

**PENGEMBANGAN MEDIA INFORMASI PENGARUH KOLONIAL
BELANDA TERHADAP SEJARAH KERAJAAN KARANGASEM
BERBASIS *AUGMENTED REALITY* BAGI PENGUNJUNG TAMAN
SOEKASADA UJUNG**

Oleh

Ni Made Leoni Candra Ningrum, NIM 2215051065

Jurusan Teknik Informatika

E-mail: leonie.candra@student.undiksha.ac.id

ABSTRAK

Penyampaian informasi sejarah di Taman Soekasada Ujung masih didominasi oleh media konvensional sehingga pengunjung belum memperoleh pengalaman belajar yang interaktif dalam memahami pengaruh kolonial Belanda terhadap sejarah Kerajaan Karangasem. Penelitian ini berfokus pada pengembangan media informasi berbasis *Augmented Reality Story* sekaligus mengevaluasi pengalaman pengguna terhadap media yang dihasilkan. Pengembangan aplikasi dilakukan menggunakan metode *Multimedia Development Life Cycle* (MDLC) yang meliputi tahapan *concept, design, material collecting, assembly, testing, dan distribution*. Data penelitian diperoleh melalui observasi, wawancara, studi dokumen, dan penyebaran kuesioner. Produk yang dihasilkan adalah aplikasi Android RUWATARA yang menerapkan teknologi *marker-based Augmented Reality* dengan booklet sebagai marker utama. Aplikasi ini mengintegrasikan objek tiga dimensi, audio narasi dalam dua bahasa, video edukatif, serta fitur interaktif berupa rotasi objek dan *zoom in–zoom out*. Kelayakan aplikasi dibuktikan melalui pengujian *black box*, uji ahli isi, dan uji ahli media dengan hasil bahwa aplikasi layak digunakan. Evaluasi pengalaman pengguna menggunakan *User Experience Questionnaire* (UEQ) terhadap 41 responden menunjukkan seluruh skala berada pada kategori Excellent, meliputi daya tarik (2,87), kejelasan (2,74), efisiensi (2,90), ketepatan (2,83), stimulasi (2,72), dan kebaruan (2,88). Temuan tersebut menunjukkan bahwa RUWATARA mampu menjadi media informasi sejarah yang interaktif dan memberikan pengalaman penggunaan yang sangat baik bagi pengunjung Taman Soekasada Ujung.

Kata kunci: *Augmented Reality Story*, media informasi, Kerajaan Karangasem, RUWATARA.

DEVELOPMENT OF AN AUGMENTED REALITY-BASED INFORMATION MEDIA ON THE INFLUENCE OF DUTCH COLONIALISM ON THE HISTORY OF THE KARANGASEM KINGDOM FOR VISITORS OF TAMAN SOEKASADA UJUNG

By

Ni Made Leoni Candra Ningrum, NIM 2215051065

Informatics Engineering

E-mail: leonie.candra@student.undiksha.ac.id

ABSTRACT

The delivery of historical information at Taman Soekasada Ujung is still dominated by conventional media, limiting visitors' opportunities to gain an interactive learning experience regarding the influence of Dutch colonialism on the history of the Karangasem Kingdom. This study focuses on developing an Augmented Reality Story-based information medium and evaluating users' experiences with the developed application. The application was developed using the Multimedia Development Life Cycle (MDLC) method, which consists of six stages: concept, design, material collecting, assembly, testing, and distribution. Data were collected through observations, interviews, document studies, and questionnaires. The resulting product is an Android application named RUWATARA, which implements marker-based Augmented Reality technology using a booklet as the primary marker. The application integrates three-dimensional objects, bilingual audio narration, educational videos, and interactive features such as object rotation and zoom in–zoom out. The application's feasibility was confirmed through black-box testing, content expert validation, and media expert validation, indicating that the application is suitable for use. User experience evaluation was conducted using the User Experience Questionnaire (UEQ) involving 41 respondents. The results showed that all UEQ scales achieved an Excellent rating, including attractiveness (2.87), perspicuity (2.74), efficiency (2.90), dependability (2.83), stimulation (2.72), and novelty (2.88). These findings indicate that RUWATARA is capable of providing an interactive historical information medium while delivering a highly positive user experience for visitors to Taman Soekasada Ujung.

Keywords: Augmented Reality Story, information media, Karangasem Kingdom, RUWATARA.