

ABSTRACT

Saputri, Dewi, Registration Number: 2213121036, Developing Media In Teaching Narrative Text Through Augmented Reality At An-Nizam School, A Thesis, English and Literature Department, Medan State University 2026.

This study aimed to develop Augmented Reality (AR) learning media for Narrative Text and to evaluate its feasibility. The research was conducted at SMA Swasta An-Nizam, where students faced difficulties in writing skills and required more interactive learning tools. This study used a Research and Development (R&D) approach with the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). The media was created using the *Assemblr Edu* application to present 3D visualizations of the "Little Red Riding Hood" story. The subjects were Grade X students (class Al Kindi). Data were collected through interviews, observation, and questionnaires for needs analysis, expert validation, and student responses. The results indicated that the developed AR media was highly feasible for use. Material experts gave an average score of 3.75 (very feasible), and media experts gave a score of 3.81 (very feasible). Furthermore, the students responded positively during the implementation, with an average score of 4.42 (very high). In conclusion, this AR media is effective in increasing student motivation and helping them understand story elements such as characters, setting, and plot.

Keywords: Augmented Reality, Narrative Text, Research and Development (R&D), ADDIE, Assemblr Edu.