

ABSTRAK

Sindy Fortuna Anuardi, NIM 5193344027: “Pengembangan Media *Augmented Reality* Untuk Makeup Pesta Pada Himpunan Ahli Rias Pengantin Indonesia Sumatera Utara”. Skripsi. Fakultas Teknik. Universitas Negeri Medan.2024.

Ketidakcocokan hasil riasan *make up* pesta dengan referensi selera riasan *make up* yang diinginkan konsumen menyebabkan MUA harus merias kembali membutuhkan waktu dan media tambahan yang dapat menyamakan persepsi konsumen. Media *Augmented Reality* membantu MUA dalam menyamakan persepsi riasan. Penelitian ini bertujuan untuk (1) mengembangkan media *augmented reality* untuk makeup pesta pada Himpunan Ahli Rias Pengantin Indonesia Sumatera Utara, (2) mengetahui tingkat kelayakan media *augmented reality* untuk makeup pesta pada Himpunan Ahli Rias Pengantin Indonesia Sumatera Utara.

Model pengembangan yang digunakan dalam penelitian menggunakan ADDIE. Pengembangan media *augmented reality* untuk makeup pesta merupakan objek dari penelitian, sedangkan subjek penelitian adalah 2 ahli materi dan 2 ahli media yang berkompeten dalam bidangnya masing-masing. Sasaran produk yang dihasilkan 49 MUA Himpunan Ahli Rias Pengantin Indonesia Sumatera Utara dan 49 Konsumen. Melakukan uji coba sebanyak 3 tahap yaitu uji coba kelompok kecil sebanyak 5 MUA dan 5 Konsumen, uji coba kelompok sedang sebanyak 12 MUA dan 12 Konsumen, uji coba kelompok besar sebanyak 32 MUA dan 32 Konsumen. Uji validasi akan dilakukan oleh para ahli media dan ahli materi. Pengembangan media diperoleh kelayakannya melalui uji coba kelompok kecil, sedang, dan besar.

Hasil Penelitian dari pengembangan *augmented reality* menghasilkan persentase skor validasi oleh 2 ahli materi 86% dengan kriteria “sangat baik”. Validasi dari 2 ahli media 99% dengan kriteria “sangat baik”. Berdasarkan uji coba kelompok kecil 5 MUA 98% , dan 5 Konsumen 96%, keduanya memiliki kriteria “sangat baik”. Kelompok sedang 12 MUA 98%, dan 12 Konsumen 97%, keduanya memiliki kriteria “sangat baik”. Kelompok besar 32 MUA 99% dan 32 Konsumen 98%. Hal tersebut membuktikan bahwa media *Augmented Reality* yang dikembangkan sangat layak untuk membantu proses merias makeup pesta pada Himpunan Ahli Rias Pengantin Indonesia Sumatera Utara .

Kata Kunci: Pengembangan, *Augmented Reality*, Makeup Pesta.

ABSTRACT

Sindiy Fortuna Anuardi, NIM 5193344027: "Development of Augmented Reality Media for Party Makeup at the Association of Indonesian Bridal Makeup Experts, North Sumatra". Thesis. Faculty of Engineering. Medan State University. 2024.

The mismatch of party makeup results with references to makeup tastes desired by consumers causes MUA to have to make up again requires additional time and media that can equalize consumer perceptions. Augmented Reality media helps MUA in equalizing the perception of makeup. This study aims to (1) develop augmented reality media for party makeup at the Indonesian Bridal Makeup Experts Association of North Sumatra, (2) knowing the feasibility level of augmented reality media for party makeup at the Indonesian Bridal Makeup Experts Association of North Sumatra.

The development model used in research uses ADDIE. The development of augmented reality media for party makeup is the object of research, while the research subjects are 2 material experts and 2 media experts who are competent in their respective fields. The target products produced are 49 MUA Indonesian Bridal Makeup Experts Association North Sumatra and 49 consumers. Conducted 3 phase trials, namely small group trials of 5 MUAs and 5 Consumers, medium group trials of 12 MUAs and 12 Consumers, large group trials of 32 MUAs and 32 Consumers. The validation test will be conducted by media experts and material experts. Media development gained feasibility through small, medium, and large group trials.

Research results from augmented reality development resulted in a percentage of validation scores by 2 material experts of 86% with the criterion of "excellent". Validation from 2 media experts 99% with "excellent" criteria. Based on small group trials 5 MUA 98%, and 5 Consumer 96%, both have the "excellent" criterion. The medium group of 12 MUA 98%, and 12 Consumer 97%, both have the "excellent" criteria. Large groups of 32 MUAs 99% and 32 Consumers 98%. This proves that the Augmented Reality media developed is very feasible to help the process of putting on party makeup at the Association of Indonesian Bridal Makeup Experts North Sumatra.

Keywords: Development, Augmented Reality, Party Makeup