

ABSTRAK

Selly Remenda Natalia Barus: Pengembangan Media Augmented Reality (AR) Pada Elemen Anatomi Fisiologi Kulit dan Rambut di Kelas X Tata Kecantikan SMK Negeri 8 Medan. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2026

Elemen Anatomi Fisiologi Kulit dan Rambut merupakan materi yang bersifat abstrak sehingga memerlukan media pembelajaran yang mampu memvisualisasikan konsep secara konkret. Namun, media pembelajaran yang digunakan saat ini masih didominasi oleh penyajian dua dimensi, seperti gambar, animasi, dan video, sehingga belum mampu merepresentasikan struktur kulit dan rambut secara nyata. Kondisi ini menyebabkan pemahaman peserta didik terhadap struktur dan fungsi anatomi belum optimal, sehingga penerapan konsep dasar dalam kegiatan praktik belum berjalan secara maksimal. Oleh karena itu, diperlukan media pembelajaran yang mampu menyajikan visualisasi tiga dimensi secara interaktif agar konsep yang dipelajari dapat dipahami secara lebih komprehensif. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk mengembangkan serta mengetahui kelayakan media pembelajaran berbasis *Augmented Reality (AR)* pada elemen Anatomi Fisiologi Kulit dan Rambut di kelas X Tata Kecantikan SMK Negeri 8 Medan.

Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model pengembangan ADDIE. Subjek penelitian adalah peserta didik kelas X Tata Kecantikan sebanyak 35 orang peserta didik. Instrumen yang digunakan meliputi angket kebutuhan guru dan peserta didik, angket validasi ahli materi, angket validasi ahli media, serta angket uji coba lapangan. Teknik analisis data menggunakan statistik deskriptif untuk mengetahui tingkat kelayakan media berdasarkan penilaian para validator dan respon peserta didik pada setiap tahap uji coba.

Hasil penelitian ini menunjukkan bahwa pengembangan media pembelajaran berbasis *Augmented Reality (AR)* pada elemen Anatomi Fisiologi Kulit dan Rambut telah berhasil dilakukan sesuai dengan tahapan pengembangan yang ditetapkan. Media yang dikembangkan memperoleh persentase kelayakan sebesar 96% dari ahli materi dan 93% dari ahli media, yang keduanya berada pada kategori sangat layak. Selain itu, hasil uji coba kepada peserta didik pada kelompok kecil, sedang, dan besar masing-masing memperoleh persentase sebesar 85%, 87%, dan 91% dengan kategori sangat layak. Dengan demikian, media pembelajaran berbasis *Augmented Reality (AR)* yang dikembangkan dinyatakan sangat layak digunakan dalam pembelajaran pada elemen Anatomi Fisiologi Kulit dan Rambut.

Kata Kunci: Pengembangan, Augmented Reality (AR), Anatomi Fisiologi Kulit dan Rambut

ABSTRACT

Selly Remenda Natalia Barus: *Development of Augmented Reality (AR) Media on Skin and Hair Anatomy and Physiology Elements in Class X Cosmetology at SMK Negeri 8 Medan*. Essay. Faculty of Engineering. Unimed. 2026

The Anatomy and Physiology of Skin and Hair elements is an abstract material that requires learning media that is able to visualize the concept concretely. However, the learning media used currently is still dominated by two-dimensional presentations, such as images, animations, and videos, so it is not able to represent the structure of skin and hair realistically. This condition causes students' understanding of the structure and function of anatomy to be less than optimal, so that the application of basic concepts in practical activities has not run optimally. Therefore, learning media is needed that is able to present three-dimensional visualizations interactively so that the concepts learned can be understood more comprehensively. Based on these problems, this study aims to develop and determine the feasibility of Augmented Reality-based learning media on the Anatomy and Physiology of Skin and Hair elements in class X Beauty Treatment at SMK Negeri 8 Medan.

This study used the Research and Development (R&D) method with the ADDIE development model. The research subjects were 35 grade X Beauty students. The instruments used included teacher and student needs questionnaires, material expert validation questionnaires, media expert validation questionnaires, and field trial questionnaires. The data analysis technique used descriptive statistics to determine the level of media feasibility based on the validators' assessments and student responses at each trial stage.

The results of this study indicate that the development of Augmented Reality-based learning media on the Anatomy and Physiology of Skin and Hair elements has been successfully carried out in accordance with the established development stages. The developed media obtained a feasibility percentage of 96% from material experts and 93% from media experts, both of which are in the very feasible category. In addition, the results of trials on students in small, medium, and large groups obtained percentages of 85%, 87%, and 91%, respectively, with the very feasible category. Thus, the Augmented Reality-based learning media developed is declared very feasible to be used in learning on the Anatomy and Physiology of Skin and Hair elements.

Keywords: *Development, Augmented Reality (AR), Anatomy and Physiology of Skin and Hair*