ABSTRAK

AIDIYAH FITRI ZAHRO. 2024. **PENERAPAN MODEL PEMBELAJARAN *DISCOVERY LEARNING* BERBANTUAN MEDIA *AUGMENTED REALITY* TERHADAP HASIL BELAJAR PADA MATA PELAJARAN EKONOMI.** Jurusan Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya. Di bawah bimbingan Ati Sadiah, S.Pd., M.Pd. dan Edi Fitriana Afriza, S.Pd., M.M.

Penelitian dilatarbelakangi oleh permasalahan yang terjadi di SMAN 19 Kota Bekasi mengenai hasil belajar, yakni masih terdapat peserta didik yang belum mampu memenuhi Kriteria Ketercapaian Tujuan Pembelajaran (KKTP). Tujuan penelitian untuk mengetahui penerapan model pembelajaran *discovery learning* berbantuan media *augmented reality* dalam meningkatkan hasil peserta didik terutama mata pelajaran ekonomi. Metode penelitian yakni quasi eksperimen dengan *nonequivalent control group design*. Teknik pengumpulan data, selanjutnya teknik pengelolaan data, dan analisis data melalui tes berbentuk pilihan majemuk yang terdiri dari 30 soal. Populasi penelitian seluruh peserta didik kelas X SMAN 19 Kota Bekasi Tahun Ajaran 2024/2025 yang berjumlah 213 peserta didik. Teknik pengambilan sampel *non-probability sampling* jenis *purposive sampling* dengan total sampel 70 peserta didik, terdiri dari 35 peserta didik dari kelas X-E sebagai kelas eksperimen, dan 35 peserta didik dari kelas X-K sebagai kelas kontrol. Hasil analisis data menunjukkan N-Gain kelas eksperimen 0.71 dalam interpretasi tinggi sedangkan N-Gain kelas kontrol 0.41 dalam interpretasi sedang. Pengujian hipotesis menunjukkan nilai Asymp. Sig (2.tailed) sebesar <0.000 sehingga dapat disimpulkan terdapat perbedaan hasil belajar peserta didik pada mata pelajaran ekonomi di kelas eksperimen sebelum, dan sesudah perlakuan.

Kata Kunci: Hasil belajar, *discovery learning*, *augmented reality*

ABSTRACT

AIDIYAH FITRI ZAHRO. 2024. **APPLICATION OF THE DISCOVERY LEARNING MODEL ASSISTED WITH AUGMENTED REALITY MEDIA ON LEARNING OUTCOMES IN ECONOMICS SUBJECTS.** Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Ati Sadiah, S.Pd., M.Pd. and Edi Fitriana Afriza, S.Pd., M.M.

The research is motivated by the issues occurring at SMAN 19 Kota Bekasi regarding learning outcomes, specifically that there are still students who are unable to meet the Learning Achievement Criteria. (KKTP). The purpose of the research is to determine the application of the discovery learning model assisted by augmented reality media in improving student outcomes, particularly in economics subjects. The research method is quasi-experimental with a nonequivalent control group design. Data collection techniques, followed by data management techniques, and data analysis through a multiple-choice test consisting of 30 questions. The research population consists of all 10th-grade students at SMAN 19 Kota Bekasi for the 2024/2025 academic year, totaling 213 students. The sampling technique used was non-probability sampling of the purposive sampling type, with a total sample of 70 students, consisting of 35 students from class X-E as the experimental class, and 35 students from class X-K as the control class. The results of the data analysis show that the N-Gain of the experimental class is 0.71, which is interpreted as high, while the N-Gain of the control class is 0.41, which is interpreted as moderate. Hypothesis testing shows an Asymp. Sig (2-tailed) value of <0.000, so it can be concluded that there is a difference in student learning outcomes in the economics subject in the experimental class before and after the treatment.

Keywords: Learning outcomes, discovery learning, augmented reality