

ABSTRAK

Nurul Fadila. NIM. 5183151035. Pengembangan Media Pembelajaran Magic Book Berbasis Augmented Reality pada Mata Pelajaran Desain Media Interaktif Kelas XII Multimedia SMK Swasta Imelda Medan. Skripsi. Program Studi Pendidikan Teknologi Informatika dan Komputer Fakultas Teknik Universitas Negeri Medan Tahun 2023.

Penelitian ini bertujuan untuk mengetahui kelayakan dan efektivitas media pembelajaran *magic book* berbasis *Augmented Reality* pada mata pelajaran desain media interaktif di kelas XII Multimedia SMK Swasta Imelda Medan. Penelitian ini dilaksanakan di SMK Swasta Imelda Medan. Populasi dalam penelitian ini yakni siswa-siswi kelas XII Multimedia SMK Swasta Imelda Medan berjumlah 30 orang. Metode penelitian ini adalah *Research and Development (R and D)* dengan model pengembangan MDLC (*Multimedia Development Life Cycle*). Hasil penelitian dan kesimpulan dalam penelitian ini yaitu Kelayakan Media Pembelajaran *Magic Book* Berbasis *Augmented Reality* pada mata pelajaran desain media interaktif untuk kelas XII Multimedia berada dikategori “Sangat Layak” sebagai media pembelajaran terbukti dengan skor yang diperoleh dari ahli materi sebesar 4,61 (Sangat Layak), skor yang diperoleh dari ahli media sebesar 4,44 (Sangat Layak), dan skor yang diperoleh dari pengguna sebesar 4,55 (Sangat Layak). Efektivitas Media Pembelajaran *Magic Book* Berbasis *Augmented Reality* pada mata pelajaran desain media interaktif untuk kelas XII Multimedia berada dikategori “Efektif” sebagai media pembelajaran. Hal tersebut terbukti dengan hasil dari uji normalitas gain yang memperoleh skor rata-rata 81% dimana jika skor uji normalitas gain >76% maka berada di kategori efektif.

Kata Kunci: Pengembangan, Magic Book, Augmented Reality

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ABSTRACT

Nurul Fadila. NIM. 5183151035. *Development of Magic Book Learning Media Based on Augmented Reality in the Subject of Interactive Media Design Class XII Multimedia SMK Swasta Imelda Medan. Thesis. Informatics and Computer Technology Education Study Program, Faculty of Engineering, Medan State University in 2023.*

This study aims to determine the feasibility and effectiveness of Augmented Reality-based magic book learning media in interactive media design subjects in class XII Multimedia SMK Swasta Imelda Medan. This research was conducted at SMK Swasta Imelda Medan. The population in this study were 30 students of class XII Multimedia at SMK Swasta Imelda Medan. This research method is Research and Development (R and D) with the MDLC (Multimedia Development Life Cycle) development model. The results and conclusions in this study are that the Feasibility of Augmented Reality-Based Magic Book Learning Media in interactive media design subjects for class XII Multimedia is in the "Very Eligible" category as a proven learning media with a score obtained from material experts of 4.61 (Very Eligible), a score obtained from media experts was 4.44 (Very Eligible), and a score obtained from users was 4.55 (Very Eligible). The Effectiveness of Augmented Reality-Based Magic Book Learning Media in the subject of interactive media design for class XII Multimedia is in the "Effective" category as a learning medium. This is proven by the results of the gain normality test which obtains an average score of 81% where if the gain normality test score is > 76% then it is in the effective category.

Keywords: *Development, Magic Book, Augmented Reality*

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