

PENERAPAN AUGMENTED REALITY SEBAGAI MEDIA PENGENALAN ALAT BROADCASTING PADA KONSENTRASI BROADCASTING DAN PERFILMAN DI SMK MUHAMMADIYAH BOJONG

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ABSTRAK

Pembelajaran pengenalan alat broadcasting di SMK Muhammadiyah Bojong masih menggunakan metode konvensional berupa ceramah dengan bantuan media gambar dua dimensi (2D) dari internet. Hal ini belum efektif untuk menjelaskan materi yang bersifat visual dan teknis, terbukti dari hasil penilaian siswa yang hanya mencapai rata-rata 55%, masih dibawah Kriteria Ketuntasan Minimal (KKM) sebesar 75%. Penelitian bertujuan mengembangkan media pembelajaran berbasis Augmented Reality (AR) untuk memvisualisasikan peralatan broadcasting dalam bentuk tiga dimensi agar siswa lebih mudah memahami materi sebelum praktik. Metode yang digunakan adalah model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi dalam pembuatan aplikasi AR menggunakan Unity dan Vuforia, dengan desain antarmuka dirancang melalui figma. Hasil pengembangan menunjukkan aplikasi AR ini dapat memvisualisasikan peralatan broadcasting secara interaktif melalui rotasi, zoom, dan narasi materi pengenalan alat broadcasting. Kesimpulannya, media pembelajaran berbasis AR ini dapat meningkatkan efektifitas pembelajaran di SMK Muhammadiyah Bojong dan membantu mengatasi keterbatasan alat praktik. Disarankan untuk dilakukan pengembangan berkelanjutan dengan pemahaman materi alat broadcasting lainnya serta integrasi evaluasi kuis berbasis aplikasi untuk mendukung proses belajar siswa secara mandiri.

Kata Kunci : Augmented Reality, Media Pembelajaran, Alat Broadcasting, ADDIE

IMPLEMENTATION OF AUGMENTED REALITY AS A MEDIA FOR INTRODUCING BROADCASTING EQUIPMENT IN THE BROADCASTING AND FILM PRODUCTION CONCENTRATION AT SMK MUHAMMADIYAH BOJONG

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ABSTRACT

The introduction of broadcasting equipment at SMK Muhammadiyah Bojong still uses conventional methods in the form of lectures supported by two-dimensional (2D) images from the internet. This method has not been effective in explaining visual and technical materials, as evidenced by student assessment results averaging only 55%, which is below the Minimum Mastery Criteria (KKM) of 75%. This study aims to develop Augmented Reality (AR)-based learning media to visualize broadcasting equipment in three-dimensional forms to help students understand the material more easily before practice. The method used is the ADDIE model, which includes analysis, design, development, implementation, and evaluation stages in creating the AR application using Unity and Vuforia, with the interface design created using Figma. The development results show that the AR application can visualize broadcasting equipment interactively through rotation, zoom, and narrative explanations for the broadcasting equipment introduction materials. In conclusion, this AR-based learning media can improve the effectiveness of learning at SMK Muhammadiyah Bojong and help address the limitations of practical equipment availability. It is recommended to continue the development by expanding the materials on other broadcasting equipment and integrating quiz-based evaluations within the application to support students' independent learning processes.

Keywords: Augmented Reality, Learning Media, Broadcasting Equipment, ADDIE