

**PENGEMBANGAN MEDIA PETA BUDAYA BALI BERBASIS
PROBLEM BASED AUGMENTED REALITY UNTUK MENINGKATKAN
LITERASI BUDAYA DI SEKOLAH DASAR**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya kemampuan literasi budaya siswa sekolah dasar akibat kurangnya media pembelajaran berbasis budaya lokal dan pembelajaran yang masih bersifat konvensional. Penelitian ini bertujuan untuk mengembangkan media Peta Budaya Bali berbasis *Augmented Reality*, mengetahui validitas, kepraktisan, dan efektivitas media, serta meningkatkan kemampuan literasi budaya siswa kelas III sekolah dasar. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan ADDIE yang terdiri atas tahap *analysis, design, development, implementation, dan evaluation*. Subjek penelitian meliputi ahli materi, ahli media, ahli desain pembelajaran, guru kelas III, dan siswa kelas III SD Negeri 1 Sambirenteng. Pengumpulan data dilakukan melalui observasi, wawancara, angket, serta tes *pre-test* dan *post-test*. Data dianalisis menggunakan teknik analisis deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa media Peta Budaya Bali berbasis *augmented reality* dinyatakan valid berdasarkan hasil penilaian ahli materi, ahli media, dan ahli desain pembelajaran. Media juga dinyatakan praktis berdasarkan respons positif guru dan siswa terhadap penggunaan media dalam proses pembelajaran. Selain itu, hasil uji efektivitas menunjukkan adanya peningkatan kemampuan literasi budaya siswa setelah menggunakan media pembelajaran. Hal tersebut dibuktikan melalui hasil uji-t berkorelasi yang menunjukkan nilai signifikansi $< 0,05$ sehingga penggunaan media memberikan pengaruh yang signifikan terhadap peningkatan literasi budaya siswa. Berdasarkan hasil penelitian, dapat disimpulkan bahwa media Peta Budaya Bali berbasis *augmented reality* layak digunakan sebagai media pembelajaran untuk meningkatkan literasi budaya siswa sekolah dasar. Penelitian selanjutnya disarankan untuk mengembangkan media dengan cakupan budaya yang lebih luas serta fitur yang lebih inovatif agar dapat digunakan pada berbagai jenjang pendidikan dan materi pembelajaran lainnya.

Kata Kunci: *Augmented Reality*, literasi budaya, media pembelajaran, peta budaya Bali, sekolah dasar.

ABSTRACT

This research was motivated by the low level of cultural literacy among elementary school students due to the lack of local culture-based learning media and the continued use of conventional teaching methods. This study aimed to develop a Bali Cultural Map learning media based on Augmented Reality, determine its validity, practicality, and effectiveness, and improve the cultural literacy skills of third-grade elementary school students. This research employed the Research and Development (R&D) method using the ADDIE development model, which consists of the stages of analysis, design, development, implementation, and evaluation. The research subjects included material experts, media experts, instructional design experts, third-grade teachers, and third-grade students of SD Negeri 1 Sambirenteng. Data were collected through observation, interviews, questionnaires, as well as pre-test and post-test instruments. The data were analyzed using quantitative and qualitative descriptive analysis techniques. The results of the study indicated that the Augmented Reality-based Bali Cultural Map media was considered valid based on assessments from material experts, media experts, and instructional design experts. The media was also categorized as practical based on the positive responses from teachers and students regarding its use in the learning process. Furthermore, the effectiveness test showed an improvement in students' cultural literacy skills after using the learning media. This finding was supported by the results of the correlated t-test, which showed a significance value of < 0.05 , indicating that the use of the media had a significant effect on improving students' cultural literacy. The implementation augmented reality technology in learning was able to increase students' learning interest, active participation, and understanding of Balinese culture in a more concrete and interactive manner. Based on the findings, it can be concluded that the Augmented Reality-based Bali Cultural Map media is appropriate to be used as a learning medium to improve elementary school students' cultural literacy. Future researchers are recommended to develop the media with broader cultural content and more innovative features so that it can be implemented at various educational levels and in other learning materials.

Keywords: *Augmented Reality, cultural literacy, learning media, Bali cultural map, elementary school.*