

ABSTRAK

IKA NURJANNAH HARAHAHAP. Pengembangan Media *Flipbook* Berbasis *Augmented Reality* (AR) untuk Meningkatkan Hasil Belajar Siswa pada Mata Pelajaran Bahasa Indonesia Kelas V SDN 060913 Medan Tembung. Skripsi. Medan: Fakultas Ilmu Pendidikan Universitas Negeri Medan, 2024.

Tujuan penelitian untuk mengetahui (1) Validitas media pembelalajarn *Flipbook* berbasis *Augmented Reality* pada mata pelajaran Bahasa Indonesia di kelas V materi “Belajar Berwirausaha”, (2) Praktikalitas media pembelajaran *Flipbook* berbasis *Augmented Reality* pada mata Pelajaran Bahasa Indonesia di kelas V materi “Belajar Berwirausaha”, dan (3) Efektivitas media pembelajaran *Flipbook* berbasis *Augmented Reality* pada mata pelajaran Bahasa Indonesia di kelas V materi “Belajar Berwirausaha”. Jenis penelitian ini adalah penelitian dan pengembangan (*Research and Development*) dengan menggunakan model ADDIE. Subjek dari penelitian ini adalah siswa kelas V-A SDN 060913 Medan Tembung yang berjumlah 21 orang dan objek penelitian ini adalah media *Flipbook* berbasis *Augmented Reality*. Hasil penelitian menunjukkan bahwa hasil validitas oleh ahli materi mencapai 89% dengan kategori Sangat Layak, validasi oleh ahli media sebesar 82% juga dinilai Sangat Layak. Uji praktikalitas yang dilakukan oleh praktisi pendidikan menunjukkan respons guru sebesar 84% yang dinilai Sangat Praktis, dan respons siswa sebesar 90% juga tergolong Sangat Praktis. Hasil belajar siswa menunjukkan rata-rata *pre-test* sebesar 51,90% dengan kategori Tidak Efektif, sementara *post-test* mencapai 86,90% yang dinilai Sangat Efektif. Dari hasil tersebut, dapat disimpulkan bahwa media pembelajaran *Flipbook* berbasis *Augmented Reality* valid, praktis, dan efektif digunakan untuk meningkatkan hasil belajar siswa kelas V SDN 060913 Medan Tembung.

Kata Kunci: Pengembangan, *Flipbook*, *Augmented Reality*

ABSTRACT

IKA NURJANNAH HARAHAHAP. Development of Flipbook Media Based on Augmented Reality (AR) to Improve Student Learning Outcomes in Indonesian Language Subjects for Class V SDN 060913 Medan Tembung. Skripsi. Medan: Faculty of Education Universitas Negeri Medan, 2024.

The research aims to determine (1) Validity of Flipbook learning media based on Augmented Reality in Indonesian Language subjects in grade V on the material "Learning Entrepreneurship", (2) Practicality of Flipbook learning media based on Augmented Reality in Indonesian Language subjects in grade V on the material "Learning Entrepreneurship", and (3) Effectiveness of Flipbook learning media based on Augmented Reality in Indonesian Language subjects in grade V on the material "Learning Entrepreneurship". This type of research is research and development (Research and Development) using the ADDIE model. The subjects of this study were 21 students of grade V-A SDN 060913 Medan Tembung and the object of this research was Flipbook media based on Augmented Reality. The results of the study showed that the validity results by material experts reached 89% with the category of Very Appropriate, validation by media experts of 82% was also considered Very Appropriate. The practicality test conducted by education practitioners showed a teacher response of 84% which was considered Very Practical, and a student response of 90% was also classified as Very Practical. Student learning outcomes showed an average pre-test of 51.90% with the Ineffective category, while the post-test reached 86.90% which was considered Very Effective. From these results, it can be concluded that the Flipbook learning media based on Augmented Reality is valid, practical, and effective to improve the learning outcomes of fifth grade students of SDN 060913 Medan Tembung.

Keywords: Development, Flipbook, Augmented Reality