

Tita Prihatiningrum. 2025. *Pengembangan Markerless Augmented Reality Sebagai Media Promosi di SMKS Al-Hikam*. Skripsi, Program Studi Pendidikan Informatika, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing Muhamad Afif Effindi, S.Kom., M.T.

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media promosi berbasis *Markerless Augmented Reality (AR)* sebagai inovasi baru dalam memperkenalkan profil sekolah kepada masyarakat, khususnya bagi calon peserta didik yang akan melanjutkan pendidikan ke jenjang Sekolah Menengah Kejuruan di SMKS Al-Hikam. Pengembangan media ini menggunakan model pengembangan *ADDIE* yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Hasil validasi yang dilakukan oleh dua ahli media menunjukkan bahwa produk sangat layak dari segi *functional suitability* dan *performance efficiency* dengan persentase kelayakan mencapai 100%. Selain itu, hasil uji *usability* pada kelompok kecil menunjukkan nilai sebesar 93,56%, dan pada kelompok besar sebesar 94%, yang keduanya termasuk dalam kategori sangat layak. Temuan ini menunjukkan bahwa media promosi berbasis *Markerless AR* yang dikembangkan efektif dan potensial digunakan sebagai sarana promosi sekolah yang inovatif, menarik, dan informatif bagi calon peserta didik serta masyarakat umum.

Kata Kunci : Media Promosi, Augmented Reality, ADDIE.

Tita Prihatiningrum. 2025. Development of Markerless Augmented Reality as a Promotional Media at SMKS Al-Hikam. Undergraduate Thesis, Informatics Education Study Program, Faculty of Education, Universitas Trunojoyo Madura. Supervisor: Muhamad Afif Effimdi, S.Kom., M.T.

ABSTRACT

This research aims to develop a promotional media based on Markerless Augmented Reality (AR) as a new innovation for introducing the school's profile to the public, particularly to prospective students who intend to continue their education at the vocational high school level, specifically at SMKS Al-Hikam. The development of this media utilized the ADDIE development model, which consists of the stages: Analysis, Design, Development, Implementation, and Evaluation. The validation results from two media experts indicated that the product is highly feasible in terms of functional suitability and performance efficiency, achieving a feasibility percentage of 100%. In addition, the usability testing results on a small group showed a score of 93.56%, while the large group achieved 94%, both categorized as very feasible. These findings demonstrate that the Markerless AR-based promotional media developed in this study is effective and has strong potential to be used as an innovative, engaging, and informative school promotion tool for prospective students and the general public.

Keywords: *Promotional Media, Augmented Reality, ADDIE.*