Learning Video Development Using The Vlognow(Vn) Application In The Graphic Design Subject Of Logo Creation In Coreldraw In Grade XI PSPT Islamic Vocational High School 1 Durenan

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Abstract—**This research is a development study aimed at producing a VlogNow (VN) application-based learning video media for the Graphic Design subject, focusing on logo creation using CorelDraw for 11th-grade PSPT students at SMK Islam 1 Durenan. The background to this development stems from the need for engaging, varied, and easily accessible learning media, particularly for practical design learning that requires clear and systematic process visualization. This research uses the ADDIE model, which includes five main stages: Analysis, Design, Development, Implementation, and Evaluation. After going through the design and production stages, the developed learning video was validated by two media experts and one material expert. The validation indicated that the media was highly feasible, with scores of 80% and 90% from the media experts, and 76% from the material expert, respectively. Subsequently, trials were conducted with students, both on a small and large scale. The results of the small group trial obtained a score of 79%, and the large group a score of 85%, indicating that the learning video was effective in helping students understand the material and increasing their interest in learning. Therefore, this learning video is suitable for use as an aid in teaching and learning activities for Graphic Design in vocational schools..**

Keywords: **ADDIE, Learning videos , VlogNow App, Coreldraw, Development of learning videos**

I. INTRODUCTION

Education is a planned activity designed to create learning conditions and processes that foster student activity and creativity in developing their abilities or potential, thereby fostering spiritual strength, self-control, and empowering society, the nation, and the state [1]. Education cannot be separated from technology, as it plays a significant role in educational advancement. Technology also provides access to the learning process. Nowadays, through learning, people can share their experiences The use of educational media that utilizes technology to make learning simpler and more engaging in its presentation. Video-Based Learning Media is an educational tool or resource that uses video format to deliver learning materials [2]. This media can take the form of instructional videos, tutorials, or presentations designed to enhance student understanding. It is an alternative to changing the monotonous learning method. It provides learning media that provides insight and knowledge regarding the theory and application of the Basic Graphic Design subject, particularly material on creating image designs in CorelDraw [3]. By using learning videos, students can understand more easily by watching the videos. Students can also practice directly by watching the videos [4]. Learning videos are a communication tool to aid the effective learning process. What is seen and heard is easier to remember and understand than what is simply read or heard [5]. In Indonesia's current learning system, many students lack understanding due to the lecture-based teaching method. An effective solution to this problem is the use of instructional videos. It is assumed that this makes it easier for students to understand the material because they are more likely to use mobile phones/smartphones. Furthermore, observations at Durenan 1 Islamic Vocational School (SMK Islam 1 Durenan) indicate that graphic design is the third most popular subject in terms of student performance compared to other subjects. This finding also served as the basis for the researchers' research.This research was conducted to help students understand the material and its practical applications and to facilitate the delivery of the material provided by the educator. Therefore, the learning videos were created in the most engaging format possible. One application that can create videos that can be used and utilized for learning is VN (VlogNow). VlogNow is a smartphone application that functions to make videos [6].

Based on this background, the researcher is interested in conducting a study entitled "Developing a VN-based learning video application for the Graphic Design subject: Creating Logos in CorelDRAW" in Grade XI PSPT at SMK Islam 1 Durenan.

II. EASE OF USE

A. Type of Research

In this study, the researcher used research and development (R&D), a research method used to produce a specific product and test its effectiveness.. This research aims to create innovative products that can meet specific needs or solve existing problems in the field..

Therefore, the video model was created by adapting a structured learning model with the ADDIE (Analyze, Design,

Develop, Implement, Evaluate) model to help students learn and produce efficient, engaging, and easy-to-understand learning.s.
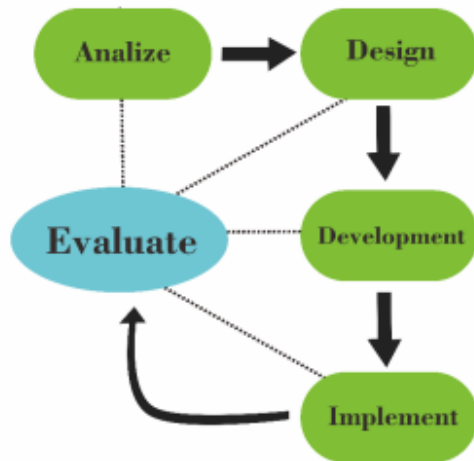

Figure 1 ADDIE flowchart [7]

B. Instrument

The data collection in this study aimed to measure the effectiveness of a video tutorial on creating logos using CorelDRAW in the 11th grade students of SMK Islam 1 Durenan. This data collection process was conducted to develop the video tutorial, as the data obtained served as a reference source for necessary information. The data collection instruments used by the researchers in this study were observation, interviews, and questionnaires. They also used instruments from media experts, content experts, and students to measure the feasibility of the developed learning videos..

C. Prosedure

Based on the research and development steps that refer to the research and development (R&D) model [8], using the ADDIE development model, it consists of five stages: 1) Analysis, 2) Design, 3) Development, 4) Implementation, and 5) Evaluation and Control..

D. Analysis

At this stage, an analysis of the learning needs and characteristics of grade XI PSPT students at SMK Islam 1 Durenan was conducted. This included curriculum analysis and analysis of the material to be taught. The product developed is a learning video for students of SMKN 1 Durenan using the VlogNow application, with logo creation material using CorelDraw. The analysis results obtained information regarding analysis needs and curriculum needs as follows.

1. Needs Analysis

Needs analysis is a process carried out to determine the requirements needed to create and run the VlogNow application on students' devices. Table of media development needs analysis and media implementation needs analysis.

Table I Analysis of media implementations needs

No	Product Explanation	Spesification
1	Learning video on creating images in CorelDraw using VN	Standard graphics are 720p (Standard HD)
2	file formats	MOV
3	Device	PC, laptop, smartphone and can be accessed by all operating systems

2. Need Curriculum

The curriculum analysis was conducted by reviewing the curriculum implemented at SMKN 1 Durenan to verify the alignment of the material included in the Learning Videos with the content used in classroom instruction. The focused material relates to graphic design lessons within the PSPT class. A detailed explanation of this material is provided below.

Table II Material in learning videos

No	Element	Learning objectives	Material
1	Logo Image Creation	Students can understand the basics of logo creation and improve their visual creativity skills.	1. Basic principles of logo creation 2. logo function 3. Supporting elements in logo design
2	Typographic logo	Students can use the CorelDraw application as a tool for creating typographic logos.	1. Use of Corel Draw software 2. Typographic logo creation

E. Design

In the design phase, the learning video will be designed, including selecting the material to be taught, the flow of the material presentation, and determining teaching methods appropriate to the subject teachers at SMK Islam 1 Durenan. The video design also includes selecting supporting visual and audio elements to make the video more engaging and easier for students to understand. A storyboard and video script will also be developed to provide a clear picture of how the material will be delivered.. The following is a storyboard flow for making a learning video.

Table III Learning Video Storyboard

Visual	Information	Audio	Time
	Opening	Music	5 seconds

Pengenalan	In this section, we will learn how to create a logo using CorelDRAW .	narrative	10 seconds
Pertanyaan pemantik	The open CorelDRAW screen	narrative introduction to the material	6 seconds
Materi 1	Pictorial display of the material	material explanation	10 seconds
Materi 2	continuation of the material that will be taught	material explanation	10 seconds
Vidio praktek serta penjelasan penggunaan	Basic logo creation in CorelDraw application	narrative about using CorelDraw software	5-9 minute
Evaluasi pembelajaran	Contains questions	question picture	10 seconds
Penutup	Text "Thank you for watching"	music like the opening slide	5 seconds

F. Development

The development phase is the implementation phase of the design that has been created. At this stage, the learning video will be produced using the VN (VlogNow) application. Video development includes creating animations, editing videos, adding text and narration, and selecting appropriate background music. All of these elements combine to produce an engaging video that supports students' understanding of how to create logos using CorelDRAW..

G. Implementation

After the learning videos were completed, the implementation phase was carried out by providing the videos to the 11th grade students of the PSPT SMK Islam 1 Durenan to use in the learning process. At this stage, teaching using the learning videos was directly implemented in the classroom to see how the videos helped students understand the material..
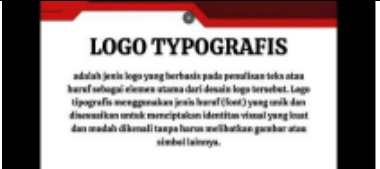
H. Evaluation

The evaluation phase is conducted to assess the effectiveness of the learning videos in improving students' understanding of logo creation in CorelDRAW. This evaluation is conducted through various methods, such as quizzes, interviews, and observations. The evaluation results will be used to make improvements and refinements to the learning videos, if necessary..

1.Stage of Data College

Data instruments are the tools used to collect and analyze information in this study. Using appropriate instruments is crucial for obtaining valid and reliable data to measure the effectiveness of instructional videos in the graphic design learning process. The instruments used in this study consist of three instruments that must be considered: media expert instruments, material expert instruments, and student instruments..

This research used a research and development method. Therefore, the data obtained from the questionnaire was analyzed descriptively. The data analysis technique used in this study was to calculate the validity and practicality of the resulting product.

Table IV Scoring rules for Media Expert, Material Expert and Student instrument items

No	Criteria	Score
1	Strongly agree/very positive	5
2	Agree/positive	4
3	Just agree/neutral	3
4	Don't agree	2
5	Disagree/ negatif	1

[9]

The Likert scale aims to measure the attitudes, opinions, and perceptions of individuals or groups regarding an event or social phenomenon . The data obtained is then processed through calculations using the following formula:

$$Ps = \frac{p}{N} \times 100\%$$

Ps = Presentation
S = total score obtained
N = Total ideal score

Then the calculation results obtained will be compared using the following table..

Table V Score

No	Average score	category
1	81%-100%	Very Worth It
2	61%-80%	Worthy
3	41%-60%	Decent Enough
4	21%-40%	Not Worth It
5	0%-20%	Totally Not Worth It

[10]

III. RESULT AND ANALYSIS

At this stage, validation is conducted by media experts, content experts, and students to assess the feasibility and quality of the developed learning videos before further testing. This validation is carried out by providing a prepared assessment sheet to evaluate the feasibility aspects of the learning videos..

A. System Evaluation

The following presents the data from the product model development and validation test results, which consist of two
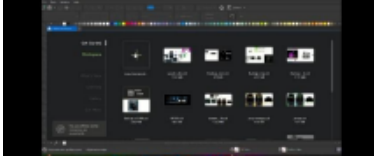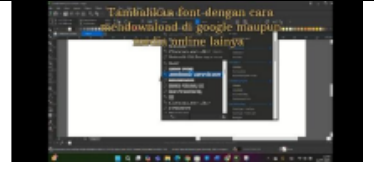
stages: development and implementation. This section also displays the final results of the learning video development.

The following is the final result of a learning video using the VlogNow application for the graphic design course, creating logos with CorelDraw..

Table VI Learning Video Result

Picture	Explanation	Time
	The opening scene of the video shows the logo of Islamic Vocational School 1 Durenan.	5 seconds
	The second slide displays an introduction to the profile of the creator of the learning video.	25 seconds
	The first material is on the second slide, which contains an explanation of the logo. The following slides include three video slides..	2 minute
	Typographic logo forms as an example of a logo for Description of the forms of types of typographic logos	2 minute
	Typographic logo forms as an example of a logo for Description of the forms of types of typographic logos	30 seconds
	The initial preview of the practical video shows various software,	20 minute
	including CorelDRAW.	
	The initial CorelDRAW display before determining the format or file to be created in the CorelDRAW application.	
	Video display showing the file format selection to be created	
	Determining or selecting the font to be used for the typographic logo. Font selection is available in CorelDRAW software.	

B. Testing

- Media Expert 1

Table VII Media Test Expert

Score	Ideal score
85	105
Result	81%
Category	Very Worth It

$$Ps = \frac{p}{N} \text{ x } 100\%$$
$$Ps = \frac{85}{105} \text{ x}100\%$$

The score assessment results in the table above show a score of 81%, categorizing it as "Very Valid." However, the evaluation video is less engaging, and several aspects still show deficiencies that need to be addressed to optimize the media's support for the learning process..

- Media Expert 2

Table VIII Media Test Expert

Score	Ideal score

95	105
Result	90%
Category	Very Worth It

$$Ps = \frac{p}{N} \text{ x } 100\%$$
$$Ps = \frac{95}{105} \text{ x} 100\%$$

The validation score for the Media Expert questionnaire for two obtained a score of 90%, categorized as "Very Valid." One aspect that still requires attention is the clarity of the message delivery, as the message content in the media is delivered clearly and easily understood. Overall, this learning media has met most aspects of feasibility, particularly in terms of ease of access, cross-device compatibility, and successfully implementing the main learning functions. However, to achieve truly optimal quality, special attention is needed to improve the clarity of the message content, independence of use, and refinement of the audiovisual aspects..

- Materials Expert

Table VIIII Media Test Expert

Score	Ideal score
61	80
Result	76%
Category	Worthy

$$Ps = \frac{p}{N} \text{ x } 100\%$$
$$Ps = \frac{61}{80} \text{ x} 100\%$$

The results of the questionnaire assessment by the content experts in the table above show a valid score of 76%. Suggestions include improving public speaking, intonation, and emphasis when speaking on camera. The content experts have validated that the video can be used for research. Overall, the content experts' assessment indicates that the learning video aligns with the teaching module and is quite helpful for students' learning.

- Test Results

Table X Small Group Trials

Score	Ideal score
733	925
Result	79%
Reach Level	Worthy

$$Ps = \frac{p}{N} \text{ x } 100\%$$
$$Ps = \frac{733}{925} \text{ x} 100\%$$

Based on the results of the small group assessment, with a score of 79%, which is still far from satisfactory, with a 21% gap, but still in the Adequate category, several aspects did not achieve the maximum score, such as Ease of Use, Audio and Visual Communication, and the quality of the materials, which help students improve their learning. Meanwhile, the results from the large group are attached in the table below.

Table XI Larg Group Trials

Score	Ideal score
3617	4255
Result	85%
Category	Very Worth It

$$Ps = \frac{p}{N} \text{ x } 100\%$$
$$Ps = \frac{733}{925} \text{ x} 100\%$$

Based on the large group test results, with a score of 85% of the percentage, the learning video on the basics of Graphic Design falls into the criteria of Very Suitable for use in the learning process at SMK Islam 1 Durenan. However, the presentation is still less than perfect. There are still 15% deficiencies in the learning video aspects. The main deficiencies lie in the relevance of the example questions, the completeness of the material, and the lack of interactivity, although overall, this video media is very suitable..

IV . CONCLUSION

The purpose of this research was to develop a video learning application using the VN application for image creation using CorelDraw for 11th-grade PSPT students at SMK Islam 1 Durenan. The video learning application developed using the VN application was deemed suitable for use in learning based on assessments from material experts, media experts, and student responses. The material experts' assessment obtained a score of 61 out of a maximum score of 80, or 76%, indicating that the material content aligned with the teaching module, learning objectives, and student needs. Although there were still several areas for improvement, such as the depth of the material and the variety of questions presented. Media experts 1 and 2 obtained an average score of 81% out of a maximum score of 105, indicating that the visual display, audio, navigation, and ease of media access were in accordance with the principles of effective and engaging learning media. The development of learning videos using the VlogNow (VN) application also shows great potential in providing a more flexible alternative learning medium, accessible to students at any time, to help them explore the material independently, while also being engaging and not boring.

Thus, this medium can be a very useful tool in supporting the learning process, particularly in the field of graphic design skills, which require extensive visual practice..

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