ABSTRAK

Muhammad Mulya Efendi, Nim 5201151002 (2004). Pengembangan Media Pembelajaran Interaktif Berbasis *Augmented Reality* dengan Metode *Project-Based Learning.*

Penelitian ini memiliki tujuan untuk mengembangkan media pembelajaran interaktif berbasis *Augmented Reality* dengan *Project Based Learning* pada mata pelajaran Dasar-dasar Teknik Jaringan Komputer dan Telekomunikasi di SMK Negeri 1 Percut Sei Tuan. Penggunaan media seperti buku teks, papan tulis, dan lembar kerja yang terus-menerus oleh guru selama proses pembelajaran dapat membuat siswa kurang tertarik dan kurang terlibat dalam pelajaran. Untuk mengatasi kesulitan tersebut, diperlukan media pembelajaran interaktif di lingkungan sekolah. Penelitian ini menerapkan model ADDIE (Analisis, Perancangan, Pengembangan, Penerapan, dan Evaluasi) sebagai prosedur utama, sementara pengembangan produk media dilakukan melalui metode Multimedia Development Life Cycle (MDLC). Pengujian terhadap media pembelajaran mencakup aspek kelayakan materi dan media, kemanfaatan, serta tingkat efektivitasnya.Pengujian kelayakan menghasilkan skor 4,53 pada aspek materi dan 4,50 pada aspek media. Sementara itu, penilaian akseptabilitas oleh siswa mencapai 4,64. Berdasarkan uji efektivitas, media pembelajaran ini secara signifikan mampu meningkatkan hasil belajar siswa, menciptakan suasana belajar yang interaktif, dan secara efektif memperbaiki kualitas pembelajaran di kelas.

Kata kunci : Media Pembelajaran Interkatif, *Augmented Reality*, *Project Based Learning,* Dasar-dasar Teknik Jaringan Komputer dan Telekomunikasi, *ADDIE, Multimedia Development Life Cycle, Normalzed Gain Score.*

ABSTRACT

Muhammad Mulya Efendi, Student ID 5201151002 (2004). Development of Interactive Learning Media Based on Augmented Reality Using the Project-Based Learning Method.

This study aims to develop interactive learning media based on Augmented Reality using the Project-Based Learning method for the subject Fundamentals of Computer Networking and Telecommunications at SMK Negeri 1 Percut Sei Tuan. Currently, teachers primarily use textbooks, blackboards, and worksheets, which may not fully engage students. To address this issue, interactive learning media is needed in the school environment. The study applies the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) as the primary procedure, while the media development process follows the Multimedia Development Life Cycle (MDLC) method. Testing of the learning media includes aspects of material and media feasibility, usability, and effectiveness. Feasibility testing produced scores of 4.53 for content and 4.50 for media. The acceptability rating by students reached 4.64, and effectiveness testing showed an N-Gain of 0.60, or 60%. These results indicate that this learning media significantly improves student learning outcomes, fosters an interactive learning environment, and effectively enhances the quality of classroom instruction.

Keywords: *Interactive Learning Media, Augmented Reality, Project-Based Learning, Fundamentals of Computer Networking and Telecommunications, ADDIE, Multimedia Development Life Cycle, Normalzed Gain Score.*