



PROCEEDING

INTERNATIONAL SEMINAR
ON LANGUAGES AND ARTS
(ISLA)-5

Faculty of Languages and Arts
Universitas Negeri Padang

Padang, 19-20 October 2016

Theme:

Positioning Technology and Theories
in Studies and Pedagogical Application
of Language, Art, and Culture

Editors:

Wan Ahmad Jaafar Wan Yahaya

Abdulcader M. Ayo

Naoshi Uda

M. Zaim

Jufrizal

Zulfadhli

Yos Sudarman

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FBS UNP

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Universitas Negeri Padang

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FOREWORDS

On behalf of the committee, please allow us to say Welcome to The Fifth International Seminar on Languages and Arts (ISLA)-5, in Padang, West Sumatera. We do expect that everything is all right and our activities run well. This is the fifth one of the international seminar annually held by Faculty of Languages and Arts, Universitas Negeri Padang. It is highly believed that all members of committee and editors, as well had worked hard to read and review the papers before they were printed in the form this Proceeding. Now, it is the time for us to serve with the proceeding in order that our hard works can be read, learnt, and scientifically criticized, then. Have this proceeding help you well!

We know that the scientific-academic responsibility should be practically actualized in order that the quick development of technologies and theories on language, art, and culture are useful academic and humanistic affairs. Faculty of Languages and Arts, Universitas Negeri Padang believes that the answer for the responsibility should be drawn based on relevant academic-scientific works. Accordingly, it is on the right *'line'* to have scientific-academic information and discussion on how to bring the technologies and theories of language, art, and culture into further researches and pedagogical applications by means of specific topics presented in the formal discussion and seminar. These are all essential and useful to build humanistic characters and honest-civil societies in this modern-global era. Therefore, Faculty of Languages and Arts, Universitas Negeri Padang, intentionally organizes The 5th International Seminar on Languages and Art (ISLA-5) under the theme: ***“Positioning Technology and Theories in Studies and Pedagogical Application of Language, Art, and Culture”***. This international seminar aims at exploring, describing, informing, and promoting the appropriate uses of modern technologies and current theories in studies and pedagogical application of language, art, and culture. In addition, the seminar is also supposed to discuss and to draw the recommendations for better uses and appropriate application of technologies and theories in the qualified researches and in the learning on language, art, and culture.

The steering and organizing committee had kindly invited speakers for plenary sessions and had received and selected papers presented for parallel sessions from abroad and many institutions in Indonesia. We do warmly appreciate all speakers and would like to thank all participants who are attending and actively participating in this two-day seminar. This academic works and seminar cannot run well without your valuable contribution, active participation, and critical-argumentative ideas. We would like to inform you also that this seminar is one of the activities held as the *Dies Natalie* ceremonies in 2016. Thus, we would like to thank Rector and leaderships of Universitas Negeri Padang for valuable helps and motivation given. In addition, a lot of thank is addressed to the leadership of *Bank Nagari*, *PT Semen Padang*, *PT Adhi Karya*, and other sponsors which have particular and significant helps for the success of this seminar.

To all of you, once again, thank you very much for everything and have a nice seminar in this town, Padang, the capital of West Sumatera, *the mother land of Minangkabau*!

Padang, 19 October 2016
The Organizing Committee
Chairman,



Indrayuda, M. Pd., Ph.D.

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DEVELOPMENT OF LEARNING DEVICE OF DECORATIVE FASHION DESIGN ASSISTED BY CORELDRAW PROGRAM TO IMPROVE CREATIVITY OF FASHION DESIGN COLLEGE STUDENT

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Abstract: Human as subject and object of globalization should have various abilities to adapt with advancement. Creativity is one of high level abilities that should be had by fashion design college student. Learning of decorative fashion design in Fashion Design Department in State University of Padang was used to be held manually (conventional) so that it was assumed not improve the creativity. This is a research and development study with ADDIE model including analysis, design, development, implementation, and evaluation aiming to develop the learning device of decorative fashion design assisted by CorelDRAW program to improve the creativity of fashion design college student. Analysis was performed on conventional learning device and observation. The designed and developed learning device including syllabus, learning plan (SAP), book, and instrument of assessment. Implementation was performed by using Randomized Control Group Only Design. Data of implementation result were obtained through observation, questionnaire, and test. Obtained data then be analyzed quantitatively. Based on evaluation result, concluded: (1) learning device of decorative fashion design assisted by CorelDRAW program is classified as very valid with score of 4.40; (2) learning device of decorative fashion design assisted by CorelDRAW program is classified as practical with score of 4.41; (3) learning device of decorative fashion design assisted by CorelDRAW program is classified as effective with score of 4.13; and (4) by using t-test, it is proved that creativity of student college studying with learning device of decorative fashion design assisted by CorelDRAW program is higher than creativity of student college studying with conventional learning device.

Keywords: *Learning Device; CorelDRAW; Creativity; Fashion Design*

A. INTRODUCTION

Expansion of science and technology encourages the appearance of various advancements. Human as subject and object of globalization should have various abilities to adapt with advancement, so do with the college student. One of those abilities is acts and thinks creatively. In Fashion Design program, the development of creativity was described through several ways, one of them is Decorative fashion design Course. Lecturer gives the guidance relating to basic concepts and technique only. Then, the college student with his own creativity have to practice and develop the basic concepts become various impressing decorative fashion designs (Faculty of Technical, 2007). Creativity in learning of decorative fashion design can be seen and measured from productivity or quantity of obtained design, also from proficiency in combining or creating the design. More design created by someone means more creative he is and vice versa.

Based on my experience in lecturing Decorative fashion design Course about 20 years, practice to create decorative fashion design was used to be held manually by using drawing paper, pencil, coloring pencil, water color, and eraser. It caused appearing of many weaknesses, such as long duration in creating the design, difficulties in erasing the mistakes made by coloring the design, difficulties in repeating the same design, difficulties in getting ideas or inspiration, etc. These weaknesses were assumed to be problems for fashion design college student in being creative to obtain the qualified designs. In this study, to improve the creativity of fashion college student in obtaining qualified decorative designs for fashion, then I develop the learning of decorative fashion design assisted by one of computer applications i.e.

CorelDRAW program. I choose the CorelDRAW program because I think this program has various features easing and helping someone in creating the creative and qualified designs with shorter duration.

General purpose of this study is to develop the learning device of decorative fashion design assisted by CorelDRAW program to improve creativity of fashion college student. Specific purposes of this study are: (1) determine the validity of learning device of decorative fashion design assisted by CorelDRAW program; (2) determine the practicality of learning device of decorative fashion design assisted by CorelDRAW program; (3) determine the effectiveness of learning device of decorative fashion design assisted by CorelDRAW program with following details: (a) describe the creativity of college student studying with learning device of decorative fashion design assisted by CorelDRAW program; (b) determine whether the creativity of college student studying with learning device of decorative fashion design assisted by CorelDRAW program is higher than creativity of college student studying with conventional learning.

B. THEORITICAL REVIEW

The meaning of creativity can be seen from various point of view and experience. Samosir (1992) said that creativity is an ability to create. Supriadi (2001) defined creativity as ability to create something new, either idea or concrete product that is different relatively with the previous one. Munandar (2009) stated that creativity is ability to make new combination based on data, information, or previous elements, all experiences and knowledge have been got by someone in his entire life, from family, school, or other environments. Meanwhile, Amin (1980) told that creativity is a thinking pattern or imaginative idea coming spontaneously, artistic, scientific, and freshly new. Based on the definitions by experts above, it can be concluded that creativity is one's ability to create new both ideas and concrete product, new combination, or something relatively differ with the previous product. Creativity in decorative fashion design can be measured from productivity level or quantity of obtained design and proficiency in combining the design. Creativity is a really important factor influencing the interesting and qualified designs.

CorelDRAW program is one of graphic design applications used to create vector design, logo, and page layout (Madcoms, 2010:2). I choose the CorelDRAW program because I think this program has various features easing and helping someone in creating the creative and qualified designs with shorter duration. CorelDRAW program has various drawing tools and features that can not be found from manual drawing tools.

Based on the explanation above, then in this study I choose three points to be indicators of creativity in decorative fashion design learning including (a) innovative; (b) original; and (c) creative. Innovative can be indicated if the decorative design created by college student seems interesting and has good color gradation. Original can be indicated if the decorative design created by college student is new and has no similarity with the previous designs. Creative be indicated if the decorative design created by college student are various and in a big amount.

C. DATA ANALYSIS AND DISCUSSION

The primary concern of this study is to develop the learning device of decorative fashion design assisted by CorelDRAW program which is valid, practical, and effective. This study followed five steps of ADDIE model including analysis, design, development, implementation, and evaluation. This study was performed by designing, developing, implementing, and evaluating the learning device of decorative fashion design assisted by CorelDRAW program. Analysis in this study consisted of analysis on conventional learning device including syllabus, learning plan (SAP), learning material, and instrument of assessment; classroom observation relating to practicality of conventional learning device; interviewing lecturer and college student taking decorative fashion design class.

Based on the analysis result then be determined the problems need to be revised and developed so that can be basic information in designing the learning device of decorative fashion design assisted by CorelDRAW program. Draft of the learning device then is developed to be the learning device of decorative fashion design assisted by CorelDRAW program that can be used in learning. The internal consistency of this developed learning device was tested by four experts of education and decorative

fashion design to determine its appropriateness, validity, and practicality. The learning device of decorative fashion design assisted by CorelDRAW program that has been developed and tested then be implemented in learning process to determine its effect on creativity of college student. Quasi experiment research was needed to be performed.

Final step of this study is evaluation of designing process of the learning device, evaluation of implementation result of the learning device to determine its strenght and weaknesses, and evaluation of the effect of learning device uses. Evaluation was performed to two sample classes by using post test to determine the difference of post test mean score between those two sample classes. By determining it statistically, then effectiveness of the learning device of decorative fashion design assisted by CorelDRAW program on creativity of college can be detected. Implementation in learning was held through quasi experiment in which the research variables can be controlled wholly. Design used in this quasi experiment is Randomized Control Group Only Design as follow.

Table 1
Randomized Control Group Only Design

Class	Treatment	Post Test
Experiment	X	T
Control	O	T

Source: Suryabrata (2010)

Note:

- X = Learning with the learning device of decorative fashion design assisted by CorelDRAW program
 O = Conventional learning
 T = Post test

1. Validity

In this study, the developed learning device of decorative fashion design assisted by CorelDRAW program is validated by four experts. The validation result shows that the developed learning device of decorative fashion design assisted by CorelDRAW program is classified as very valid with score of 4.40. Hence, lecturer and college student joining the learning of decorative fashion design can rely on this developed learning device.

2. Practicality

The practicality data were obtained through observation of learning process and questionnaire. Result of hypothesis testing shows that the mean score of practicality is 4.41. Thus, the developed learning device is classified as very practical in improving creativity of college student. This developed learning device can be used by lecturer and college student joining the learning of decorative fashion design because it gives the eases that can not be performed in conventional learning.

3. Effectiveness

The effectiveness data were obtained through observation of the use of learning device, observation of college student activities, formative test, and performance test. Result of effectiveness test shows that the mean score of product effectiveness is 4.13. Thus, the developed learning device is classified as effective in improving creativity of college student. Hypothesis testing of this study is by using t-test. Obtained score of empirical t is 6.172 while score of theoretical t is 2,145. Hence, the hypothesis testing result shows that the mean score (performance test) indicating the creativity of college student studying with learning device of decorative fashion design assisted by CorelDRAW program is higher than the creativity of college student studying with conventional learning.

4. Final Product

Product developed in this study is the learning device of decorative fashion design assisted by CorelDRAW program including syllabus, learning plan (SAP), book, and instrument of assessment. The result shows that this developed product is valid, practical, and effective to improve creativity of fashion design college student.

CONCLUSION

Based on result of data analysis and discussion, the conclusions are:

1. Learning device of decorative fashion design assisted by CorelDRAW program is classified as very valid with score of 4.40.
2. Learning device of decorative fashion design assisted by CorelDRAW program is classified as practical with score of 4.41
3. Learning device of decorative fashion design assisted by CorelDRAW program is classified as effective with score of 4.13.
 - a. Creativity of college student studying with learning device of decorative fashion design assisted by CorelDRAW program is disposed to has improvement. It is caused by using of CorelDRAW can solve problems used to appear in conventional learning.
 - b. By using t-test, it is proved thatcreativity of college student studying with learning device of decorative fashion design assisted by CorelDRAW program is higher than creativity of college student studying with conventional learning device.

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