

Rahadian Setiya Wiandani. 2026. *Pengembangan Game Edukasi 2D Adventure dan Augmented Reality Berbasis Chatbot Artificial Intelligence pada Materi Kebudayaan Madura*. Skripsi, Program Studi Pendidikan Informatika. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunodjoyo Madura. Pembimbing Dr. Wanda Ramansyah, S.Pd., M.Pd.

ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya pemahaman peserta didik kelas V di SDN Kamal 3 terhadap materi Kebudayaan Madura. Kendala ini bermula dari kurangnya interaktivitas pada media dan metode pembelajaran yang digunakan, serta minimnya pemanfaatan teknologi digital di kelas. Sebagai solusi, penelitian ini bertujuan untuk mengembangkan media pembelajaran interaktif berupa *game* edukasi *2D adventure* dan *Augmented Reality* (AR) yang terintegrasi dengan *chatbot AI*. Pengembangan ini diharapkan mampu meningkatkan motivasi serta pemahaman siswa terhadap budaya lokal. Penelitian dikembangkan menggunakan model ADDIE yang terdiri dari tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Data dikumpulkan melalui instrumen angket validasi dari satu ahli media dan dua ahli materi, serta angket respon siswa. Hasil penelitian menunjukkan bahwa media pembelajaran ini termasuk dalam kategori sangat layak. Hal ini dibuktikan dengan persentase rata-rata validasi dari ahli materi sebesar 95,83% dan ahli media sebesar 91,25%. Respons peserta didik pada uji coba juga menunjukkan hasil yang sangat baik, dengan tingkat kelayakan 92,5% pada uji coba perorangan, 90,63% pada uji coba kelompok kecil, dan 90,5% pada uji coba kelompok besar. Kesimpulannya, *game* edukasi *2D adventure* dan AR berbasis *chatbot AI* ini sangat layak dan efektif digunakan untuk mengenalkan Kebudayaan Madura kepada peserta didik.

Kata kunci: *ADDIE, Augmented Reality, Chatbot AI, Game Edukasi, Kebudayaan Madura.*

Rahadian Setiya Wiandani. 2026. *Development of 2D Adventure Educational Game and Augmented Reality Based on Artificial Intelligence Chatbot on Madura Culture Materials*. Thesis, Informatics Education Study Program. Faculty of Teacher Training and Education, Universitas Trunojoyo Madura. Advisor: Dr. Wanda Ramansyah, S.Pd., M.Pd

ABSTRAK

The characteristics of fifth-grade students at SDN Kamal 3 indicate that they still face challenges in fully comprehending Madurese Culture material during the learning process. This issue stems from learning media and methods that lack appeal and interactivity, as well as the limited use of digital technology. To overcome these problems, this research aims to develop learning media in the form of a 2D adventure educational game and Augmented Reality (AR) integrated with an AI chatbot, designed to improve students' understanding and learning motivation regarding Madurese Culture. This study utilizes the ADDIE development model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. Data collection instruments included validation questionnaires from a media expert and two subject matter experts, alongside student response questionnaires. The validation results demonstrated that the developed learning media falls into the "highly feasible" category, with an average score of **95.83%** from the subject matter experts and **91.25%** from the media expert. Furthermore, the product trials conducted on students also indicated excellent results, achieving a feasibility percentage of **92.5%** in the one-on-one trial, **90.63%** in the small group trial, and **90.5%** in the large group trial. Based on these data, it can be concluded that the 2D adventure educational game and AI chatbot-based AR are highly feasible and effective for introducing and enhancing students' understanding of Madurese Culture.

Keywords: *ADDIE, Augmented Reality, AI Chatbot, Educational Game, Madura Culture..*