

ABSTRAK

DLIYA LAHUDA ZAHRA. 2026. *“Pelatihan Desain Grafis dalam Mengembangkan Kreativitas Peserta” (Studi pada Program Pendidikan Kecakapan Kerja di LKP Dadaha Informatik Kota Tasikmalaya)*. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Pelatihan desain grafis menjadi salah satu upaya yang dapat dilakukan lembaga kursus dan pelatihan yang berkontribusi terhadap pengembangan kreativitas peserta. LKP Dadaha Informatik Kota Tasikmalaya menyelenggarakan pelatihan desain grafis melalui program pendidikan kecakapan kerja (PKK). Penelitian ini bertujuan untuk menganalisis proses pelatihan desain grafis dalam mengembangkan kreativitas peserta dan faktor-faktor yang mempengaruhi pengembangan kreativitas pada peserta. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa proses pelatihan desain grafis dilaksanakan secara sistematis dengan proses pembelajaran yang mendukung pengembangan kreativitas peserta. melalui tahapan pemberian materi, demonstrasi, dan praktik langsung melalui eksplorasi ide, pemecahan masalah desain, dan penguatan kemampuan berpikir visual. Pengembangan kreativitas peserta terlihat melalui empat aspek kreativitas (4P) diantaranya aspek pribadi yaitu minat dalam diri peserta, pendorong yaitu motivasi eksternal seperti peran instruktur, serta aspek proses yaitu tahapan berfikir kreatif, dan produk yaitu hasil nyata dari proses kreatif. Pelatihan memberikan kontribusi terhadap perkembangan kreativitas peserta, yang ditunjukkan melalui peningkatan kemampuan dalam mengeksplorasi ide desain dan konsep visual, serta menghasilkan karya desain yang lebih mandiri dan bervariasi.

Kata Kunci: Desain Grafis, Kreativitas, Pelatihan.

ABSTRACT

DLIYA LAHUDA ZAHRA. 2026. “Graphic Design Training in Developing Participants Creativity” (study on Work Skills Education Program at LKP Dadaha Informatik Tasikmalaya). Department of Community Education, Faculty of Teachers and Education Sciences, Siliwangi University, Tasikmalaya.

Graphic design training is one of the efforts that can be made by course and training institutions to improve skills and show contribution to the development of participants' creativity. LKP Dadaha Informatik Tasikmalaya City organizes graphic design training through the work skills education program (PKK). This study aims to analyze the process of graphic design training in developing participants' creativity and the factors that affect the development of creativity in participants. This study uses a qualitative approach with a case study method. Data collection techniques are carried out through observation, interviews, and documentation. Data analysis is carried out through the stages of data reduction, data presentation, and conclusion drawn. The results of the study show that the graphic design training process is carried out systematically with a learning process that supports the development of participants' creativity. Through the stages of providing materials, demonstrations, and direct practice through the exploration of ideas, design problem solving, and strengthening visual thinking skills. The development of participants' creativity can be seen through four aspects of creativity (4P), including personal aspects, namely interest in participants, drivers, namely external motivations such as the role of instructors, and process aspects, namely the stages of creative thinking, and products, which are the tangible results of the creative process. The training contributes to the development of participants' creativity, which is shown through improved ability to explore design ideas and visual concepts, as well as produce more independent and varied design works.

Keywords: Creativity, Graphic Design, Training.