

## ABSTRACT

Asy-Syifa Raudhatul Jannah (321910026). “**Designing Flipbook of Learning English for Housekeeping**”. (Supervised by Finny Anita,M.Pd and Maliquil Hafis,M.Pd). A Thesis of English Department, Faculty of Language and Art Education, Institute of Teacher Training and Education Teacher Association of the Republic of Indonesia (IKIP PGRI) Pontianak 2023.

This study aims to develop flipbook-based learning media using the Heyzine application on Housekeeping material and to test the feasibility of the Flipbook through experts. The development of flipbook-based learning media is guided by the stages of the ADDIE model for the development which includes five steps, namely (1) Analysis, (2) Design, (3) Development, (4) Implementation, (5) Evaluation.

The subjects of this study were students of class XI Hotel 2 at SMK Negeri 5 Pontianak Housekeeping Material. The data obtained was collected using direct and indirect communication data collection techniques. Direct communication uses a Semi-structured interview data collection tool, while indirect communication uses Likert scale questionnaire data collection tool. The data obtained were then analyzed with data reduction by Miles and Huberman's (2014) and descriptive statistical analysis.

The research phase was carried out according to the ADDIE procedure. Based on the results of the research, it was found that the development of Flipbook media consisted of several aspects, namely presentation, language and content. The Flipbook criterion from the research results was "**Very Feasible**" to be used as a learning medium for class XI students. This can be seen from the results of the proportion of media expert validation of 89.29%, material expert validation of 96.43%, language expert validation of 93.75%.

Which can be interpreted that Flipbook media consists of three aspects of development, namely presentation, language and content material. The feasibility of Flipbook learning media from the results of the validation by a team of media, language, and material experts is very feasible to be used as a learning medium. Flipbooks are useful for teachers and students of SMK Negeri 5 Pontianak in the teaching and learning process in class and outside of school.

**Key words:** *Flipbook; ADDIE model; Hospitality School; Housekeeping*