RINGKASAN

Beragam jenis hewan dan tumbuhan termasuk serangga yang terbagi sesuai wilayah Indonesia. Informasi mengenai serangga – serangga ini semakin sulit dijumpai, sehingga informasi serangga tersebut kurang menarik minat pembaca dikalangan masyarakt khususnya siswa/i sekolah dasar. Pada zaman ini pula siswa/i harus sudah diperkenalkan oleh teknologi – teknologi berkembang, seperti laptop/PC dan ponsel, karena dua alat ini banyak menampilkan hiburan – hiburan yang memanjakan siswa/i melalui tampilan visual. Oleh karena itu peneliti berinisiatif untuk merancang sebuah aplikasi pembelajaran tentang pengenalan serangga yang menampilkan objek 3D Media Pembelajaran berbasis *Augmented Reality* yang dapat dijalakan di *smartphone* dengan sistem operasi android. Untuk pengembangan sistem dalam penelitian ini dengan menggunakan teknik pengembangan sistem model Luther – Sutopo dalam Binanto (2010) yang terdiri dari enam tahapan yaitu *concept, design, material collenting, asssembly, testing* dan distribusikan. Hasil dari penelitian ini berupa media pembelajaran pengenalan serangga berbasis *augmented reality markerless* SD Negeri 6 Klampok.

Kata Kunci : Media Pembelajaran, *Augmented Reality,* Pengenalan Serangga, *Markerless*

ABSTRACT

Various types of animals and plants including insects are divided according to the territory of Indonesia. Information about these insects is increasingly difficult to find, so that insect information is less attractive to readers among the public, especially elementary school students. At this time students must have been introduced by developing technologies, such as laptops or personal computers and cellphones, because these two devices display entertainment - entertainment that pampers female students through a visual display. Therefore the researchers took the initiative to design a learning application about insect recognition that displays 3D objects based on Augmented Reality Learning that can be implemented on smartphones with the Android operating system. For the development of the system in this study by using a system development technique model Luther - Sutopo in Binanto (2010) which consists of six stages namely concept, design, collenting material, asssembly, testing and distribution. The results of this study are in the form of insect recognition learning media based on augmented reality markerless at SD Negeri 6 Klampok.

Keywords : Learning media, Augmented Reality, Introduction of Insects, Markerless