

**PENGEMBANGAN MEDIA PEMBELAJARAN *SMART CARD*
AUGMENTED REALITY UNTUK MENINGKATKAN HASIL
BELAJAR SISWA PADA MATERI KEBERAGAMAN
BUDAYA INDONESIA KELAS V SD**

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ABSTRAK

Rendahnya hasil belajar siswa pada mata pelajaran Pendidikan Pancasila di sekolah dasar masih menjadi permasalahan yang dipengaruhi oleh dominannya penggunaan media pembelajaran konvensional serta belum optimalnya integrasi teknologi digital dalam proses pembelajaran, padahal perkembangan teknologi di bidang pendidikan menuntut hadirnya media pembelajaran yang lebih inovatif dan interaktif. Penelitian ini bertujuan mengembangkan media *smart card augmented reality* pada materi Keberagaman Budaya Indonesia yang memenuhi kriteria valid, praktis, dan efektif dalam meningkatkan hasil belajar siswa kelas V SD Negeri 3 Kaliuntu. Penelitian menggunakan metode *Research and Development* (R&D) dengan mengadopsi model pengembangan ADDIE. Kualitas media ditentukan melalui uji validitas oleh ahli materi dan ahli media, sedangkan tingkat kepraktisan dianalisis berdasarkan respons guru dan siswa. Efektivitas media diukur menggunakan uji *paired sample t-test*. Hasil penelitian memperlihatkan bahwa penilaian ahli materi memperoleh nilai rata-rata (*mean*) sebesar 3,90, sementara penilaian ahli media mencapai *mean* sebesar 3,75, yang keduanya termasuk dalam kategori sangat valid. Dari aspek kepraktisan, respons guru memperoleh *mean* sebesar 4,00 dan respons siswa memperoleh *mean* sebesar 3,80, sehingga media dikategorikan sangat praktis. Pengujian efektivitas melalui *paired sample t-test* menghasilkan nilai signifikansi sebesar 0,000 ($< 0,05$) dengan rata-rata *N-Gain* sebesar 0,49 yang berada pada kategori sedang. Hasil tersebut mengindikasikan adanya peningkatan hasil belajar siswa secara signifikan setelah penerapan media *smart card augmented reality*. Berdasarkan temuan tersebut, media *smart card augmented reality* dinyatakan layak digunakan karena telah memenuhi aspek validitas, kepraktisan, dan efektivitas sebagai media pembelajaran untuk meningkatkan hasil belajar siswa pada materi Keberagaman Budaya Indonesia di sekolah dasar.

Kata Kunci: *Smart card augmented reality*, media berbasis *augmented reality*, hasil belajar, materi pendidikan pancasila, model ADDIE

THE DEVELOPMENT OF SMART CARD AUGMENTED REALITY LEARNING MEDIA TO IMPROVE STUDENT LEARNING OUTCOMES ON INDONESIAN CULTURAL DIVERSITY IN GRADE FIFTH OF ELEMENTARY SCHOOL

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ABSTRACT

The low learning outcomes of elementary school students in Pancasila Education remain a significant issue, primarily due to the predominant use of conventional learning media and the suboptimal integration of digital technology into the learning process, despite the increasing demand for more innovative and interactive instructional media in response to technological advancements in education. This study aimed to develop an augmented reality smart card for the topic of Indonesian Cultural Diversity that meets the criteria of validity, practicality, and effectiveness in improving the learning outcomes of fifth-grade students at SD Negeri 3 Kaliuntu. The study employed a Research and Development (R&D) approach by adopting the ADDIE development model. The quality of the media was evaluated through validation by subject matter experts and media experts, while its practicality was assessed based on teachers' and students' responses. The effectiveness of the media was determined using a paired-samples t-test. The findings revealed that the mean score obtained from the subject matter expert validation was 3.90, while the media expert validation yielded a mean score of 3.75, both of which were categorized as highly valid. Regarding practicality, the teachers' responses achieved a mean score of 4.00 and the students' responses reached a mean score of 3.80, indicating that the media was highly practical. Furthermore, the paired-samples t-test produced a significance value of 0.000 ($p < 0.05$), with an average N-Gain score of 0.49, which falls into the moderate category. These findings indicate a statistically significant improvement in students' learning outcomes following the implementation of the augmented reality smart card. Therefore, the augmented reality smart card is considered appropriate for use, as it has demonstrated high validity, practicality, and effectiveness as a learning medium for enhancing elementary school students' learning outcomes on the topic of Indonesian Cultural Diversity.

Keywords: *Augmented reality smart cards, augmented reality-based media, learning outcomes, Pancasila education, ADDIE model*