

**Pengembangan Media Pembelajaran Terhadap Pengenalan Abjad Dan
Angka Menggunakan Teknologi Ar Dengan Metode Marker**

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ABSTRACT

This study aims to develop an Augmented Reality (AR)-based learning medium to enhance the recognition of letters and numbers among early childhood learners. The application was developed using a marker-based approach with Unity 3D and the Vuforia SDK. The research process involved several stages: needs analysis, system design, media development, and testing. The media was tested on 38 kindergarten students using the User Acceptance Testing (UAT) method, which included validity, reliability, and effectiveness tests, the results showed that all questionnaire items were valid (calculated $r > \text{table } r$, Sig. < 0.001), with very high reliability (Cronbach's Alpha = 0.915). The effectiveness score averaged 89.30%, placing it in the "very effective" category. Therefore, this learning medium is deemed feasible for use as an interactive tool to introduce letters and numbers to children

Keywords: *Augmented Reality, Alphabet Recognition, Number Recognition, Early Childhood, Marker-Based Tracking.*