

ABSTRAK

PENGEMBANGAN MEDIA KOMIK DENGAN TEMA MANAJEMEN WAKTU DALAM LAYANAN INFORMASI BAGI MAHASISWA

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Penelitian ini dilatar belakangi oleh kurangnya media layanan informasi dikalangan mahasiswa terutama pada topik manajemen waktu, sedangkan permasalahan manajemen waktu merupakan masalah yang sering dihadapi oleh mahasiswa. Tujuan penelitian untuk mengembangkan media komik dengan tema manajemen waktu dalam layanan informasi bagi mahasiswa. Penelitian ini menggunakan metode *Research and Development* dengan menggunakan model 4-D (*Define – Design – Develop – Disseminate*). Subjek penelitian yaitu 6 mahasiswa sebagai subjek uji keterbacaan komik dan 30 mahasiswa sebagai subjek penelitian. Teknik pengumpulan data menggunakan instrument berupa kuesioner kelayakan media, kuesioner keterbacaan visual dan kuesioner *pre test* dan *post test*. Hasil uji kelayakan media komik oleh ahli media diperoleh 69,4%, ahli materi 100%, ahli bahasa 70% dan uji kelayakan mahasiswa mendapat persentase kelayakan 88,3%. Hasil *pre test* memperoleh nilai rata-rata sebesar 4,4 sedangkan hasil *post test* memperoleh nilai rata-rata sebesar 8,3. Persentase peningkatan hasil *pre test* dan *post test* yaitu sebesar 88,6%. Dengan demikian, dapat disimpulkan bahwa pengembangan media komik dengan tema manajemen waktu dalam layanan informasi bagi mahasiswa memenuhi kriteria “layak” digunakan sebagai media layanan informasi.

Kata kunci: bimbingan dan konseling, layanan informasi, manajemen waktu, media komik

ABSTRACT

DEVELOPMENT OF COMIC MEDIA WITH THE THEME OF TIME MANAGEMENT IN INFORMATION SERVICES FOR COLLEGE STUDENT

By

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This research is motivated by the lack of information media services among students, especially on the topic of time management, while the problem of time management is a problem that is often faced by college students. The research objective is to develop comic media with the theme of time management in information services for college students. This study uses the Research and Development method using the 4-D model (Define – Design – Develop – Disseminate). The research subjects were 6 college students as the subject of the comic readability test and 30 college students as the research subject. Data collection techniques used instruments in the form of media feasibility questionnaires, visual readability questionnaires and pre-test and post-test questionnaires. The results of the feasibility test for comic media by media experts obtained 69.4%, material experts 100%, language experts 70% and college student feasibility tests obtained 88.3% eligibility proportion. The pre-test results obtained an average value of 4.4 while the post-test results obtained an average value of 8.3. The percentage increase in pre-test and post-test results is 88.6%. Thus, it can be concluded that the development of comic media with the theme of time management in information services for students meets the criteria of "appropriate" to be used as a media information service.

Keywords: *comic media, guidance and counseling, information services, time management*