

**PENGEMBANGAN MEDIA *POP UP BOOK DIGITAL*
BERBASIS *AUGMENTED REALITY* UNTUK
MENINGKATKAN MOTIVASI BELAJAR BAHASA
INDONESIA SISWA KELAS II SEKOLAH DASAR**

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ABSTRAK

Penelitian pengembangan ini bertujuan untuk (1) mendeskripsikan hasil rancang bangun media *pop up book* digital berbasis *augmented reality*, (2) mengetahui validitas media *pop up book* digital berbasis *augmented reality*, dan (3) mengetahui efektivitas penggunaan media *pop up book* digital berbasis *augmented reality* dalam meningkatkan motivasi belajar Bahasa Indonesia siswa kelas II sekolah dasar. Penelitian ini dilatarbelakangi oleh perlunya media pembelajaran yang variatif dan sesuai dengan karakteristik siswa kelas rendah, khususnya pada materi Mengenal Perasaan. Penelitian ini merupakan penelitian pengembangan yang mengacu pada model ADDIE. Subjek terteliti adalah siswa kelas II SD Negeri 4 Saba. Metode pengumpulan data menggunakan tes dan non-tes berupa angket. Teknik analisis data yang digunakan meliputi analisis deskriptif dan statistik inferensial. Hasil penelitian menunjukkan bahwa media *pop up book* digital berbasis *augmented reality* berupa buku cerita digital interaktif yang dilengkapi ilustrasi visual, video pembelajaran, serta fitur *augmented reality* berbasis *barcode*. Hasil uji validitas menunjukkan bahwa penilaian ahli isi/materi memperoleh persentase 96,67% dan 98,33%, ahli desain pembelajaran 98,33%, serta ahli media pembelajaran 95,00%, seluruhnya dengan kualifikasi sangat baik. Hasil uji perorangan memperoleh persentase 96,67% dan uji kelompok kecil 95,55% dengan kualifikasi sangat baik. Hasil uji angket motivasi belajar menunjukkan kualifikasi sangat baik dengan persentase 97,50% dan reliabilitas *Cronbach's Alpha* yakni 0,985 dengan kategori sangat tinggi, dengan demikian media dinyatakan valid. Hasil uji efektivitas menunjukkan rata-rata hasil belajar siswa yaitu 90,417 setelah menggunakan media. Rata-rata hasil belajar siswa lebih dari nilai yang ditetapkan oleh BSKAP yaitu 86. Sehingga nilai $t\text{-hitung} > t\text{-tabel}$ ($2,033 > 1,796$) pada taraf signifikansi 5%, yang berarti H_0 ditolak dan H_1 diterima. Dengan demikian, media *pop up book* digital berbasis *augmented reality* efektif digunakan untuk meningkatkan motivasi belajar yang didukung oleh peningkatan hasil belajar Bahasa Indonesia siswa kelas II sekolah dasar.

Kata Kunci: Media *Pop Up Book* Digital, *Augmented Reality*, Motivasi belajar Bahasa Indonesia.

ABSTRACT

This development research aims to (1) describe the results of the design and construction of augmented reality-based digital pop up book media, (2) determine the validity of augmented reality-based digital pop up book media, and (3) determine the effectiveness of the use of augmented reality-based digital pop up book media in increasing the motivation to learn Indonesian for grade II elementary school students. This research is motivated by the need for learning media that is varied and in accordance with the characteristics of low-grade students, especially in the material Knowing My Feelings. This research is a development research that refers to the ADDIE model. The most studied subject was a second grade student of SD Negeri 4 Saba. The data collection method uses tests and non-tests in the form of questionnaires. The data analysis techniques used include descriptive analysis and inferential statistics. The results of the study show that augmented reality-based digital pop up book media is in the form of an interactive digital storybook equipped with visual illustrations, learning videos, and barcode-based augmented reality features. The results of the validity test show that the assessment of content/material experts obtained a percentage of 96.67% and 98.33%, learning design experts 98.33%, and learning media experts 95.00%. All with excellent qualifications. The results of the individual test obtained a percentage of 96.67% and a small group test of 95.55% with very good qualifications. The results of the learning motivation questionnaire test showed very good qualifications with a percentage of 97.50% and the reliability of Cronbach's Alpha was 0.985 with a very high category, thus the media was declared valid. The results of the effectiveness test showed that the average student learning outcome was 90,417 after using the media. The average student learning outcomes are more than the score set by BSKAP, which is 86. So that the t -calculated value $>$ the t -table ($2.033 > 1.796$) is at a significance level of 5%, which means that H_0 is rejected and H_1 is accepted. Thus, augmented reality-based digital pop up book media is effectively used to increase learning motivation supported by improving the learning outcomes of Indonesian language for grade II elementary school students.

Keywords: Digital Pop Up Book Media, Augmented Reality, Motivation to learn Indonesian.