PENGEMBANGAN MEDIA PEMBELAJARAN *FLIPBOOK* BERBANTUAN *AUGMENTED REALITY* UNTUK MENINGKATKAN PEMAHAMAN KONSEP IPAS SISWA KELAS V SEKOLAH DASAR

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ABSTRAK

Adapun tujuan penelitian ini yaitu: (1) mengetahui rancang bangun media, (2) mengukur validitas media *Flipbook* berbantuan *Augmented Reality*, (3) mengetahui tingkat kepraktisan media pembelajaran, dan (4) menguji efektivitas media terhadap peningkatan pemahaman konsep siswa. Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model pengembangan *ADDIE* yang meliputi tahapan analisis, desain, pengembangan, implementasi, dan evaluasi. Teknik pengumpulan data mencakup validasi ahli, angket respons guru dan siswa, serta tes pemahaman konsep sebelum dan sesudah penggunaan media. Hasil penelitian menunjukkan bahwa media yang dikembangkan memperoleh nilai validitas sangat baik dari ahli materi sebesar 4,83 dan ahli media sebesar 4,9. Kepraktisan media juga dinilai sangat baik berdasarkan respons guru dengan memperoleh hasil sebesar 93% dan siswa sebesar 93,82%. Uji efektivitas melalui uji-t menunjukkan peningkatan signifikan pemahaman konsep siswa setelah penggunaan media. Dengan demikian, media pembelajaran *flipbook* berbantuan *Augmented Reality* dinyatakan valid, praktis, dan efektif untuk digunakan dalam pembelajaran IPAS di kelas V Sekolah Dasar, serta memberikan kontribusi terhadap integritas teknologi dalam proses pembelajaran.

Kata Kunci: *Flipbook, Augmented Reality*, IPAS, Rantai Makanan

DEVELOPMENT OF AUGMENTED REALITY ASSISTED FLIPBOOK LEARNING MEDIA TO IMPROVE STUDENTS' UNDERSTANDING OF SCIENCE CONCEPTS IN GRADE V ELEMENTARY SCHOOL

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ABSTRACT

The objectives of this study are: (1) to determine the media design, (2) to measure the validity of the Flipbook media assisted by Augmented Reality, (3) to determine the level of practicality of the learning media, and (4) to test the effectiveness of the media in improving students' conceptual understanding. This study employs the Research and Development (R&D) method, utilizing the ADDIE development model, which encompasses the stages of analysis, design, development, implementation, and evaluation. Data collection techniques include expert validation, teacher and student response questionnaires, and conceptual understanding tests administered before and after the use of the media. The results of the study showed that the developed media obtained a very good validity value from material experts of 4.83 and media experts of 4.9. The practicality of the media was also assessed as very good based on teacher responses with results of 93% and students of 93.82%. The effectiveness test through the t-test showed a significant increase in students' conceptual understanding after using the media. Thus, the flipbook learning media assisted by Augmented Reality is declared valid, practical, and effective for use in science learning in grade V of Elementary School, and contributes to the integrity of technology in the learning process.

Keywords: Flipbook, Augmented Reality, Science, Food Chain