

ABSTRAK

Afifah Nurul Safitri. 2026. Pengembangan Media *Flashcard Augmented Reality* Berbasis *Assemblr Edu* dengan Pendekatan *Immersive Learning* pada Materi IPAS SD. Skripsi. Program Studi Pendidikan Guru Sekolah Dasar. Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Dr. Pinkan Amita Tri Prasasti, M.Pd., (II) Tiara Intan Cahyaningtyas, S.Si., M.Pd.,

Penelitian ini bertujuan untuk mengembangkan media *Flashcard Augmented Reality* berbasis *Assemblr Edu* dengan pendekatan *Immersive Learning* pada materi IPAS serta mengetahui tingkat kelayakan media yang dikembangkan. Penelitian ini menggunakan metode Research and Development (R&D) dengan model pengembangan Borg and Gall yang mencakup sepuluh tahapan, yaitu penelitian dan pengumpulan data, perencanaan, pengembangan produk, uji coba perorangan, revisi produk utama, uji coba kelompok kecil, revisi produk operasional, uji coba kelompok besar, revisi produk akhir, serta diseminasi dan implementasi. Produk yang dihasilkan berupa media *Flashcard* pada materi *panca inderay* yang memanfaatkan teknologi *Augmented Reality* dan dikembangkan melalui *Assemblr Edu* untuk menampilkan visualisasi objek tiga dimensi serta menerapkan pendekatan *Immersive Learning* dalam memberikan pengalaman belajar yang interaktif kepada peserta didik. Subjek penelitian melibatkan ahli media, ahli materi, ahli bahasa, guru kelas IV, dan 26 peserta didik kelas IV SD Negeri Manisrejo 01. Teknik pengumpulan data meliputi observasi, wawancara, angket, dan dokumentasi. Data penelitian dianalisis menggunakan analisis deskriptif kuantitatif dan kualitatif. Hasil validasi ahli memperoleh rata-rata persentase sebesar 85,4% dengan kategori sangat layak. Hasil uji coba perorangan mencapai 91,24%, uji coba kelompok kecil sebesar 94,76%, dan uji coba kelompok besar sebesar 97,69%, sedangkan respons guru memperoleh persentase sebesar 96% dengan kategori sangat baik. Hasil evaluasi pembelajaran mencapai 88,65% dengan kategori sangat baik. Berdasarkan hasil penelitian, media *Flashcard Augmented Reality* berbasis *Assemblr Edu* dengan pendekatan *Immersive Learning* dinyatakan sangat layak digunakan dalam pembelajaran IPAS pada materi panca indera kelas IV sekolah dasar.

Kata Kunci: *Flashcard Augmented Reality*, *Assemblr Edu*, *Immersive Learning*, IPAS

ABSTRACT

Afifah Nurul Safitri. 2026. Development of *Assemblr Edu*-Based *Augmented Reality Flashcard* Learning Media Using an *Immersive Learning* Approach for Integrated Natural and Social Sciences (IPAS) in Elementary Schools. Undergraduate Thesis. Elementary School Teacher Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: (I) Dr. Pinkan Amita Tri Prasasti, M.Pd., and (II) Tiara Intan Cahyaningtyas, S.Si., M.Pd.

This study aims to develop *Assemblr Edu*-based *Augmented Reality Flashcard* Learning media using an *Immersive Learning* approach for Integrated Natural and Social Sciences (IPAS) and to determine the feasibility of the developed media. This study employed the Research and Development (R&D) method and adopted the Borg and Gall development model, which consists of ten stages: research and information collecting, planning, developing the preliminary form of the product, preliminary field testing, main product revision, main field testing, operational product revision, operational field testing, final product revision, and dissemination and implementation. The product developed in this study consists of *Flashcard* Learning media on the five senses that integrates *Augmented Reality* technology and was created using *Assemblr Edu* to provide three-dimensional visualizations. The media also incorporates an *Immersive Learning* approach to provide students with an interactive learning experience. The research participants consisted of one media expert, one subject matter expert, one language expert, one fourth-grade teacher, and 26 fourth-grade students at SD Negeri Manisrejo 01. Data were collected through observations, interviews, questionnaires, and documentation and analyzed using quantitative and qualitative descriptive analysis. The expert validation results yielded an average score of 85.4%, indicating that the media was highly feasible. The individual trial obtained a score of 91.24%, the small-group trial 94.76%, and the large-group trial 97.69%. The teacher response reached 96% and was categorized as very good, while the learning evaluation result reached 88.65% and was also categorized as very good. The findings indicate that the *Assemblr Edu*-based *Augmented Reality Flashcard* learning media using an *Immersive Learning* approach is highly feasible for teaching the five senses in Integrated Natural and Social Sciences (IPAS) to fourth-grade elementary school students.

Keywords: *Augmented Reality Flashcards*, *Assemblr Edu*, *Immersive Learning*, *Integrated Natural and Social Sciences (IPAS)*