

LEARNING MEDIA DEVELOPMENT OF AUGMENTED REALITY HAIR COLORING

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ABSTRACT

Abstract. The objectives of this research are 1) to develop Hair Coloring learning media using the Augmented Reality (AR) application which can be operated using the Android mobile platform and 2) to test the feasibility level of the Augmented Reality (AR) application from the aspects of functional suitability, performance efficiency, portability, and usability. This research is a development research. The development model used is ADDIE (Analysis, Design, Development, Implementation, Evaluation). AR products are developed using the waterfall process model method. The feasibility test is carried out using a questionnaire given to media experts, content experts, and users (students). Based on the results of tests that have been carried out on experts and users, it shows that the application is running well and more than 90% of respondents stated that this application could attract interest in learning hair coloring *. AR Learning Media can be used as a learning media that is more effective in accordance with the objectives of the learning media.

*) The research has not yet reached the validation and testing stage because Augmented Reality product development has not yet been completed.

Kata Kunci: *augmented reality, instructional media, hair coloring*