ABSTRACT

**DESIGN AND CONSTRUCTION OF AUGMENTED RELITY
INTRODUCING ANIMALS AS ENGLISH LEARNING MEDIA**

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English is an important international language and is beneficial when taught from an early age. However, conventional teaching methods pose challenges, as revealed through interviews with teachers at SD Al-Irsyad Al-Islamiyyah 01 and the EF EPI ranking, which places Indonesia at 81st out of 111 countries. This study aims to design an Augmented Reality (AR) application for introducing animals in English to first-grade elementary school students. The development method used is ADDIE (Analysis, Design, Development, Implementation, Evaluation). The validity results for English teachers' satisfaction achieved a score of 94%, indicating that the application meets competency standards. Testing using the Black-Box Testing method concluded that the developed application functions properly and aligns with the design. Pretest and posttest conducted on 28 students showed an increase in scores from 63.57% to 94.29% (an improvement of 30.72%). The comparison of pretest and posttest results obtained from first-grade students of SD Al-Irsyad demonstrated that the application has a positive impact on enhancing students' learning outcomes. This proves that the application is effective in improving students' understanding of English.

Keywords: Augmented reality, English, animal introduction, ADDIE, Black-Box Testing