ABSTRACT

Hutagaol, Ibrani Enjelita, Registration Number 2202421008, Developing Augmented Reality – Based Learning Media for Writing Descriptive Text at SMP Negeri 10 Medan, A Thesis, English Education Program, English and Literature Department, Faculty of Languages and Arts, Universitas Negeri Medan, 2025.

This research was according to the Merdeka Curriculum, one of the essential learning objectives for VII grade students is to write a simple Descriptive Text. However, students often face challenges such as limited vocabulary, difficulty understanding descriptive text materials, and lack of engaging learning media, which hinder their writing skills. This study aims to develop Descriptive Learn AR, an Augmented Reality (AR)-based learning media to support students' engagement and facilitate their learning in descriptive text writing. This study adopts the Research and Development (R&D) approach using the ADDIE development model, focusing only on the Analyze, Design, and Development stages. In the Analyze stage, a needs analysis revealed that both students and teachers at SMP Negeri 10 Medan required an innovative and interactive learning media. In the Design stage, the application and its guidebook were conceptualized to align with the competencies of the Merdeka Curriculum. The Development stage involved creating and validating the media with input from media and material experts. The validation results showed high feasibility, with a score of 90.27% for media aspects and 92.5% for material aspects. These findings indicate that Descriptive Learn AR is a highly feasible learning media for supporting the teaching and learning of descriptive text writing, offering a modern and interactive solution to traditional challenges in English education.

Keywords: Descriptive Text, Learning Media, Augmented Reality, Writing Skill, Junior High School