

ABSTRACT

Lessons that are often taught parents to children under 5 years while playing one of them is to introduce the name of the animal and its characteristics. But still with the old way such as putting posters, books or visiting directly to the zoo, it all felt not optimal. Due to the lack of learning and playing facilities that are not supported by technological advances. Now the learning process while playing it should be helped by technological advances.

In this research using approach Interactive Multimedia System Design Development (IMSDD), which will make interaction between marker. Augmented reality (AR) technology development that allows for the design of interactive game media that. To evaluate the system, the Black Box and GOMS (Goals, Operators, Methods, and Selection rules) method is used, while for user acceptance after the product try using User Experience Questionnaire based on Martin Schrepp's theory to see usability level measured by attractiveness, perspicuity, Efficiency, dependability, stimulation, novelty.

The use of quartet card games is adopted as a marker form as well as a method of learning to recognize animals. This research produced a prototype android quartet card game application that gave rise to animal 3D objects on the phone screen. The results of the evaluation test that light, angle and distance distances greatly affect the results of its appearance. The confidence interval usability test can be concluded that the prototype is well received by the respondent, by showing the attractiveness response scale to the dominant value with the score of 1.661, while the novelty scale is not significant with the score of 0.833.

Keywords: Animal introduction, *Augmented reality*, Quartet card game

INTISARI

Pelajaran yang sering diajarkan orangtua kepada anak usia dibawah 5 tahun sambil bermain salah satunya adalah mengenalkan nama hewan beserta ciri-cirinya. Namun masih dengan cara lama seperti menempelkan poster, buku atau berkunjung langsung ke kebun binatang, itu semua dirasa belum optimal. Dikarenakan kurangnya sarana belajar dan bermain yang tidak ditunjang kemajuan teknologi. Sekarang proses belajar sambil bermain itu harus terbantu oleh kemajuan teknologi.

Dalam penelitian ini menggunakan pendekatan Interactive Multimedia System Design Development (IMSDD), yang akan membuat interaksi antar *marker*. *Augmented reality* (AR) perkembangan teknologi yang memungkinkan untuk dilakukannya perancangan media permainan interaktif itu. Untuk melakukan evaluasi sistem digunakan metode Black Box dan GOMS (Goals, Operators, Methods, and Selection rules), sedangkan untuk penerimaan respon pengguna setelah mencoba produk menggunakan User Experience Questionnaire berdasar teori Martin Schrepp untuk dapat melihat tingkat usability diukur berdasarkan nilai attractiveness, perspicuity, efficiency, dependability, stimulation, novelty.

Pemanfaatan permainan kartu kuartet diadopsi sebagai bentuk *marker* juga sebagai metode belajar mengenal hewan. Penelitian ini menghasilkan *prototype* aplikasi android permainan kartu kuartet yang memunculkan objek 3D hewan pada layar ponsel. Hasil pengujian evaluasi bahwa cahaya, sudut kemiringan dan jarak sangat mempengaruhi hasil tampilannya. Pengujian confidence interval usability dapat disimpulkan *prototype* diterima dengan baik oleh responden, dengan menunjukkan skala respon attractiveness menjadi nilai yang dominan dengan score 1.661, sedangkan skala novelty tidak begitu signifikan dengan score 0.833.

Kata kunci: Pengenalan hewan, *Augmented reality*, Permainan kartu kuartet