

ABSTRAK

PENGEMBANGAN MEDIA KOMIK DENGAN TEMA PERENCANAAN KARIER DALAM LAYANAN INFORMASI BAGI MAHASISWA

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Berdasarkan hasil penelitian pendahuluan ditemukan 97,3% mahasiswa memiliki masalah perencanaan karier yang rendah, 289 mahasiswa merasa kebingungan dan khawatir untuk melanjutkan pendidikan ataupun memasuki dunia kerja. Tujuan dari penelitian ini yaitu untuk mengembangkan media komik dengan tema perencanaan karier sebagai media dalam layanan informasi bagi mahasiswa. Metode yang digunakan yaitu *Research and Development* model 4-D (*Define, Design, Develop, dan Disseminate*) yang mengembangkan serta menghasilkan produk berupa media komik sebagai hasil akhir penelitian. Uji kelayakan media komik dilakukan oleh 3 ahli, 6 mahasiswa uji keterbacaan komik, dan 30 mahasiswa sebagai subjek yang mengisi *pre test* dan *post test*. Pengumpulan data menggunakan kuesioner uji kelayakan media komik, keterbacaan visual, serta *pre test* dan *post test*. Analisis data yaitu menggunakan statistik deskriptif. Hasil uji kelayakan media komik oleh ahli media diperoleh 75%, ahli bahasa 90%, dan ahli materi 90%. Hasil uji keterbacaan komik kepada mahasiswa diperoleh 85%. Hasil *pre test* dan *post test* menunjukkan adanya peningkatan sebesar 156,3%. Hal ini menunjukkan bahwa media komik dengan tema perencanaan karier yang dikembangkan layak dan efektif digunakan sebagai media dalam layanan informasi bagi mahasiswa.

Kata Kunci: media komik, layanan informasi, perencanaan karier, bimbingan dan konseling

ABSTRACT

DEVELOPMENT OF COMIC MEDIA WITH CAREER PLANNING THEMES IN INFORMATION SERVICES FOR COLLEGE STUDENTS

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Based on the results of preliminary research, it was found that 97.3% of college students had low career planning problems, 289 college students felt confused and worried about continuing their education or entering the world of work. The purpose of this study is to develop comic media with the theme of career planning as a medium in information services for college students. The method used is Research and Development 4-D model (Define, Design, Develop, and Disseminate) which develops and produces products in the form of comic media as the final result of the research. The comic media feasibility test was carried out by 3 experts, 6 small class trial students, and 30 students as subjects who filled out the pre-test and post-test. Data collection uses a comic media feasibility test questionnaire, visual readability, as well as pre-test and post-test. Data analysis is using descriptive statistics. The results of the feasibility test for comics media by media experts were obtained by 75%, linguists 90%, and material experts 90%. The results of the small class trial for students obtained 85%. The results of the large class trial showed an increase of 156.3%. This shows that comics media with the theme of career planning that have been developed is feasible and effective to be used as media in information services for college students..

Keywords: *comic media, information services, career planning, guidance and counseling*