

ABSTRAK

Pengembangan buku ajar seni grafis dilatarbelakangi oleh kebutuhan bahan ajar tertulis dilingkungan Program Studi Pendidikan Seni Rupa Jurusan Seni Dan Desain Fakultas Sastra Universitas Negeri Malang. Survey yang penulis lakukan berkenaan dengan pemahaman konsep teori dan praktik seni grafis menunjukkan bahwa kecenderungan tidak memahami materi baik konseptual dan praktik oleh mahasiswa salah satunya disebabkan karena kurangnya bahan ajar berupa buku yang dijadikan penunjang proses pembelajaran. Oleh sebab itu, kehadiran buku ajar seni grafis pada mata kuliah seni grafis diharapkan mampu memberikan kontribusi terhadap pembelajaran seni grafis demi mendapatkan optimalisasi pemahaman mahasiswa terhadap mata kuliah seni grafis. Dalam penelitian ini penulis menggunakan metode *Research and Development* (R & D) model Borg and Gall. Konsep yang ditekankan pada pengembangan buku ajar ini adalah konsep seni grafis dan konsep pengembangan buku ajar. Hasil penelitian pengembangan buku ajar seni grafis di Program Studi Pendidikan Seni Rupa Jurusan Seni Dan Desain Fakultas Sastra Universitas Negeri Malang adalah (1) potensi dan pemahaman mahasiswa terhadap mata kuliah seni grafis menyebabkan kebutuhan buku ajar sebagai penunjang keberhasilan proses pembelajaran seni grafis (2) produk pengembangan buku ajar seni grafis sesuai dengan karakteristik yang telah ditentukan oleh Dirjen Dikti, 2010 (3) buku ajar seni grafis untuk mahasiswa Program Studi Pendidikan Seni Rupa Jurusan Seni Dan Desain Fakultas Sastra Universitas Negeri Malang dinyatakan layak setelah melalui beberapa tahapan uji coba kelayakan produk.

Kata Kunci : Pengembangan, buku ajar, seni grafis.

ABSTRACT

The development of printmaking textbooks motivated by the need of written instructional materials in the Study Program of Art Education of Arts and Design Faculty of Letters State University of Malang. Survey that the author understanding of the concept of theory and practice of printmaking shows if tendency not to understand the material both conceptual and practice by the students one of them caused by the lack of teaching materials in the form of books that are used to support the learning process. Therefore, the presence of textbooks of printmaking are expected to learning contribute in order to obtain optimization students' understanding for the subject of printmaking. In this study use Research and Development (R & D) model Borg and Gall. The concept emphasized of development textbook, the concept of printmaking and concept of textbook development. The result of printmaking research textbook development at Art Education Program of Art and Design Department of Faculty of Letters State University of Malang are (1) student's potential and understanding toward printmaking subjects causing the need of textbook as supporting the success of printmaking learning process (2) The development of textbooks of printmaking in accordance with the characteristics set by Directorate General of Higher Education, 2010 (3) printmaking textbooks for students Arts Education Studies Program Department of Art and Design Faculty of Letters State University of Malang declared viable after going through several stages product feasibility trials.

Keywords: Development, textbook, printmaking.