

**PENGEMBANGAN APLIKASI *AUGMENTED REALITY* PENGENALAN
GERAK DASAR TARI LEGONG PADA MATA UANG KERTAS 50 RIBU
RUPIAH DI KABUPATEN BULELENG**

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ABSTRAK

Pelestarian budaya merupakan tantangan penting di tengah perkembangan teknologi dan modernisasi, salah satunya ditunjukkan oleh rendahnya tingkat pengetahuan masyarakat terhadap gerakan dasar Tari Legong di Kabupaten Buleleng. Kondisi tersebut disebabkan oleh minimnya media informasi pengenalan budaya yang informatif, interaktif, dan mudah diakses oleh masyarakat. Oleh karena itu, diperlukan solusi berupa pengembangan media pengenalan budaya yang memanfaatkan teknologi digital. Penelitian ini bertujuan untuk mengembangkan aplikasi *mobile* berbasis *Augmented Reality* (AR) sebagai media pengenalan gerakan dasar Tari Legong di Kabupaten Buleleng serta mengetahui respons pengalaman pengguna terhadap aplikasi yang dikembangkan. Jenis penelitian yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan *Multimedia Development Life Cycle* (MDLC) yang meliputi tahap *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Pengujian respons pengguna dilakukan menggunakan instrumen *User Experience Questionnaire* (UEQ) yang mencakup enam aspek penilaian, yaitu *attractiveness*, *efficiency*, *perspicuity*, *dependability*, *stimulation*, dan *novelty*. Hasil penelitian menunjukkan bahwa aplikasi AR *mobile* berbasis Android bernama iLegong telah melalui uji *blackbox* dengan hasil 100% sesuai, uji ahli isi dan uji ahli media dengan skor masing-masing sebesar 1,00 yang berada pada kualifikasi “Sangat Tinggi” dan kriteria “Sangat Valid”. Selain itu, hasil uji respons pengguna menggunakan UEQ menunjukkan kategori “*Excellent*” pada seluruh aspek penilaian. Dengan demikian, aplikasi *Augmented Reality* yang dikembangkan dinyatakan valid dan memperoleh respons pengguna yang sangat positif sehingga layak digunakan sebagai media pengenalan gerakan dasar Tari Legong secara luas.

Kata Kunci: *Augmented Reality* (AR), Tari Legong, Uang Kertas 50 Ribu, *Research and Development* (R&D), *Multimedia Development Life Cycle* (MDLC), dan *Experience Questionnaire* (UEQ)

***DEVELOPMENT OF AN AUGMENTED REALITY APPLICATION FOR
RECOGNIZING BASIC LEGONG DANCE MOVEMENTS ON THE 50,000
RUPIAH BILL IN BULELENG REGENCY***

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ABSTRACT

Cultural preservation is an important challenge in the era of technological advancement and modernization, one of which is reflected in the low level of public knowledge regarding the basic movements of the Legong dance in Buleleng Regency. This condition is caused by the limited availability of informative, interactive, and easily accessible cultural introduction media. Therefore, it is necessary to develop a cultural learning medium that utilizes digital technology. This study aims to develop a mobile application based on Augmented Reality (AR) as a medium for introducing the basic movements of the Legong dance in Buleleng Regency and to determine user experience responses to the developed application. The research method used is Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. User experience evaluation was conducted using the User Experience Questionnaire (UEQ), which includes six assessment aspects: attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. The results show that the Android-based AR mobile application named iLegong successfully passed black-box testing with a 100% success rate. In addition, content expert validation and media expert validation each obtained a score of 1.00, which falls into the “Very High” qualification and “Very Valid” criteria. Furthermore, the user experience evaluation using UEQ indicated an “Excellent” category across all assessed aspects. Therefore, the developed Augmented Reality application is considered valid and has received highly positive user responses, making it suitable for use as a medium for introducing the basic movements of the Legong dance to the wider community.

Keywords: *Augmented Reality (AR), Legong Dance, 50,000 Rupiah Banknote, Research and Development (R&D), Multimedia Development Life Cycle (MDLC), and Experience Questionnaire (UEQ)*