

Evy Fitriana Ambar Wati. 2025. *Pengembangan Media Pembelajaran Menggunakan Augmented Reality Untuk Keterampilan Menulis Teks Deskripsi Kelas VII*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Siti Mutiatun.

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media menggunakan *Augmented reality* (AR) pada materi teks deskripsi kelas VII. Permasalahan yang dihadapi siswa adalah kurangnya variasi media pembelajaran interaktif yang mampu memfasilitasi siswa dalam melihat objek secara nyata dan siswa kurang mampu mengembangkan ide tulisan karena minimnya objek yang akan dideskripsikan. Untuk mengatasi hal tersebut, peneliti mengembangkan media pembelajaran menggunakan *Augmented reality* pada materi teks deskripsi kelas VII. Penelitian ini menggunakan model pengembangan ADDIE. Model tersebut mencakup *Analysis, Design, Development, Implementation, Evaluation*. Hasil validasi oleh ahli media memperoleh persentase kelayakan sebesar 97,5%, ahli materi 93,5%, dan ahli bahasa 96,67%. Hasil respon siswa dari uji coba keseluruhan dengan jumlah 20 siswa menunjukkan bahwa seluruh siswa 100% memberikan jawaban "Ya" yang menyatakan setuju bahwa media pembelajaran yang dikembangkan menarik, mudah digunakan, dan membantu siswa dalam memahami materi teks deskripsi. Semuanya berada pada kategori sangat layak dan dapat digunakan dalam proses pembelajaran. Media pembelajaran ini berperan dalam mendukung pemahaman siswa terhadap materi teks deskripsi.

Kata Kunci: Media Pembelajaran, teks deskripsi, dan *Augmented reality*.

Evy Fitriana Ambar Wati. 2025. *Development of Augmented Reality-Based Learning Media for Descriptive Text Writing Skills for Grade VII*. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Trunojoyo University, Madura. Advisor: Siti Mutiatun.

ABSTRACT

This study aims to develop Augmented Reality (AR)-based media for descriptive text material for grade VII. The problem faced by students is the lack of interactive learning media variations that can facilitate students in seeing objects in real life and students are less fortunate to develop writing ideas due to the lack of objects to be described. To solve this problem, researchers developed Augmented Reality-based learning media for descriptive text material for grade VII. This study uses the ADDIE development model. The model includes Analysis, Design, Development, Implementation, Evaluation. The validation results by media experts obtained a feasibility percentage of 97.5%, material experts 93.5%, and language experts 96.67%. The results of student responses from the overall trial with a total of 20 students showed that all students 100% gave a "Yes" answer which stated that they agreed that the developed learning media was interesting, easy to use, and helped students in understanding the descriptive text material. All of them were in the very feasible category and could be used in the learning process. This learning media plays a role in supporting students' understanding of the descriptive text material.

Keywords: Learning Media, descriptive text, and Augmented reality.