PENGEMBANGAN *FLIPBOOK* DIGITAL BERBASIS *AUGMENTED REALITY* UNTUK MENINGKATKAN HASIL BELAJAR KEKAYAAN BUDAYA INDONESIA KELAS IV SD

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ABSTRAK

Pembelajaran IPAS pada materi Kekayaan Budaya Indonesia masih menghadapi berbagai kendala. Penyampaian materi yang didominasi secara lisan serta penggunaan *PowerPoint* dan buku paket kurang mampu menarik perhatian dan melibatkan siswa secara aktif, sehingga hasil belajar belum optimal. Penelitian ini bertujuan untuk mengembangkan *Flipbook* Digital berbasis *Augmented Reality* (AR) pada topik Kekayaan Budaya Indonesia untuk kelas IV sekolah dasar serta menentukan kelayakan dan kepraktisannya sebagai media pembelajaran. Penelitian ini menggunakan pendekatan *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian terdiri atas dua ahli materi, dua ahli media, satu guru kelas IV, dan 33 siswa kelas IV. Data dikumpulkan melalui kuesioner dan tes, kemudian dianalisis secara deskriptif kuantitatif dengan mengubah skor menjadi persentase. Produk dikembangkan menggunakan Canva, *Heyzine*, dan *Assemblr EDU* dengan mengintegrasikan objek AR tiga dimensi, materi interaktif, serta fitur navigasi digital. Hasil penelitian menunjukkan tingkat validitas ahli materi sebesar 97,50%, validitas ahli media sebesar 93,25%, kepraktisan guru sebesar 92,50%, dan hasil uji coba individu sebesar 95,83%, yang seluruhnya berada pada kategori sangat layak. Dengan demikian, *Flipbook* Digital berbasis *Augmented Reality* (AR) memenuhi kriteria valid dan praktis untuk digunakan dalam pembelajaran IPAS. Implikasi penelitian ini menunjukkan bahwa *Flipbook* Digital berbasis *Augmented Reality* dapat menjadi alternatif media pembelajaran yang inovatif dan interaktif untuk meningkatkan hasil belajar Kekayaan Budaya Indonesia melalui pengalaman belajar yang menarik dan bermakna.

Kata kunci: *Augmented Reality*, *Flipbook Digital*, Pembelajaran IPAS, Warisan Budaya Indonesia.

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ABSTRACT

IPAS learning on the topic of Indonesian Cultural Heritage still faces various challenges. The delivery of learning materials, which is predominantly verbal, along with the use of PowerPoint and textbooks, is less effective in attracting students' attention and engaging them actively, resulting in suboptimal learning outcomes. This study aimed to develop an Augmented Reality (AR)-based Digital Flipbook on the topic of Indonesian Cultural Heritage for fourth-grade elementary school students and to determine its feasibility and practicality as a learning medium. This study employed a Research and Development (R&D) approach using the ADDIE model, which consists of five stages: analysis, design, development, implementation, and evaluation. The research subjects consisted of two material experts, two media experts, one fourth-grade teacher, and 33 fourth-grade students. Data were collected through questionnaires and tests and analyzed using descriptive quantitative analysis by converting the obtained scores into percentages. The product was developed using Canva, Heyzine, and Assemblr EDU, integrating three-dimensional AR objects, interactive learning materials, and digital navigation features. The results showed that the material expert validity score was 97.50%, the media expert validity score was 93.25%, teacher practicality was 92.50%, and the individual trial result was 95.83%, all of which were categorized as highly feasible. Thus, the Augmented Reality (AR)-based Digital Flipbook met the criteria of validity and practicality for use in IPAS learning. The implications of this study indicate that the Digital Flipbook based on Augmented Reality can serve as an innovative and interactive learning medium to improve learning outcomes in Indonesian Cultural Heritage through engaging and meaningful learning experiences.

Keywords:
Augmented Reality, Digital Flipbook, IPAS Learning, Indonesian Cultural Heritage