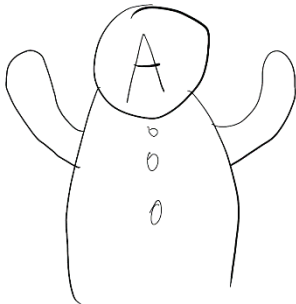
**Figure 4.2. MDLC concept**

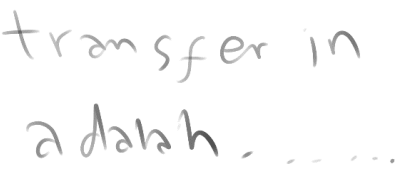


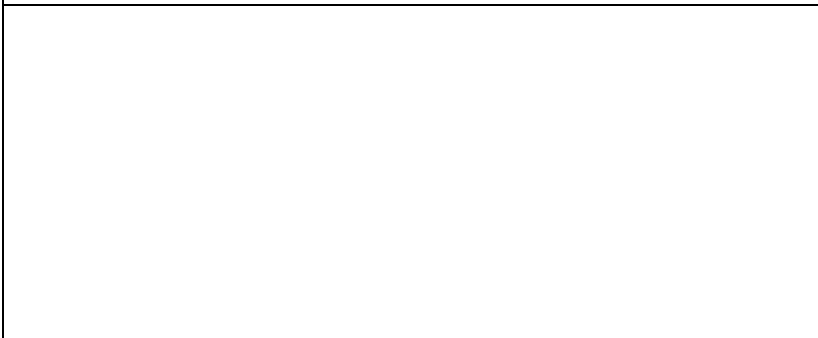
**1. Concept**

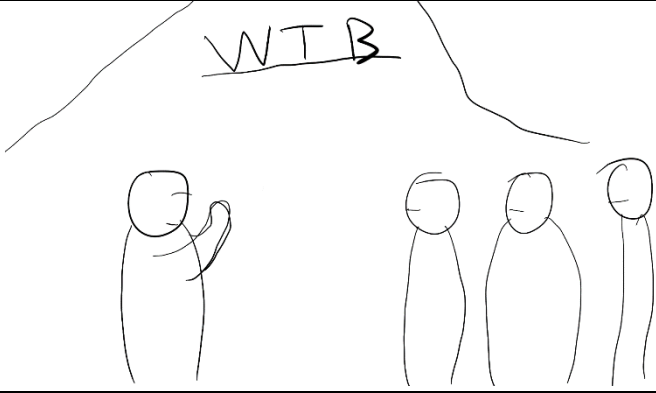
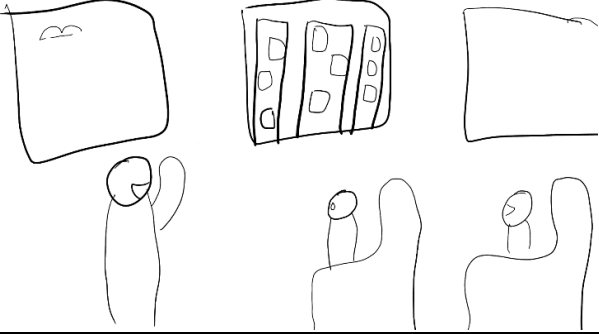
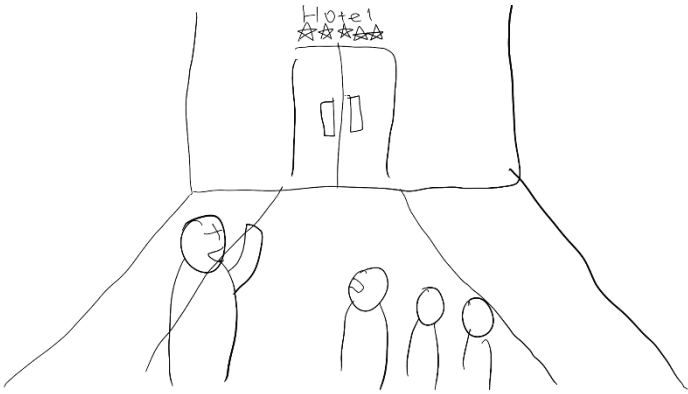

In concept design tourism learning media regarding process in, out, the rules and functions in making learning media programs and the design of the basic rules (Rais, 2017) that have been determined are as follows: In the design section will contain the basic ingredients in the manufacture tourism learning media about process in, out, namely the rough design using canva and storyboards about what will be determined in making an overview of the procedure as follows:


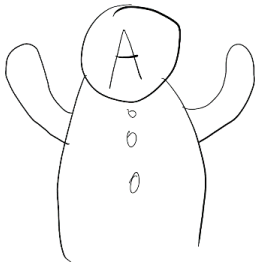
In the stage of collecting materials such as basic materials in making the check-in/out procedure, the author collects raw designs that do not have copyright competitiveness so that decisions are not needed and uses storyboards as an illustration of what will be explained in the check-in/out procedure video whose name is displayed (Ivanov et al., 2021).

**Table 1. Storyboards**

	Scenes: 1	Duration: 8 seconds
	Scene description: Aldi greets.	
	Viewpoint: Mid shot	
	Sound: corporate background no copyright	

	Scenes: 2	Duration: 17 seconds
	Description of the scene: Explanation of the meaning of transfer in.	
	Viewpoint: long shot	
	Sound: corporate background no copyright	
	Scenes: 3	Duration: 16 seconds
	Description of the scene: Explanation of the preparatory stages.	
	Viewpoint: long shot	
	Sound: corporate background no copyright	
	Scenes: 4	Duration: 15 seconds
	Description of the scene: Explanation of the execution stage.	
	Viewpoint: long shot	
	Sound: corporate background no copyright	
	Scenes: 5	Duration: 26 seconds
	Scene description: Explanation of the execution stages at the pick-up point.	
	Viewpoint: long shot	

	Sound: corporate background no copyright	
	Scenes: 6	Duration: 15 seconds
Description of the scene: Explanation of the execution stages of the trip.		
Viewpoint: long shot		
Sound: corporate background no copyright		
	Scenes: 7	Duration: 9 seconds
Description of the scene: Explanation of the execution stage at the inn.		
Viewpoint: long shot		
Sound: corporate background no copyright		
	Scenes: 8	Duration: 18 seconds
Scene description: Explanation of the report stage.		
Viewpoint: long shot		

	Sound: corporate background no copyright	
	Scenes: 9	Duration: 12 seconds
Description of the scene: Closing.		
Viewpoint: Mid shot		
Sound: corporate background no copyright		

## 2. Material Collecting

In the stage of collecting material that will be used in tourism learning media at SMK Negeri 2 Batam in the form of transfers in, out and processes to describe various *items* which will be used in making learning media as follows:



**Figure 4.3. Source material**



**Figure 4.4. Bus material when guide**



**Figure 4.5. Material welcome to Batam**



**Figure 4.6. Material on introduction to students**

In the placement of material usetourism learning media SMK Negeri 2 Batam in the form of transfer in, out and the process of using the process of implementing reports and activities from *tour guidewill* explain how to deal with tourists.

### **3. Process External Implementation**

The utility of implementing an outer section with the help of Canva makes it easy to createtourism learning media at SMK Negeri 2 Batam in the form of transfer in, out and processes which are divided into several stages as follows.



#### **4. Assembly**



**Figure 4.7. Unification in learning media**



**Figure 4.8. Unification in learning media – 2**



**Figure 4.9. Unification in learning media – 3**



**Figure 4.10. Unification in learning media – 4**



**Figure 4.11. Unification in learning media – 5**



**Figure 4.12. Unification in learning media – 6**

Testing



**Figure 4.13. Unification in learning media - 9**



**Figure 4.14. Unification in learning media – 10**

After unification using the Canva application it becomes material and implemented in the form of an intermediate animation and arrangement will be issued as an output media in the form of .MP4.

## **5. Distributions**

Finally, in the distribution stage, the author distributes the video in mp4 format and uploads it to the application *google drives* with the title tourism learning media SMK Negeri 2 Batam in the form of transfer in, out and process.



**Figure 4.15. Distribution on the Google Drive channel**

## **6. Condition After Implementation**

After feeling enough in the implementation of the videotourism learning media at SMK Negeri 2 Batam in the form of transfers in, out and the process of SMK Negeri 2 Batam giving *afeedback* in the form of several processes that are carried out starting from more concept ideas and learning animations until it is deemed possible to proceed to the next stage *live streaming*.

### **SIMPULAN**

The conclusion is obtained in the form of the reliability of the report tourism learning media SMK Negeri 2 Batam in the form of transfer in, out and the process which is described as follows: 1) The implementation has increased the interest of students at SMK Negeri 2 Batam in packaging tourism learning media products regarding transfer in, transfer out and transfer process. 2) In making learning media at SMK Negeri 2 Batam in the tourism vocational field, there are several animations that need to be repaired again using the MDLC stages contained in the testing section. 3) After several months of carrying out this practical work, the author has some input to SMK Negeri 2 Batam. Here are some suggestions given to SMK Negeri 2 Batam, namely:

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