

ABSTRAK

Shabrina Ayyunani Hasibuan, 5203151005: Pengembangan Media Pembelajaran *Magic Book* berbasis *Augmented Reality* pada Mata Pelajaran Informatika di SMKS Tunas Harapan. Program Studi Pendidikan Teknologi Informatika dan Komputer. Universitas Negeri Medan. 2025

Penelitian ini bertujuan untuk mengembangkan media pembelajaran *Magic Book* berbasis *Augmented Reality* (AR) pada mata pelajaran Informatika di SMKS Tunas Harapan. Latar belakang penelitian ini adalah keterbatasan media pembelajaran, rendahnya partisipasi siswa, serta kesulitan dalam memvisualisasikan konsep abstrak seperti sistem komputer. Penelitian ini menggunakan model pengembangan ADDIE yang meliputi lima tahapan, yaitu analisis, desain, pengembangan, implementasi, dan evaluasi. Media dikembangkan dengan mengintegrasikan objek 3D menggunakan platform Unity dan Vuforia, yang kemudian diimplementasikan pada siswa kelas X TKJ. Hasil validasi menunjukkan bahwa media yang dikembangkan dinyatakan sangat layak, dengan skor rata-rata 4,56 dari ahli materi dan 4,25 dari ahli media. Selain itu, hasil angket akseptansi pengguna memperoleh skor 4,25 dan termasuk dalam kategori akseptansi sangat tinggi. Dengan demikian, media *Magic Book* berbasis AR ini dinilai layak digunakan dalam pembelajaran Informatika karena mampu meningkatkan keterlibatan, pemahaman konsep, dan mendukung pembelajaran mandiri siswa.

Kata kunci: Media pembelajaran, *Magic book*, *Augmented Reality*, ADDIE, Informatika.



ABSTRACT

Shabrina Ayyunani Hasibuan, 5203151005: The Development of Magic Book Learning Media Based on Augmented Reality in the Informatics Subject at SMKS Tunas Harapan. Study Program of Informatics and Computer Technology Education. Universitas Negeri Medan. 2025.

This study aims to develop Magic Book learning media based on Augmented Reality (AR) for the Informatics subject at SMKS Tunas Harapan. The background of this research includes the limited availability of learning media, low student participation, and the difficulty in visualizing abstract concepts such as computer systems. This research used the ADDIE development model, which consists of five stages: analysis, design, development, implementation, and evaluation. The media was developed by integrating 3D objects using the Unity and Vuforia platforms and was implemented for students in class X TKJ. The validation results showed that the developed media was declared highly feasible, with an average score of 4.56 from the material expert and 4.25 from the media expert. In addition, the user acceptance questionnaire scored 4.25, which falls into the category of very high acceptance. Therefore, the Magic Book media based on AR is considered suitable for use in Informatics learning, as it can enhance student engagement, improve conceptual understanding, and support independent learning.

Keywords: *Learning media, Magic book, Augmented Reality, ADDIE, Informatics.*