

The Influence of Instagram Social Media and Creativity on Learning Outcomes to Design Party Clothes at State 3 Vocational School Manado

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ABSTRACT

This research aims to: 1) Find out the creativity in designing party clothing before using Instagram social media for students in SMK NEGERI 3 Manado. 2) Knowing the creativity in designing party clothes after using social media Instagram for students in SMK NEGERI 3 Manado. 3) Knowing the influence of the use of social media Instagram and creativity on student learning outcomes in designing student party clothing at SMK NEGERI 3 Manado. The sampling technique in the research was a saturated sample consisting of 35 students. Validity The instrument uses this validity with valid results. The reliability of the instrument using Cronbach's Alpha was 0.93 and 0.88. The normality test uses Kolmogorov-Smirnov with values $0.657 > 0.224$ and $2.619 > 0.224$. The linearity test obtained $Y = 42.886723$ and $Y = 35.05175 + 0.598818$. Hypothesis testing produces $P\text{-Value} > 0.05$ so H_0 is accepted and H_a is rejected. Research results show: 1) Creativity in designing party clothes before using Instagram social media was an average of 70 in the less creative category. 2) Creativity in designing party clothes after using social media Instagram averaged 86 in the creative category. 3) The influence of the use of social media Instagram and creativity on student learning outcomes in designing party clothing can be seen in the increase in students' report card scores, which before use averaged 70 and after use averaged 85. Based on the results of the hypothesis test, it was stated that there was an influence.

Keywords: Instagram Media, Creativity, Learning Results, Fashion Design, Vocational School

INTRODUCTION

Social media is a channel or means for social interaction carried out online via the internet network. Social media is a means for consumers to share text, image, video, and audio information with companies and vice versa (Philip Kotler and Kevin Keller, 2012) According to Dailey (2009), social media is online content created using publishing technology that is very accessible and measurable. The most important thing about this technology is the shift in the way people know, read, and share news and search for information and content. Social Media is an online media that supports interaction with each other using website-based technology and can turn communication into interactive dialogue. Several social media sites are popular today, including WhatsApp, Facebook, YouTube, Twitter, Instagram, Blog, and others (Doni, 2017). According to (Dang et al., 2018) social media is a network technology used by internet users to produce news through and to communicate and disseminate information.

The advantage of using social media is that it can open up new insights in the learning process because social media is a means of fostering creativity, making it easy for students to get any information. After all, it has a wide reach so students can learn autodidactically from social media. The disadvantage of social media is misused because its reach is very wide, so its use is uncontrolled. Learning media are all forms of tools or materials used in the learning process to help students understand and master the subject matter. This media can be in the form of physical objects, technology, or a combination of both designed to communicate information more effectively and facilitate understanding and retention of learning concepts. (Anugrah dwi, 2023). The aim of using learning media is to create a more interesting, meaningful, and interactive learning experience, thereby helping students understand lesson content better (Anugrah Dwi, 2023), and improving student learning outcomes. SMK Negeri 3 Manado is a vocational education institution that has a Fashion Design expertise program. One of the materials in the fashion design subject at SMK NEGERI 3 Manado is drawing party clothes. The process of making party clothing designs contains design elements and design principles. Design is a design or depiction of an object or thing made based on the arrangement of lines, shapes, colors, and textures (Sri Widarwati. et.al, 2014). Therefore, every design must be a combination and combination of these elements.

Clothing is everything we wear from head to toe, clothing includes basic clothing, complements (milliners and accessories), and make-up (Ernawati. et al, 2008). Party clothing is clothing made to be worn at reception, birthday parties, and formal parties. Party clothing models are more varied and more complicated, such as sleeve models with various sleeve developments, neckline variations, various collar variations, and various skirt developments. Decorative details on party clothing tend to be complicated, such as the application of decorative decorations in the form of draperies, godets, pleats, and decorations in the form of sequins and embroidery. The form of clothing in party clothing tends to fit snugly to the body, wrapping the body. The process of making a party dress design requires special

skills, precision, and sincerity to create a good, high-quality party dress design, so that the party dress design that it looks perfect, of course, there is a final stage, namely completing the fashion sketch (Dwi Putri Octavia, 2018). There are six techniques for completing fashion sketches, namely: 1) Design Sketching is the presentation of design images by displaying fashion designs in the form of sketches. 2) Production Design (Production Sketching) is a fashion design that describes or explains the details and sizes of the clothing. 3) Presentation Design (Presentation Drawing) is a presentation of images or collections that are shown to customers. 4) Fashion Illustration Design is a way of presenting fashion designs for promotional purposes and uses proportions (9-11 x head height). 5) Three Dimensional Design (Three Dimension Drawing) is an image presentation that displays fashion design creations with actual materials made in three dimensions. 6) Fashion Collage means a collection of various sources of ideas in creating clothing. The aim of making designs using fashion collages is to develop ideas from various collections of images or other works and turn them into fashion designs (Eri Novida, 2016). In the technique of completing fashion sketches, creativity is of course also a must so that the party dress design can be varied and not monotonous like most designs on the market. Creativity is defined as the use of imagination and intelligence to achieve something or to obtain unique solutions to overcome problems (Afif Ghurub, 2016). Creativity is one of the student potentials that must be developed so that students can apply their abilities in facing an increasingly tough world of work (Bambang Sardjono 2010). Bambang Sardjono (2010) in his theory states that creativity can be measured based on fluency, flexibility, originality, elaboration, and sensitivity.

Instagram is a learning media that is considered capable of stimulating students' creativity in designing party clothing (Dwi Putri Octavia, 2018). Instagram is one of the superior applications or features on smartphones that makes it easy for users to share photos. The social system on Instagram is by becoming a follower of another user's account or having Instagram followers. Communication between fellow Instagram users can be established by giving likes and also commenting on photos that have been uploaded by other users (Khairunnisa, 2014). There are four choices of Instagram user addresses that will be used as treatment, namely @estherutami_, @alogada_deparis, @ningsih.nurhidayah, @anggrekbusanacouture. Apart from that, the use of Instagram media aims to, among other things, help students understand the material presented and provide understanding in the form of images and foster inspiration in drawing party fashion designs, increase understanding of the material presented and foster inspiration, it is hoped that students' creativity will also develop. , so that Instagram media becomes important in spurring students' creativity. Instagram media has several advantages, including that Instagram media is dynamic with modern technology, can overcome limitations in observation, and can clarify a problem in any field (Dwi Putri Octavia, 2018).

Therefore, the use of Instagram social media is expected to help students receive the teaching material presented and can help stimulate motivation and creativity in developing ideas for making party clothing designs more varied and creative so that learning objectives can be achieved optimally. The uploading of photos related to party fashion on Instagram social media certainly has a positive impact because it can provide examples of party fashion trends that are currently popular and of course can stimulate the creativity of students, especially those majoring in fashion design, so that they can inspire ideas for making modern and developmentally appropriate party fashion designs. era. Instagram

social media is an alternative media to attract student's interest so they can learn independently. With the social media Instagram, it is hoped that it will be able to provide an overview of making party clothing designs. Based on the description above, it can be explained that the existence of Instagram which displays party clothing designs is thought to be able to influence students' creativity in designing party clothing. Creativity in the fashion sector is a requirement that must be had by those who are involved in it because all the competencies produced are a manifestation of their abilities and creativity. This is because all of his work is in the form of new clothing designs, with beautiful proportions and models, and the finishing of the body and materials must be correct and precise. To produce good work, you are required to have extensive knowledge of fashion design. This knowledge will be obtained if you want to use various sources in learning, thus adding inspiration in making your work. (Sri Widarwati, 2006). Therefore, designing clothing, especially party clothing, requires creativity from each student's work so that they can produce more modern designs using Instagram media as a benchmark for fashion development.

Learning outcomes are the results achieved by students after following the teaching and learning process within a certain period and are shown through the scores obtained from the learning outcomes tests (Fadillah, 2016). Learning outcomes are a final assessment of a process and introduction that has been carried out repeatedly. It will be stored for a long time or even will not be lost forever because the results of learning participate in forming an individual who always wants to achieve better results so that it will change the way of thinking and produce better work behavior (Sulastri, Imran, & Firmansyah, 2016). Based on several opinions, it can be concluded that learning outcomes are the results achieved by students after what they have learned over a certain period which will never be lost because learning outcomes participate in the formation of students' character. Learning outcomes is a term used to indicate the level of success achieved by someone after carrying out certain efforts. Learning outcomes relate to learning products, such as knowledge, skills, attitudes, values, behavior, and understanding, while participation shows active involvement in the learning process. Several taxonomies addressing learning products have been developed with perhaps the most established addressing three overlapping domains: cognitive, affective, and psychomotor learning.

METHODS

Research Design

This research uses a pre-experimental design using the one-group pre-test-post-test design method. According to Sugiono (2010), "pre-experimental research results are dependent variables, not solely influenced by independent variables." Research design is the design of how research is carried out. The research design used in this research is a group pretest-posttest design. In this design, before the treatment is given, the sample is first given a pretest (initial test), then the treatment is carried out, and at the end of the learning they are given a posttest (final test). At the pretest stage, the teacher explains the material for designing party clothes without using social media Instagram, and students will design party clothes using techniques for completing dish designs. Then at the post-test stage students will design clothing using social media Instagram as a reference in designing party clothing

using three-dimensional design completion techniques. This design is used following the goal to be achieved, namely wanting to know the creativity of designing party clothes before and after using Instagram social media. The following is a one-group pretest-posttest design research design table.

The research design can be depicted in Figure 1.

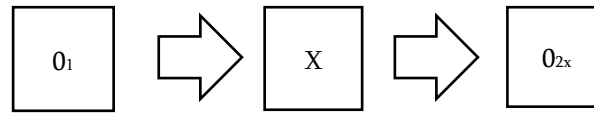


Figure 1. Research design

Information:

O₁ = Pre-Test

X = Treatment

O₂ = Post-Test

Place and Time of Research

This research will be carried out at SMK Negeri 3 Manado, located on Jalan TNI No.14 Tikala, North Sulawesi. The research will be carried out in August 2023 until completion.

Population and Research Sample

The population and sample in this study was class XI at SMK NEGERI 3 Manado, consisting of 35 students. The sampling technique in the research was a saturated sample, namely all class XI students in SMK NEGERI 3 Manado.

Research Variables

The variables in this research are the dependent variable and the independent variable. The dependent variable is the variable that is influenced or is the result of the existence of the independent variable, and the independent variable is the variable that influences the dependent variable.

Data Collection Methods

- 1) Tests for Work are used to measure learning outcomes.
- 2) The documentation used is the results of the initial and final tests on student fashion designs and photos of the learning process in the classroom.
- 3) Observations and interviews with teachers regarding students' creative abilities in designing clothing and the use of learning media in designing clothing
- 4) The questionnaire is used to measure students' level of creativity in designing clothing based on indicators from Bambang Sardjono's (2010) theory.

Research Instruments

The instrument in this research is an assessment sheet to assess Instagram social media and creativity in drawing party clothes among class XI students at SMK Negeri 3 Manado. Instrument

measurements are carried out based on theoretical studies which are used as the basis for determining research variables. Research variables are described into indicators which are outlined in questions or statements.

The assessment instrument for variables X_1 and X_2 uses a questionnaire with Likert Scale scoring and variable Y uses Report Card Scores before using Instagram social media and after using Instagram social media. See Tables 1, 2, and 3.

Table 1. Scoring with Likert Scale

Positive Statements		Negative Statements	
Alternative Answers	Score	Alternative Answers	Score
Strongly agree	4	Strongly agree	1
Agree	3	Agree	2
Disagree	2	Disagree	3
Don't agree	1	Don't agree	4

Table 2. Indicators Based on Aspects of Instagram Social Media Use

NO	Aspects Observed	Indicator	Number of Items
1	Duration	a. Using Instagram social media for a long time	2
2	Frequency	a. Use Instagram social media more often than other social media	3
3	Attention	a. Interest in using Instagram social media b. Enjoy the activity of accessing Instagram social media	3
4	Understanding	a. Copy b. Practice c. Influenced	7
Total Item			15

Table 3. Creativity instrument grid for drawing party fashion

NO	Aspects Observed	Indicator	Number Of Items
1.	Fluent thinking skills (Fluency)	a. Make body proportions according to anatomical principles b. Designing party clothing applies design elements	4

		c. Designing party clothing applies design principles	
		d. Complete the party clothing design perfectly according to the right finishing technique	
2.	Flexible thinking skills (flexibility)	a. Develop party clothing designs from predetermined Instagram media	3
		b. Apply fashion design to the texture of the fall of the material	
		c. Develop different party clothing designs with examples	
3.	Original thinking skills (originality)	a. Produce party clothing designs that are different from other students	4
		b. Draw fashion designs with a variety of different shapes	
		c. Draw fashion designs with color variations	
		d. Drawing fashion designs with a variety of motifs	
4.	Elaboration/detailing skills (elaboration)	a. Draw fashion designs by clearly applying the parts of the clothing.	3
		b. Applying fashion designs by adding decorations and variations to party fashion designs	
		c. Completion of clothing designs by applying coloring that has light dark values that match convex concave values and shows good color mixing.	
5.	Sensitivity	a. Create fashion designs to suit current fashions in society	1
Total Item			15

Validity and Reliability Test

Instrument testing is intended to determine the validity and reliability of the instrument so that it can be said whether or not the instrument is suitable for use in research. In this research, validity, and reliability tests were carried out using Excel 2019. It is said to be valid if the $R_{\text{count}} > R_{\text{Table}}$ and it is said to be reliable if the Cronbach's Alpha value $>$ the reference value.

Data Analysis Techniques

Data analysis techniques are intended to find answers to research questions or problems that have been previously formulated. The data analysis used in this research is descriptive statistics. Descriptive statistics are statistics used to analyze data by describing or illustrating the data that has been collected as it is without intending to draw conclusions that apply to the general public.

Normality Test

The Normality Test aims to determine whether the distribution of data in research is normally distributed. In this research, Kolmogorov Smirnov was used with the help of the Excel 2019 computer program. If you get $T_{\text{Count}} > T_{\text{Table}}$.

$$KD = 1,36 \sqrt{\frac{n1 + n2}{n1 - n2}}$$

Information:

KD = K-Smirnov price sought

n_1 = Number of samples obtained

n_2 = Expected number of samples for Homogeneity Test

Linearity Test

The linearity test can be used to find out whether the dependent variable and the independent variable have a significant linear relationship or not. The linearity test can be carried out through a test of linearity. The applicable criteria are if the significance value for linearity is ≤ 0.05 , then it can be interpreted that between the independent variable and the dependent variable, there is a linear relationship (Sugiyono, 2015)

Hypothesis Testing

To test the hypothesis, the data analysis technique used in this research is the Paired T-Test, with a significance level of 5%. The formula used for the t-test is:

$$t = \frac{\Sigma D}{\sqrt{\frac{(N \Sigma D)^2 - (\Sigma D)^2}{N-1}}}$$

Information :

t = student test (t-test).

N = number of research subjects.

ΣD = total post-test score – total pre-test.

(ΣD) = the result of the sum of the post-test scores – the sum of the pre-test scores squared.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Validity and Reliability test results are shown in tables 4, 5, 6, and 7.

Table 4. Instagram Validity Test Results

Instagram				
Number of Items	R _{Count}	R _{Table}	Information	Variance
15	0.71154	0.361	Valid	0.22947

Table 5. Instagram Reliability Testing Criteria

Testing criteria		
Reference value	Alpha	Conclusion
0.84	0.93368	Reliable

Table 6. Hasil Uji Validitas Kreativitas

Kreatifitas				
Number of Items	R _{Count}	R _{Table}	Information	Variance
15	0.217367	0.361	Valid	0.217367

Table 7. Creativity Reliability Testing Criteria

Testing Criteria		
Reference Value	Alpha	Conclusion
0.84	0.88250	Reliable

The results of creativity before using Instagram social media on the results of learning to design clothes (Pretest)

Students' creativity in designing clothing before using Instagram social media, resulted in an average score of 70, falling into the less creative category. The student's highest score was 82, and the lowest score was 57. See Table 8.

Table 8. Pre-test Category Results (converted to a perfect score of 100)

Value Range	Category	Frequency	Percentage
88-100	Very creative	0	0%
75-87	Creative	10	28%
62-74	Less Creative	23	66%
50-61	Not Creative	2	6%
Amount		35	100%

Based on table 8, shows that there were no students or 0% who reached the very creative category, 10 students, or 28% reached the Creative category, 23 students, or 66% got the less creative category and 2 students or 6% got the not creative category.

Creativity results after using Instagram social media on learning outcomes to design clothes (Posttest)

Students' creativity in designing clothing after using Instagram social media, resulted in an average score of 86, in the Very creative category. The student's highest score was 98, and the student's lowest score was 80. See Table 9.

Table 9. Post-test Category Results (converted to a perfect score of 100)

Value Range	Category	Frequency	Percentage
88-100	Very creative	7	20%
75-87	Creative	28	80%
62-74	Less Creative	0	0%
50-61	Not Creative	0	0%
Amount		35	100%

Based on table 9, shows that 7 students, or 20% reached the very creative category, 28 students, or 80% reached the Creative category, while there were no students who were in the less creative and not creative categories.

The increase in learning outcomes for creativity in designing party clothing for students at SMK Negeri 3 Manado can be seen from the results of the pretest and posttest, being very creative, increasing by 20%, creative increasing from 28% to 80% and less creative decreasing by 66% to 0% and the not creative category decreasing by 6% to 0%.

Learning Results for Designing Party Clothing Before Treatment

Based on the report cards for the fashion design subject before using Instagram social media, the student's lowest score was 55, and the highest score was 82, so a class average of 70 was obtained. See Table 10.

Table10. Learning Results for Designing Party Clothing Before Using Instagram

Highest Value	Lowest Value	Average
70	55	70

The Learning Results for Designing Party Clothing After Treatment

Based on the report cards for the fashion design subject after using social media Instagram, the student's lowest score was 77, the highest score was 98, so the class average was 85. See Table 11.

Table 11. Learning Results for Designing Party Clothing Before Using Instagram

Highest Value	Lowest Value	Average
98	77	85

The increase in learning outcomes after the treatment was implemented for students at SMK Negeri 3 Manado, the student's lowest score increased to 77 from 55, the student's highest score reached 98 and the class average increased to 85 from 70.

Data Analysis Prerequisite Test Results

Normality test

The Normality Test aims to determine whether the distribution of data in research is normally distributed. In this research, Kolmogorov Smirnov was used with the help of the Excel 2019 computer program. If $T-MAX > D-Table$ is obtained, it is declared to have a normal distribution. Based on the results of the Instagram normality test, it was obtained $0.657 > 0.224$. Based on the results of the creativity normality test, it was obtained $2,619 > 0.224$, it was stated that the data was normally distributed. See Table 12.

Table 12. Normality Test Results

Instagram		Creativity	
N	35	N	35
Average	50.14286	Average	50.45714
std	15.9786	std	4.23821
d-table	0.224	d-table	0.224
d-max	0.65787	d-max	2.61981

Linearity Test

The linearity test aims to find out whether the distribution of data in research is linear. In the research, the test was carried out using the Excel 2019 computer program. Based on the results of the $X_1 - Y$ linearity test, $Y = 42.886723 + 0.5088198$ and $X_2 - Y$ obtained $Y = 35.05175 + 0.598818$, the data has a positive effect.

Hypothesis testing

Hypothesis testing aims to determine the influence of variables on research data. This research was carried out using a t-test with the calculation of the hypothesis H_0 stated that there is an influence between the major variable and the dependent variable, and H_a stated that there is no influence between the major and dependent variable. if the p-value < 0.05 then H_0 is rejected and H_a is accepted.

In this research, the data obtained in the table states that the p-value is > 0.05 , so H_0 is accepted and H_a is rejected. see table 13.

Table 13. Hypothesis Test Results

	<i>Variable 1</i>	<i>Variable 2</i>	
Mean	70.30476	85.40952	Mean
Variance	63.924	50.18357	Variance
Observations	35	35	Observations
			Pooled
Pooled Variance	57.05378		Variance
Hypothesized			
Mean			Hypothesized Mean
Difference	0		Difference
Df	68		df
t Stat	-8.36548		t Stat
			P(T<=t) one-
P(T<=t) one-tail	2.38E-12		tail
t Critical one-			t Critical one-
tail	1.667572		tail
			P(T<=t) two-
P(T<=t) two-tail	4.75E-12		tail
t Critical two-			t Critical two-
tail	1.995469		tail

After finding the results of the research above, we will then discuss the influence of social media Instagram, and creativity on learning outcomes for designing party clothing at SMK Negeri 3 Manado.

- 1) Creativity in designing party clothes before using Instagram social media for students at SMK Negeri 3 Manado.

In this case, creativity in designing party clothes in the fashion design subject at SMK Negeri 3 Manado obtained an average score of 70, which is in the less creative category, because there are still 2 students who are in the not creative category, 23 students are in the less creative category, and there were only 10 students who entered the creative category in creating party clothing designs using sketch design completion techniques.

- 2) Creativity in designing party clothes after using social media Instagram for students at SMK Negeri 3 Manado.

Based on the results of the posttest, it was found that there was an increase in creativity in designing party clothing, which was previously carried out using the social media Instagram as a learning medium and as a medium for seeking references in making party clothing designs. The results of creativity in designing party clothes have increased because 7 students are in the very creative category, 28 students are in the creative category and there are no students who are in

the less creative or even not creative category. Student creativity results were measured using a questionnaire with a Likert scale

- 3) The influence of the use of social media Instagram and creativity on student learning outcomes in designing student party clothing at SMK Negeri 3 Manado.

In this case, there is an influence from the use of Instagram social media and student creativity in improving learning outcomes in fashion design subjects as seen in the increase in student report cards.

CONCLUSION

Based on the results of research conducted at SMK Negeri 3 Manado regarding the influence of Instagram social media and creativity on learning outcomes to design party clothing, it can be concluded that: 1) Creativity in designing party clothing has increased after treatment was carried out by implementing Instagram social media as a learning medium. 2) The fashion design learning outcomes of students at SMK Negeri 3 Manado have increased after using the social media Instagram as a learning medium. 3) The social media Instagram influences increasing creativity in designing party clothing, resulting in an increase in student learning outcomes at SMK Negeri 3 Manado.

Suggestions

In improving student learning outcomes, it is necessary to use learning media. One of them is by using social media Instagram. In making a fashion design, students' creativity is needed. It is necessary to apply three-dimensional fashion design completion techniques to show students' level of creativity in creating a fashion design.

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