

ABSTRAK

PENGEMBANGAN MAGICBOOK AUGMENTED REALITY BERBASIS MULTIMEDIA INTERAKTIF PADA MATA DIKLAT KOMPUTER DAN JARINGAN DASAR DI SMK KABUPATEN LAMPUNG SELATAN

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Penelitian ini bertujuan : 1) Mendeskripsikan kondisi dan potensi pembelajaran menggunakan *magicbook*. 2) Produk yang dihasilkan berupa buku dan aplikasi *augmented reality*, 3) Menganalisis efektivitas *magicbook AR*, 4) Menganalisis daya tarik *magicbook AR*. Penelitian ini menggunakan pendekatan penelitian dan pengembangan Borg and Gall. Penelitian dilakukan di SMKN 1 Ketapang, SMKN 1 Sragi dan SMKN 1 Bakauheni di Kabupaten Lampung Selatan. Teknik pengumpulan data dengan kuesioner dan tes, kemudian data dianalisis secara kuantitatif dan kualitatif. Berdasarkan observasi penelitian dan pengembangan produk bahan ajar di tiga sekolah sangat mendukung dan memungkinkan untuk dilakukan pengembangan *magicbook augmented reality*, hasil uji coba *N-gain* untuk efektivitas *magicbook augmented reality* terhadap pembelajaran sebesar 0,80 daya tarik *magicbook* pada tingkat keberhasilan 82%. Produk *magicbook* mampu menaikkan nilai rerata *posttest* terhadap nilai *pretest* dari rerata 61,92 meningkat menjadi 91,69 setelah diberi pembelajaran menggunakan *magicbook augmented reality* mengalami peningkatan sebesar 29,77 atau 30%, nilai tersebut merupakan nilai yang sangat berarti bagi peningkatan hasil belajar peserta didik sehingga *magicbook augmented reality* berbasis multimedia interaktif terbukti dapat meningkatkan hasil belajar pada materi instalasi jaringan komputer di kelas X SMK di Kabupaten Lampung Selatan.

Kata kunci: *Magicbook Augmented Reality, Multimedia interaktif, Komputer dan jaringan dasar*

ABSTRACT

MAGICBOOK AUGMENTED REALITY DEVELOPMENT BASED ON INTERACTIVE MULTIMEDIA IN COMPUTER LEARNING AND BASIC NETWORK IN SMK DISTRICT LAMPUNG SELATAN

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This study aims to: 1) Describe the conditions and potential of learning using magicbook, 2) products produced in the form of books and augmented reality applications, 3) Analyze the effectiveness of the AR magicbook, 4) Analyze the attractiveness of the AR magicbook. This study uses the research and development approach of Borg and Gall. The study was conducted at Ketapang 1 Vocational School, Sragi 1 Vocational School and Bakauheni Vocational High School 1 in South Lampung Regency. Data collection techniques with questionnaires and tests, then the data were analyzed quantitatively and qualitatively. Based on observation of research and development of teaching material products in three schools, it is very supportive and possible to develop an augmented reality magicbook, the results of the N-gain test for the effectiveness of the augmented reality magicbook on learning by 0.80 the attractiveness of the magicbook at a success rate of 82%. The magicbook product was able to increase the posttest mean value of the pretest value from the average 61.92 increased to 91.69 after being given the learning using an augmented reality magicbook or an increase of 29.77 or 30%. This value was a very significant value for the improvement of students' learning outcomes. when augmented reality magicbook based on interactive multimedia proved to be able to improve the learning outcomes of computer network installation material in class X SMK in district Lampung Selatan.

Key Terms: *Magicbook Augmented Reality, based interactive multimedia, Computers and basic networks.*