

ABSTRAK

GITA PUSPITA SARI. Pengembangan Media Pembelajaran Berbasis *Augmented Reality* Pada Pembelajaran IPAS Topik Kekayaan Budaya Indonesia Kelas IV SD Negeri 010028 Simpang Empat. Skripsi. Medan: Fakultas Ilmu Pendidikan Universitas Negeri Medan, 2024.

Penelitian ini bertujuan untuk menghasilkan serta mengetahui kelayakan, kepraktisan, dan keefektifan Media Pembelajaran Berbasis *Augmented Reality* Pada Pembelajaran IPAS Topik Kekayaan Budaya Indonesia Kelas IV SD Negeri 010028 Simpang Empat. Penelitian ini disusun dan dikembangkan menggunakan metode R&D model ADDIE yang terdiri dari 5 tahapan yaitu (1) *Analyze/Analisis*, (2) *Design/Desain*, (3) *Development/Pengembangan*, (4) *Implementation/Implementasi*, dan (5) *Evaluation/Evaluasi*. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu, angket (kuesioner), tes soal, dokumentasi dan wawancara. Subjek penelitian ini yaitu peserta didik Kelas IV SDN 010028 Simpang Empat berjumlah 21 orang. Hasil penelitian ini yaitu 93,3% hasil uji validasi ahli materi dengan kategori sangat layak, 92% hasil uji validasi ahli media dengan kategori sangat layak, dan 98,3% hasil uji praktikalitas dengan kategori sangat layak. Keefektifan media pembelajaran ini dinilai berdasarkan pada perolehan nilai *pre-test* dan *post-test* menggunakan rumus N-Gain persen dengan perolehan hasil sebesar 72,41% dengan kategori cukup efektif. Dari data tersebut dapat disimpulkan bahwa penelitian dan pengembangan ini menghasilkan produk pembelajaran berupa media pembelajaran berbasis *Augmented Reality* layak, praktis dan efektif untuk digunakan dalam kegiatan pembelajaran.

Kata Kunci: Pengembangan, media pembelajaran, *Augmented Reality*, SD

ABSTRACT

GITA PUSPITA SARI. Development of Augmented Reality Based Learning Media in IPAS Learning on the Topic of Indonesia's Cultural Wealth for Fourth Grade at SD Negeri 010028 Simpang Empat. Skripsi. Medan: Faculty of Education, State University of Medan, 2024.

This research aims to produce and assess the feasibility, practicality, and effectiveness of Augmented Reality-based learning media in IPAS learning on the topic of Indonesia's cultural wealth for fourth-grade students at SD Negeri 010028 Simpang Empat. This research was prepared and developed using the ADDIE model of the R&D method, which consists of five stages: (1) Analyze, (2) Design, (3) Development, (4) Implementation, and (5) Evaluation. The data collection techniques used in this study were questionnaires, test items, documentation, and interviews. The subjects of this study were 21 fourth-grade students from SDN 010028 Simpang Empat. The results of this study are as follows: 93.3% validity test results from material experts with a very feasible category, 92% validity test results from media experts with a very feasible category, and 98.3% practicality test results with a very feasible category. The effectiveness of the learning media was assessed based on the pre-test and post-test results, using the N-Gain percentage formula, with a result of 72.41%, categorized as quite effective. From these data, it can be concluded that this research and development produced a learning product in the form of Augmented Reality-based learning media that is feasible, practical, and effective for use in teaching activities.

Keywords: Development, learning media, Augmented Reality, elementary school