

ABSTRAK

YULISKHA PUTRI. Pengembangan Media Pembelajaran Berbasis *Augmented Reality* (AR) pada Materi Siklus Hidup Hewan di Kelas III SD Negeri 060954 Medan. Skripsi. Medan: Fakultas Ilmu Pendidikan, Universitas Negeri Medan, 2026.

Penelitian ini bertujuan untuk mengetahui validitas, praktikalitas, dan efektivitas media pembelajaran berbasis *Augmented Reality* (AR) pada materi Siklus Hidup Hewan di kelas III SD Negeri 060954 Medan. Metode penelitian yang digunakan adalah metode *Research and Development* (R&D) dengan model pengembangan ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Subjek penelitian ini terdiri atas ahli materi, ahli media, guru, dan 23 siswa kelas III C SD Negeri 060954 Medan. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu observasi, wawancara, angket, dan tes. Hasil penelitian menunjukkan: (1) media pembelajaran berbasis *Augmented Reality* yang dikembangkan memperoleh persentase validasi ahli materi sebesar 94% dan ahli media sebesar 97%. Keduanya berada dalam kategori “Sangat Valid/Layak”. (2) Hasil uji kepraktisan berdasarkan respons guru memperoleh persentase 95% dan respons siswa sebesar 94%, sehingga berada dalam kategori “Sangat Praktis”. (3) Hasil uji keefektifan berdasarkan hasil *pretest* dan *posttest* siswa diperoleh skor N-gain sebesar 0,6783 dengan persentase 67,83%, sehingga berada dalam kategori “Cukup Efektif”. Dengan demikian, media pembelajaran berbasis *Augmented Reality* pada materi Siklus Hidup Hewan dinyatakan sangat valid, sangat praktis, dan cukup efektif untuk digunakan dalam proses pembelajaran.

Kata Kunci: pengembangan, media pembelajaran, *augmented reality*, SD

ABSTRACT

YULISKHA PUTRI. Development of Augmented Reality (AR)-Based Learning Media on the Animal Life Cycle Topic for Grade III Students of SD Negeri 060954 Medan. Skripsi. Medan: Faculty of Education, State University of Medan, 2026.

This study aims to determine the validity, practicality, and effectiveness of Augmented Reality (AR)-based learning media on the topic of the animal life cycle for Grade III students of SD Negeri 060954 Medan. The research method used in this study was Research and Development (R&D) with the ADDIE development model (Analyze, Design, Development, Implementation, Evaluation). The research subjects consisted of a material expert, a media expert, a teacher, and 23 students of class III C at SD Negeri 060954 Medan. The data collection techniques used in this study were observation, interviews, questionnaires, and tests. The results of the study show that: (1) the Augmented Reality-based learning media developed obtained a validation percentage of 94% from the material expert and 97% from the media expert, both of which fall into the “Very Valid/Feasible” category; (2) the practicality test results based on teacher responses obtained a percentage of 95% and student responses obtained 94%, which are categorized as “Very Practical”; and (3) the effectiveness test results based on students’ pretest and posttest scores obtained an N-gain score of 0.6783 with a percentage of 67.83%, which falls into the “Moderately Effective” category. Therefore, the Augmented Reality-based learning media on the animal life cycle material is declared very valid, very practical, and moderately effective for use in the learning process.

Keywords: development, learning media, augmented reality, elementary school