

Marsha Fausta Fika. 2025. *Pengembangan Multimedia Interaktif Augmented Reality Berbantuan Assemblr Edu untuk Meningkatkan Literasi Siswa SMP*. Skripsi, Program Studi Pendidikan IPA, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Yamin

ABSTRAK

Multimedia interaktif merupakan media yang memanfaatkan perangkat digital dari beberapa unsur media, seperti gambar, teks, animasi, audio, video serta peralatan (*tool*) yang memungkinkan pengguna mengoperasikan perangkat sebagai navigasi. Penelitian ini adalah penelitian R&D (*Research & Development*) dengan model pengembangan ADDIE (*Analyze, Design, Development, and Evaluation*). Penelitian ini bertujuan untuk mengetahui kevalidan, peningkatan literasi sains, respons, dan keterbacaan siswa terhadap multimedia interaktif. Penelitian dilaksanakan di SMPN 1 Bangkalan dengan populasi uji coba perorangan sebanyak 3 siswa, uji coba kelompok kecil 9 siswa, dan implementasi sebanyak 30 siswa. Hasil penelitian menunjukkan bahwa: (1) Rata-rata kevalidan materi sebesar 80,5 % dengan kategori valid dan validasi media sebesar 85% dengan kategori sangat valid. (2) Rata-rata keterbacaan multimedia interaktif memperoleh skor 85,9% dengan kategori sangat baik. (3) Rata-rata hasil respons siswa terhadap multimedia interaktif memperoleh skor 86,1% dengan kategori sangat baik. (4) Hasil kemampuan literasi sains setelah menggunakan multimedia menunjukkan peningkatan kemampuan literasi sains siswa dengan kriteria tinggi sebesar 20%, kriteria sedang sebesar 67%, dan kriteria rendah sebesar 13%, dengan nilai *N-Gain* sebesar 0,53 yang termasuk dalam kriteria sedang. Simpulan pada penelitian ini yaitu multimedia interaktif *Augmented Reality* Berbantuan *Assemblr Edu* valid untuk digunakan dan dapat meningkatkan literasi siswa SMP aspek kompetensi pada materi klasifikasi makhluk hidup.

Kata kunci: *augmented reality*, klasifikasi makhluk hidup, literasi sains, multimedia interaktif.

Marsha Fausta Fika. 2025. *Development of Interactive Multimedia Augmented Reality Assisted by Assemblr Edu to Improve Junior High School Students' Science Literacy*. Thesis, Science Education Study Program, Faculty of Teacher Training and Education, Universitas Trunojoyo Madura. Advisor: Yamin.

ABSTRACT

Interactive multimedia is a media that utilizes digital devices from several media elements, such as images, text, animation, audio, video and equipment (tools) that allow users to operate the device as navigation. This research is an R&D (Research & Development) research with the ADDIE (Analyze, Design, Development, and Evaluation) development model. This study aims to determine the validity, improvement of scientific literacy, response, and readability of students to interactive multimedia. The research was conducted at SMPN 1 Bangkalan with an individual trial population of 3 students, a small group trial of 9 students, and implementation of 30 students. The results of the study showed that: (1) The average validity of the material was 80.5% with a valid category and media validation was 85% with a very valid category. (2) The average readability of interactive multimedia scored 85.9% with a very good category. (3) The average student response to interactive multimedia scored 86.1% with a very good category. (4) The results of scientific literacy skills after using multimedia show an increase in students' scientific literacy skills with high criteria of 20%, medium criteria of 67%, and low criteria of 13%, with an N-Gain value of 0.53 which is included in the medium criteria. The conclusion of this study is that interactive multimedia Augmented Reality Assisted by Assemblr Edu is valid for use and can improve junior high school students' literacy in terms of competency in the material on the classification of living things.

Keywords: *augmented reality, classification of living things, science literacy, interactive multimedia*