

ABSTRAK**PENGEMBANGAN MODUL BERBASIS *AUGMENTED REALITY* SEBAGAI MEDIA PEMBELAJARAN PADA MATA PELAJARAN EKONOMI KELAS X DI SMA BUDI UTAMA YOGYAKARTA**

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2020

Penelitian ini bertujuan untuk: (1) mengembangkan modul berbasis *Augmented Reality* sebagai media pembelajaran Ekonomi; (2) mengetahui kelayakan modul berbasis *Augmented Reality* sebagai media pembelajaran Ekonomi menurut penilaian para ahli materi dan ahli media; dan (3) mengetahui kelayakan modul berbasis *Augmented Reality* sebagai media pembelajaran Ekonomi menurut penilaian para siswa kelas X IIS SMA Budi Utama Yogyakarta.

Penelitian ini merupakan penelitian dan pengembangan, yaitu pengembangan modul berbasis *Augmented Reality* dengan metode ADDIE. Subjek penelitian yang terlibat adalah ahli media, ahli materi, dan siswa kelas X IIS SMA Budi Utama Yogyakarta yang berjumlah 18 siswa, sedangkan objek yang diteliti adalah kelayakan modul berbasis *Augmented Reality* sebagai media pembelajaran ekonomi yang meliputi aspek rekayasa perangkat lunak, aspek materi, aspek soal, aspek keterlaksanaan, dan aspek desain pembelajaran.

Hasil analisis data menunjukkan bahwa: (1) modul berbasis *Augmented Reality* yang dikembangkan menggunakan model pengembangan ADDIE, yaitu analisis (*analysis*), desain (*design*), pengembangan (*development*), implementasi (*implementation*), dan evaluasi (*evaluation*); (2) berdasarkan hasil penilaian dari ahli materi dan ahli media, modul berbasis *Augmented Reality* layak digunakan sebagai media pembelajaran ekonomi; dan (3) berdasarkan hasil penilaian dari siswa kelas X IIS SMA Budi Utama Yogyakarta, modul berbasis *Augmented Reality* layak digunakan sebagai media pembelajaran ekonomi.

Kata kunci: *Augmented Reality*, modul, media, ADDIE.

ABSTRACT***THE DEVELOPMENT OF AUGMENTED REALITY BASED MODULE AS A MEDIA TO LEARN ECONOMICS FOR Xth STUDENTS OF SMA BUDI UTAMA YOGYAKARTA***

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This research aimed: (1) to develop Augmented Reality based module as a media to learn economics; (2) to know the feasibility of Augmented Reality based module as a media to learn economics based on material and media expert judgement; and (3) to know feasibility of Augmented Reality based module as a media to learn economics based on the Xth IIS students of SMA Budi Utama Yogyakarta judgement.

This research is research and development design which developed the Augmented Reality based module as a media to learn economics with ADDIE method. The research participants were a media expert, a material expert, and the Xth IIS students of SMA Budi Utama Yogyakarta that consisted of 18 students. The research object was the feasibility of the Augmented Reality based module as media to learn economics that covered software engineering aspect, content aspect, question aspect, implementation aspect, and lesson design aspect.

The result of data analysis showed that: (1) the Augmented Reality based module was developed using a ADDIE model, those are analysis, design, development, implementation and evaluation; (2) according to the material expert and media expert, the Augmented Reality based module was appropriate to be a media of economics lesson; and (3) according to the Xth IIS students of SMA Budi Utama Yogyakarta, the Augmented Reality based modules was appropriate to be a media of economics lesson

Keywords: *Augmented Reality, modules, media, ADDIE.*