ABSTRAK

Titi Desmayanti, 2024. Pengembangan Media Pembelajaran Interaktif Berbasis AR (*Augmented Reality*) Berbantuan *Assemblr Edu* Pada Materi Metamorfosis di Kelas V SD Katolik Santa Theresia Kota Ternate. Pembimbing eko Purnomo, S.Pd., M.Pd., dan Iwan Abdy, S.Pd., M.Pd.

Penelitian ini dilakukan untuk dapat mengembangkan suatu media pembelajaran yang bertujuan untuk mengetahui kevalidan, kepraktisan dan keefektifan media pembelajaran interaktif berbasis AR berbantuan *Assemblr Edu*. Model yang digunakan dalam penelitian pengembangan ini adalah ADDIE yang meliputi 5 tahapan yaitu: *Analysis, Design, Development, Implementation,* dan *Evaluation*. Teknik analisis data yang digunakan adalah analisis validasi ahli media dan materi, analisis kepraktisan dari hasil respon siswa dan guru, serta analisis keefektifan dari hasil soal *pre-test* dan *post-test.*

Berdasarkan hasil analisis data, disimpulkan bahwa pengembangan media pembelajaran interaktif berbasis AR berbantuan *Assemblr Edu* memenuhi kriteria valid dengan nilai yang diperoleh rata-rata hasil validasi media dan materi sebesar 93,33%, hasil kepraktisan siswa dan guru memperoleh nilai rata-rata sebesar 77,42%, dan hasil *pre-test* diperoleh persentase 14,28% dengan nilai rata-rata 57, sedangkan hasil *post-test* diperoleh persentase 100% dengan nilai rata-rata adalah 85. Dapat disimpulkan bahwa media pembelajaran interaktif berbasis AR berbantuan *Assemblr Edu* pada materi metamorfosis di kelas V SD Katolik Santa Theresia Kota Ternate yang telah dikembangkan sangat layak untuk digunakan dalam membantu proses pembelajaran.

Kata kunci: Media Interaktif, Pengembangan, *Augmented Reality*, *Assemblr Edu*, Metamorfosis

ABSTRACT

Titi Desmayanti, 2024. Development of AR-based Interactive Learning Media (Augmented Reality) Assemblr Edu on Metamorphosis Material in Grade V of Santa Theresia Catholic Elementary School, Ternate City. Supervisors Eko Purnomo, S.Pd., M.Pd., and Iwan Abdy, S.Pd., M.Pd.

This research was conducted to be able to develop a learning media that aims to determine the validity, practicality and effectiveness of AR-based interactive learning media assisted by Assemblr Edu. The model used in this development research is ADDIE which includes 5 stages, namely: Analysis, Design, Development, Implementation, and Evaluation. The data analysis techniques used are media and material expert validation analysis, practicality analysis from the results of student and teacher responses, and effectiveness analysis from the results of pre-test and post-test questions.

Based on the results of data analysis, it is concluded that the development of AR-based interactive learning media assisted by Assemblr Edu meets the valid criteria with the average value obtained from the media and material validation results of 93.33%, the results of student and teacher practicality obtained an average value of 77.42%, and the pre-test results obtained a percentage of 14.28% with an average value of 57, while the post-test results obtained a percentage of 100% with an average value of 85. It can be concluded that the AR-based interactive learning media assisted by Assemblr Edu on metamorphosis material in class V of Santa Theresia Catholic Elementary School Ternate City that has been developed is very feasible to use in assisting the learning process.

Keywords: Interactive Media, Development, Augmented Reality, Assemblr Edu, Metamorphosis