

ABSTRAK

Mahasiswa Universitas Trunojoyo Madura saat ini masih mengalami kesulitan dalam mengetahui lokasi sarana Universitas Trunojoyo Madura seperti perpustakaan, gedung kuliah, laboratorium, dan lainnya. Hal ini disebabkan karena kurangnya media pengenalan kampus Universitas Trunojoyo Madura. Kebanyakan pihak kampus hanya menyebarkan selebaran kertas berbentuk dua dimensi (2D) untuk proses pengenalan Universitas Trunojoyo Madura. Penelitian ini bertujuan untuk tersedianya media informasi berbasis *virtual reality*. Penelitian ini diujicobakan kepada mahasiswa Pendidikan Informatika untuk mengetahui kelayakan terhadap media pengenalan kampus Universitas Trunojoyo Madura berbasis *virtual reality*. Penelitian ini merupakan penelitian dan pengembangan atau *Research and Development (R&D)* dengan model pengembangan *ADDIE* yang memiliki lima tahapan, yaitu: *Analyze* (analisis), *Design* (desain), *Development* (pengembangan), *Implementation* (implementasi), dan *Evaluation* (evaluasi). Kelayakan media pengenalan ini ditinjau dari aspek materi dan media. Uji coba dalam penelitian ini memiliki tiga tahapan, yaitu perorangan (3 orang), kelompok kecil (12 orang), dan kelompok besar (40 orang). Metode pengumpulan data yang digunakan yaitu angket mahasiswa. Hasil validasi ahli media sebesar 92,8% menunjukkan media sangat layak digunakan. Hasil validasi ahli materi sebesar 90,2% menunjukkan media sangat layak digunakan. Hasil uji coba perorangan sebesar 91,0% menunjukkan media sangat layak digunakan. Hasil uji coba kelompok kecil sebesar 89,6% menunjukkan media sangat layak digunakan. Hasil uji coba kelompok besar sebesar 88,2% menunjukkan media sangat layak digunakan. Berdasarkan hasil-hasil tersebut, pengembang menyimpulkan bahwa media pengenalan kampus Universitas Trunojoyo Madura berbasis *virtual reality* sangat layak digunakan dalam proses pengenalan.

Kata Kunci : *virtual reality*, Universitas Trunojoyo Madura, *ADDIE*, media pengenalan.

ABSTRACT

Trunojoyo Madura University students nowadays are still having difficulty in knowing the means location of Trunojoyo Madura University such as the library, lecture halls, laboratory, and others. This is because of the lack of media to introduction the Trunojoyo Madura University campus. Most of the campus party just spread the paper sheet of two-dimensional (2D) combination for the process of introducing Trunojoyo Madura University. This study aimed to providing information media information on virtual reality based. This study is research and development (R&D) with ADDIE development model in which it has five steps, those are: analyze (analisis), design (desain), development (pengembangan), implementation (implementasi), and evaluation (evaluasi). This study was conducted in Informatics Education Department and the sources of data in this study were Informatics Education Department students who have been studying their studies. The feasibility of this introduction media was observed from the material and media aspects. There were three steps in the trials of this study, those are: individuals (3 people), small groups (12 people), and large groups (40 people). The writer used student questionnaire as the method of data collection. The result of media expert validation is 92,8% in which it indicates that the media is very feasible to be used. The results of material expert validation are 90,2 in which they indicate that the media is very feasible to be used. The results of individuals trial are 91,0% in which it indicates that the media is very feasible to be used. The results of small groups trial are 89,6% in which it indicates that the media is very feasible to be used. The results of large groups trial are 88,2% in which it indicates that the media is very feasible to be used. Based on these results, the writer concludes that the using of virtual reality in the introduction media of University of Trunojoyo Madura was very feasible to be used in the process of introduction.

Keywords : virtual reality, University of Trunojoyo Madura, ADDIE, introduction media.