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ABSTRAK

Media promosi brosur SMK Negeri 1 Baureno yang masih memiliki keterbatasan dalam hal penyampaian informasi mengakibatkan masih sedikitnya informasi tentang sekolah yang diketahui oleh para calon siswa atau masyarakat luas. Berdasarkan pada permasalahan tersebut dan didukung dengan adanya perkembangan teknologi informasi terkini, peneliti bertujuan untuk melakukan penelitian dan pengembangan atau *Research and Development (R&D)* pengembangan media promosi berbasis *augmented reality* sebagai media pendamping kegiatan promosi sekolah. Penelitian pengembangan yang dilaksanakan menggunakan model pengembangan ADDIE yang terdiri dari 5 tahap yaitu: (1) *analysis*, (2) *design*, (3) *development*, (4) *implementation*, (5) *evaluation*. Untuk mengetahui kesesuaian produk media promosi dilakukan uji fungsionalitas media dan uji kelayakan oleh 2 orang ahli media serta uji coba sasaran dengan melibatkan siswa SMP Negeri 1 Baureno kelas IX yang akan melanjutkan studi ke jenjang pendidikan yang lebih tinggi. Uji coba sasaran dilakukan secara perorangan dengan jumlah 3 siswa, kelompok kecil dengan jumlah 8 siswa, dan kelompok besar dengan jumlah 21 siswa. Hasil penelitian menunjukkan bahwa: (1) uji fungsionalitas media berhasil tanpa ada *bug* atau kendala, (2) uji ahli media diperoleh persentase 91,5%, (3) uji coba siswa perorangan diperoleh persentase 94%, (4) uji coba siswa kelompok kecil diperoleh persentase 92,5%, dan (5) uji coba siswa kelompok besar diperoleh persentase 92%. Hasil tersebut menunjukkan bahwa media promosi tersebut valid dan layak untuk digunakan sebagai media pendamping kegiatan promosi sekolah.

Kata kunci: media promosi, *augmented reality*, ADDIE.

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ABSTRACT

The brochure promotional media SMK Negeri 1 Baureno still has limitations in terms of conveying information resulting in little information about the school that is known by prospective students or the wider community. Based on these problems and supported by the latest developments in information technology, researchers aim to conduct research and development or Research and Development (R&D) to develop augmented reality-based promotional media as a companion media for school promotion activities. The development research was carried out using the ADDIE development model which consisted of 5 stages, namely: (1) analysis, (2) design, (3) development, (4) implementation, (5) evaluation. To find out the suitability of promotional media products, a media functionality test and a feasibility test were carried out by 2 media experts as well as a target trial involving Grade IX students of SMP Negeri 1 Baureno who will continue their studies to a higher level of education. Target trials were carried out individually with a total of 3 students, small groups with a total of 8 students, and large groups with a total of 21 students. The results showed that: (1) the media functionality test was successful without any bugs or problems, (2) the media expert test obtained a percentage of 91.5%, (3) individual student trials obtained a percentage of 94%, (4) group student trials small group obtained a percentage of 92.5%, and (5) large group student trials obtained a percentage of 92%. These results indicate that the promotional media is valid and appropriate to be used as a companion media for school promotion activities.

Keywords: *promotional media, augmented reality, ADDIE.*