

Syarifa Aini. 2025. *Pengembangan Media Pembelajaran Augmented Reality Marker Based Untuk Meningkatkan Hasil Belajar Kognitif Siswa Pada Mata Pelajaran IPAS Kelas IV Di SDN Larangan Luar III*, Skripsi, Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Dr. Agung Setyawan, S.Pd., M.Pd.

ABSTRAK

Penelitian pengembangan ini bertujuan untuk mengetahui kevalidan, keefektifan, dan kepraktisan media pembelajaran *Augmented Reality Marker Based*. Penelitian ini menggunakan model ADDIE dengan subyek uji coba penelitian adalah siswa kelas IV SDN Larangan Luar III. Berdasarkan data yang diperoleh mendapat hasil bahwa: 1) media pembelajaran *Augmented Reality Marker Based* dinyatakan valid dengan perolehan sebagai berikut, ahli media 92,5% dengan kategori sangat valid, ahli materi 97,5% dengan kategori sangat valid, ahli desain pembelajaran 85% dengan kategori sangat valid, dan ahli bahasa 95% dengan kategori sangat valid. Selanjutnya dilakukan perhitungan rata-rata yang memperoleh hasil presentase sebesar 92,5% dengan kategori sangat valid, 2) media pembelajaran *Augmented Reality Marker Based* dinyatakan efektif diukur berdasarkan hasil observasi aktivitas guru memperoleh presentase sebesar 96% dengan kategori sangat aktif, hasil dari rata-rata observasi aktivitas siswa memperoleh presentase sebesar 95% dengan kategori sangat aktif, dan hasil keefektifan belajar kognitif siswa memperoleh presentase sebesar 64,45% dengan kategori sedang, 3) media pembelajaran *Augmented Reality Marker Based* dinyatakan praktis diukur berdasarkan hasil dari angket respon guru memperoleh presentase 97,5% dengan kategori sangat praktis dan hasil dari rata-rata angket respon siswa memperoleh presentase 92,5% dengan kategori sangat praktis. Berdasarkan hasil penelitian, dapat disimpulkan bahwa media pembelajaran *Augmented Reality Marker Based* produk yang valid, efektif, dan praktis untuk digunakan.

Kata kunci: *Augmented Reality*, IPAS, ADDIE

Syarifa Aini. 2025. *Development of Augmented Reality Marker Based Learning Media to Improve Students' Cognitive Learning Outcomes in Science Subjects for Grade IV at SDN Larangan Luar III*, Thesis, Elementary School Teacher Education Study Program, Faculty of Teacher Training and Education, Trunojoyo University Madura. Supervisor: Dr. Agung Setyawan, S.Pd., M.Pd.

ABSTRACT

This development research aims to determine the validity, effectiveness, and practicality of Augmented Reality Marker Based learning media. This study uses the ADDIE model with the subjects of the research trial being grade IV students of SDN Larangan Luar III. Based on the data obtained, the results were that: 1) Augmented Reality Marker Based learning media was declared valid with the following results, media experts 92.5% with a very valid category, material experts 97.5% with a very valid category, learning design experts 85% with a very valid category, and language experts 95% with a very valid category. Furthermore, the average calculation was carried out which obtained a percentage result of 92.5% with a very valid category, 2) Augmented Reality Marker Based learning media was declared effective measured based on the results of teacher activity observations obtaining a percentage of 96% with a very active category, the results of the average observation of student activities obtained a percentage of 95% with a very active category, and the results of classical completeness obtained a percentage of 64,45% stated complete, 3) Augmented Reality Marker Based learning media was declared practical measured based on the results of the teacher response questionnaire obtaining a percentage of 97.5% with a very practical category and the results of the average student response questionnaire obtaining a percentage of 92.5% with a very practical category. Based on the results of the study, it can be concluded that the Augmented Reality Marker Based learning media is a valid, effective, and products that are practical to use.

Keywords: *Augmented Reality, IPAS, ADDIE*