

## ABSTRAK

### **Amelia Muhibatul Milah (2023). Pengembangan Multimedia Interaktif *Augmented Reality* Berbasis Etnomatematika.**

Matematika disajikan dalam konsep yang abstrak sehingga diperlukan adanya fasilitas yang dapat memberikan kemudahan dalam memahami konsep tersebut salah satunya dapat melalui penerapan multimedia interaktif. Tujuan penelitian ini adalah mengembangkan multimedia interaktif *Augmented Reality* berbasis etnomatematika yang dapat digunakan pada pembelajaran materi bangun ruang sisi datar. Metode yang digunakan pada penelitian yaitu *Research and Development* (R&D) model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Sampel penelitian yaitu kelas VIII F di salah satu SMP di Bandung sebagai kelas uji coba produk. Instrumen yang digunakan yaitu instrumen tes dan non tes. Hasil penelitian diperoleh: 1) Hasil uji validitas memiliki kriteria sangat valid dengan rata-rata persentase total sebesar 89,51%; 2) Hasil uji praktikalitas pada skala besar dengan total persentase 81,8% kriteria sangat Practical; 3) Hasil uji efektivitas pada skala besar dengan persentase 40% pada kriteria cukup efektif. Sehingga dapat disimpulkan multimedia interaktif *Augmented Reality* berbasis etnomatematika layak untuk digunakan dalam pembelajaran.

**Kata Kunci:** *Augmented Reality*, Etnomatematika, Multimedia Interaktif.

### **Abstract**

*Mathematics is presented in an abstract concept, so it is necessary to have facilities that can provide convenience in understanding these concepts, one of which can be through the application of interactive multimedia. The purpose of this research is to develop an interactive Augmented Reality based on ethnomathematics that can be used in learning polyhedron. The method used in this research is Research and Development (R&D) with ADDIE model (Analysis, Design, Development, Implementation, Evaluation). The research sample was 8th grade calss of junior high school in Bandung city as a product trial class. The instruments used are test and non-test instruments. The research results obtained: 1) The results of the validity test shows that the developed multimedia have a very valid criteria with total average percentage of 89.51%; 2) The results of the practicality test on a large scale with total percentage of 81.8% with very practical criteria; 3) The results of the effectiveness test on a large scale with percentage of 40% on the criterion of being quite effective. So, it can be concluded that interactive augmented eality multimedia based on ethnomathematics is feasible to use in learning.*

**Keywords:** *Augmented Reality, Ethnomathematics, Interactive Multimedia.*