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MEDIA PEMBELAJARAN PENGENALAN HEWAN KEBUN BINATANG BERBASIS *AUGMENTED REALITY* DI TK MASYITOH 02 KAUMAN.

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ABSTRAK

menunjukkan bahwa aplikasi AR yang dikembangkan dapat meningkatkan interaksi dan pemahaman anak dalam mengenali berbagai jenis hewan kebun binatang. Guru juga merasakan kemudahan dalam menyampaikan materi karena aplikasi ini bersifat interaktif dan mudah digunakan. Dengan demikian, media pembelajaran berbasis AR ini efektif dalam meningkatkan motivasi dan hasil belajar anak usia dini di TK Masyitoh 02 Kauman. Pembelajaran pengenalan hewan kepada anak usia dini merupakan bagian penting dalam pengembangan kognitif dan pengetahuan dasar anak. Namun, metode pembelajaran konvensional yang bersifat pasif sering kali kurang efektif dalam menarik perhatian dan meningkatkan pemahaman anak. Penelitian ini bertujuan untuk mengembangkan media pembelajaran pengenalan hewan kebun binatang berbasis Augmented Reality (AR) di TK Masyitoh 02 Kauman, yang diharapkan mampu meningkatkan daya tarik dan efektivitas pembelajaran. Penelitian ini menggunakan metode penelitian pengembangan (R&D) dengan model pengembangan ADDIE (Analysis, Design, Development, Implementation, Evaluation). Data dikumpulkan melalui observasi, wawancara, dan uji coba aplikasi yang melibatkan guru dan siswa. Hasil penelitian

Kata Kunci : *Augmented reality, Pengenalan Hewan, Kebun Binatang, Anak Usia Dini*

ABSTRACT

Introducing animals to early childhood is an essential part of children's cognitive and fundamental knowledge development. However, conventional learning methods, which tend to be passive, are often less effective in attracting children's attention and improving their understanding. This study aims to develop an Augmented Reality (AR)-based learning media for introducing zoo animals at TK Masyitoh 02 Kauman, which is expected to enhance the attractiveness and effectiveness of the learning process. This research uses a Research and Development (R&D) method with the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). Data were collected through observations, interviews, and application trials involving teachers and students. The research results show that the AR-based application developed can improve children's interaction and understanding of various types of zoo animals. Teachers also found it easier to deliver material since the application is interactive and easy to use. Thus, this AR-based learning media is effective in increasing motivation and learning outcomes for early childhood students at TK Masyitoh 02 Kauman.

Keywords : augmented reality, animal introduction, zoo, early childhood