

ABSTRAK

Swarjawa, I Wayan Eka (2025), Pengembangan Komik Berkearifan Lokal Bali Berbantuan *Augmented Reality* (AR) untuk Meningkatkan Hasil Belajar Siswa Kelas III Sekolah Dasar

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Kata kunci: Komik, Kearifan Lokal Bali, *Augmented Reality* (AR), Hasil Belajar

Penelitian ini bertujuan untuk mengembangkan komik berkearifan lokal Bali berbantuan *Augmented Reality* (AR) untuk meningkatkan hasil belajar siswa III sekolah dasar yang valid, praktis, dan efektif. Penelitian ini merupakan penelitian pengembangan (*Research and Development*) dengan mengadaptasi model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Data dikumpulkan dengan instrumen angket dan tes hasil belajar. Data validitas produk bersumber dari ahli isi, media pembelajaran, dan bahasa. Data kepraktisan media bersumber dari praktisi pembelajaran di sekolah dasar, terdiri dari 15 orang siswa dan 11 orang guru. Pengujian efektivitas dilakukan di kelas III dengan desain *Non-Equivalent Control Group Pretest-Posttest Design* sebanyak 19 siswa masing-masing kelas. Data dianalisis secara kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa komik berkearifan lokal Bali berbantuan AR yang dikembangkan mengintegrasikan cerita lokal Bali, khususnya tradisi *Pengrupukan* dan Hari Raya *Nyepi*, dalam bentuk komik visual ramah anak yang diperkaya fitur AR berupa animasi sederhana, video, audio narasi, dan objek visual pendukung untuk memperkuat keterampilan membaca dan menyimak siswa kelas III SD. Komik ini memiliki tingkat validitas sangat tinggi dengan koefisien validitas 1,00 serta sangat praktis dengan persentase kepraktisan 92,68%. Hasil uji efektivitas menunjukkan peningkatan hasil belajar yang signifikan ($p < 0,05$), dengan *N-Gain* kelas eksperimen 0,79 (tinggi), kelas kontrol 0,51 (sedang), serta *effect size Cohen's d* sebesar 1,78 (sangat besar). Dengan demikian, komik berkearifan lokal Bali berbantuan *Augmented Reality* (AR) yang dikembangkan dinyatakan valid, praktis, dan efektif, serta layak digunakan sebagai media pembelajaran Bahasa Indonesia yang interaktif, kontekstual, dan berbasis kearifan lokal Bali di sekolah dasar.

ABSTRACT

Swarjawa, I Wayan Eka (2025), Developing Balinese Local Wisdom Comics with the Assistance of Augmented Reality (AR) to Improve Learning Outcomes for Third Grade Elementary School Students

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This thesis has been approved and reviewed by: Supervisor I: Prof. Dr. Ida Bagus Putu Arnyana, M.Si, and Supervisor II: Prof. Dr. I Ketut Gading, M.Psi.

Keywords: Comics, Balinese Local Wisdom, Augmented Reality (AR), Learning Outcomes

This study aimed to develop an Augmented Reality (AR) assisted comic based on Balinese local wisdom to improve the learning outcomes of third grade elementary school students. The study employed a research and development (R&D) approach using the ADDIE model (Analyze, Design, Development, Implementation, and Evaluation). Data were collected through questionnaires and learning outcome tests. Product validity was evaluated by content, instructional media, and language experts, while media practicality was assessed by 15 students and 11 elementary school teachers. Effectiveness testing was conducted using a non-equivalent control group pretest–posttest design involving 19 students in each class. Data were analyzed qualitatively and quantitatively. The results showed that the developed comic integrates Balinese local culture, particularly the *Penggrupukan* tradition and *Nyepi* Day, presented in a child-friendly visual comic format enriched with AR features such as animations, videos, audio narration, and supporting visual elements to enhance students' reading and listening skills. The comic demonstrated very high validity (validity coefficient = 1.00) and was categorized as very practical (92.68%). Effectiveness testing revealed a significant improvement in learning outcomes ($p < 0.05$), with an N-Gain score of 0.79 (high) for the experimental group and 0.51 (moderate) for the control group, as well as a very large effect size (Cohen's $d = 1.78$). Therefore, the developed AR assisted Balinese local wisdom comic is valid, practical, and effective for use as an interactive and contextual Indonesian language learning medium in elementary schools.