ABSTRACT

Learning media is essential in the learning process. Regular books are often chosen as learning media because they contain important information. However, with the emergence of Generation Z, devices like smartphones and the internet have a significant influence, particularly in the learning process, as information becomes faster and more accessible. In learning about insects, people typically use books or teaching aids as learning media, but there are challenges, where books about insects are sometimes difficult to access, and visiting museums or going to natural areas can be quite difficult and cumbersome. This study aims to develop an application called INSECTA to assist in learning about insects. The INSECTA application is an Android-based application that utilizes markerless augmented reality technology to visualize objects, especially in the process of insect metamorphosis. The application development uses the MDLC (Multimedia Development Life Cycle) method and SUS (System Usability Scale) as a testing method to determine the level of acceptance of the application by users. Based on the test results, the INSECTA application is acceptable with a SUS score of 81.04, receiving a grade A, which in the interpretation of adjectives means "Excellent," and in the NPS method for satisfaction level, with a score of 81.04, the INSECTA application is in the "Promoter" position.

Keywords: Learning Media, Multimedia, Augmented Reality, Insects, MDLC (Multimedia Development Life Cycle), SUS (System Usability Scale)