

## ABSTRAK

Akbar, Kevin. M (2025). Pengembangan Media ARGAMA (*Augmented Reality Gaya Magnet*) Untuk Siswa Kelas IV Sekolah Dasar. *Universitas Islam Balitar*. Pembimbing : (I) Marinda Sari Sofiyana, S.Si., M.Pd (II) Ida Putri Rarasati, S.Si., M.Pd

**Kata Kunci :** Media, *Augmented Reality*, gaya magnet

Pengembangan media ARGAMA (*Augmented Reality* gaya magnet) dilatarbelakangi kurangnya media pembelajaran pada pelajaran IPAS terutama pada materi gaya magnet, sehingga perlu adanya inovasi dalam media pembelajaran yang dapat menambah variasi media pembelajaran yang dapat digunakan oleh guru. Penelitian ini bertujuan untuk menghasilkan produk media *Augmented Reality* yang layak digunakan sebagai media pembelajaran pada materi IPAS gaya magnet dengan menguji validasi kepada ahli dan tingkat keterbacaan media yang dikembangkan.

Penelitian ini merupakan penelitian dengan metode penelitian pengembangan (R&D) . Penelitian menggunakan model penelitian 4D Thiagarajan yang dibatasi sampai tahap ke -3. Tahap - tahap tersebut meliputi : a) *Define*, b) *Design*, c) *Develop*. Sampel pada tahap uji coba yaitu 2 guru kelas IV dan V dan siswa kelas IV dan V.

Peneliti mengembangkan media *Augmented Reality* (AR) memperoleh hasil validasi materi dan bahasa sebesar 83%, validasi ahli media sebesar 88%, yang secara keseluruhannya menyatakan sangat layak. Selain itu, hasil uji keterbacaan guru sebesar 95% yang masuk dalam kategori sangat layak. Selain uji ketebacaan kepada guru, uji keterbacaan juga dilakukan kepada siswa dengan presentase sebesar 89% di kelas IV dan 94% di kelas V. Yang masuk dalam kategori sangat layak. Dapat disimpulkan bahwa “ARGAMA” layak dan praktik digunakan sebagai media pembelajaran IPAS materi gaya magnet.

## **ABSTRACT**

*Akbar, Kevin. M (2025). Development of ARGAMA (Augmented Reality Gaya Magnet) Media for Fourth Grade Elementary School Students. Balitar Islamic University. Advisors: (I) Marinda Sari Sofiyana, S.Si., M.Pd (II) Ida Putri Rarasati, S.Si., M.Pd*

**Keywords:** *Media, Augmented Reality, magnetic force*

*The development of ARGAMA (Augmented Reality of Magnetic Force) media was motivated by the lack of learning media in science lessons, especially in the material on magnetic force, so there is a need for innovation in learning media that can add variety to the learning media that can be used by teachers. This study aims to produce Augmented Reality media products that are suitable for use as learning media in science lessons on magnetic force by testing the validity of experts and the readability level of the developed media.*

*This research is a research and development (R&D) study. The research uses Thiagarajan's 4D research model, limited to the third stage. The stages include: a) Define, b) Design, c) Develop. The samples in the trial stage were two fourth and fifth grade teachers and fourth and fifth grade students.*

*The researcher developed Augmented Reality (AR) media and obtained material and language validation results of 83%, media expert validation of 88%, which overall indicated that it was very feasible. In addition, the teacher readability test results were 95%, which fell into the very feasible category. In addition to the readability test for teachers, a readability test was also conducted for students, with a percentage of 89% in grade IV and 94% in grade V, which falls into the highly feasible category. It can be concluded that "ARGAMA" is feasible and practical for use as a learning medium for IPAS material on magnetic force.*