

**PENGEMBANGAN MEDIA EDUKASI SEJARAH
CANDI BUDDHA KALIBUKBUK BERBASIS *AUGMENTED REALITY*
DENGAN MARKER KOMIK**

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan Media Edukasi Sejarah Candi Buddha Kalibukbuk berbasis Augmented Reality dengan marker komik serta mengetahui respons pengguna terhadap media yang dikembangkan. Penelitian menggunakan metode *Research and Development* (R&D) dengan model *Multimedia Development Life Cycle* (MDLC) yang meliputi tahapan *concept, design, material collecting, assembly, testing, dan distribution*. Produk yang dihasilkan berupa media edukasi berbasis Android yang memadukan marker komik, animasi 3D, audio narasi, dan visual interaktif untuk menyajikan sejarah penemuan Candi Buddha Kalibukbuk beserta tujuh benda peninggalannya secara lebih menarik, informatif, dan mudah dipahami oleh generasi muda. Pengujian media dilakukan melalui uji black box, uji ahli isi, uji ahli media, dan uji respons pengguna menggunakan *User Experience Questionnaire* (UEQ). Hasil uji black box menunjukkan persentase sebesar 100% dengan kategori sangat baik. Hasil uji ahli isi memperoleh persentase validitas sebesar 93,75% dengan kategori sangat valid, sedangkan uji ahli media memperoleh persentase sebesar 88,33% dengan kategori sangat valid. Uji respons pengguna yang melibatkan 30 responden usia 18–24 tahun menunjukkan seluruh aspek UEQ, yaitu daya tarik, kejelasan, efisiensi, ketepatan, stimulasi, dan kebaruan, berada pada kategori excellent. Hasil pengujian User Experience Questionnaire (UEQ) menunjukkan seluruh aspek memperoleh nilai positif (mean > +0,8), yaitu daya tarik (2,667), kejelasan (2,592), efisiensi (2,533), ketepatan (2,542), stimulasi (2,600), dan kebaruan (2,275). Hasil tersebut menunjukkan bahwa media memberikan pengalaman yang interaktif dan naratif.

Kata Kunci: Media Edukasi, Candi Buddha Kalibukbuk, *Augmented Reality*, Marker Komik, Sejarah Lokal.

DEVELOPMENT OF AUGMENTED REALITY-BASED EDUCATIONAL MEDIA FOR THE HISTORY OF KALIBUKBUK BUDDHIST TEMPLE USING COMIC MARKERS

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ABSTRACT

This study aims to develop an Augmented Reality-based educational media with comic markers for the history of Kalibukbuk Buddhist Temple and to determine users' responses to the developed media. This study employed the Research and Development (R&D) method using the Multimedia Development Life Cycle (MDLC) model, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. The resulting product is an Android-based educational media that integrates comic markers, 3D animations, audio narration, and interactive visuals to present the history of the discovery of Kalibukbuk Buddhist Temple along with its seven archaeological artifacts in a more engaging, informative, and understandable manner for young people. The media was evaluated through black-box testing, content expert validation, media expert validation, and user response testing using the User Experience Questionnaire (UEQ). The black-box testing results achieved a score of 100%, categorized as

excellent. The content expert validation obtained a validity score of 93.75%, categorized as highly valid, while the media expert validation obtained a validity score of 88.33%, also categorized as highly valid. The user response evaluation, involving 30 respondents aged 18–24 years, showed that all UEQ dimensions, namely attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty, were rated in the excellent category. The User Experience Questionnaire (UEQ) results showed that all dimensions achieved positive scores (mean > +0.8), with attractiveness (2.667), perspicuity (2.592), efficiency (2.533), dependability (2.542), stimulation (2.600), and novelty (2.275). These results indicate that the educational media provides an interactive and narrative user experience.

Keywords: Educational Media, Kalibukbuk Buddhist Temple, Augmented Reality, Comic Marker, Local History.

