

Maisaroh. 2024. *Pengembangan Majalah Kontekstual BINTARA Berbantuan Augmented Reality untuk Meningkatkan Motivasi dan Pemahaman Konsep Siswa*. Universitas Trunojoyo Madura. Pembimbing Ana Yuniasti Retno Wulandari.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui kelayakan, keterbacaan, respons siswa serta peningkatan motivasi dan pemahaman konsep siswa setelah pembelajaran menggunakan majalah kontekstual bintanga berbantuan *augmented reality*. Penelitian ini dikembangkan menggunakan model pengembangan ADDIE yang terdiri dari lima tahapan yaitu *analyze*, *design*, *develop*, *implement* dan *evaluation*. Teknik pengambilan sampel menggunakan *purposive sampling*, wawancara, angket dan tes. Sampel penelitian terdiri dari 31 siswa kelas VII-C di SMPN 1 Labang. Hasil validitas media dan materi 1,0 dengan kriteria validitas sangat tinggi. Hasil rata-rata angket keterbacaan 86,52% dengan kriteria sangat baik dan hasil rata-rata angket respons siswa 87,63% dengan kriteria sangat tertarik. Hasil uji *n-gain* motivasi belajar siswa sebesar 0,38 dengan kriteria peningkatan sedang. Hasil uji *n-gain* pemahaman konsep siswa diperoleh hasil sebesar 0,47 dengan kriteria peningkatan sedang.

Kata kunci: *Augmented Reality*, Kontekstual, Majalah, Motivasi, Pemahaman Konsep

Maisaroh. 2024. *Development of BINTARA Contextual Magazine Assisted by Augmented Reality to Increase Students' Motivation and Understanding Concepts*. Trunojoyo Madura University. Supervisor: Ana Yuniasti Retno Wulandari.

ABSTRACT

The aim of this research is to determine the feasibility, readability, students responses, and increase students' motivation and understanding of concepts after learning using BINTARA contextual magazine assisted augmented reality. This research was developed using by ADDIE developments model which consists of five stages, namely analyse, design, develop, implement and evaluation. The sampling collection technique used purposive sampling, interviews, questionnaires, and tests. The sample used 31 students in Class VII-C at SMPN 1 Labang. The result of media and material validity expert validity were 1,0 with very high validity criteria. The average result of student readability questionnaire was 86,52% with very good criteria and the result of student questionnaire responses were 87,63% with very interested criteria. The result of the n-gain test for student learning motivation were 0,38 with moderate increase criteria. The result of the n-gain test for understanding students' concept was 0,47 with moderate increase criteria.

Keywords: *Augmented Reality, Contextual, Magazine, Motivation, Understanding Concepts*