

# ***LEARNING MEDIA INTRODUCING WILDLIFE FOR PRIMARY SCHOOL STUDENTS BASED ON MOBILE AUGMENTED REALITY***

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## ***ABSTRACT***

*Learning media is an important factor in the learning process. Currently, learning media for recognizing wildlife still relies on traditional methods, such as using books and static posters that are less interactive. This research aims to develop Mobile Augmented Reality (MAR)-based wildlife recognition learning media for elementary school students. MAR is a technology that combines virtual reality with the real world via mobile devices. The research uses literature study and observation methods. The learning media development process uses the MDLC (Multimedia Development Life Cycle) system development method. The result of this research is the creation of an interactive learning media application for the introduction of MAR-based wildlife that is interesting and has potential for elementary school students. Nonetheless, further research is needed to evaluate its impact on student interest and learning outcomes.*

*Keywords: learning media, learning applications, wildlife recognition, Mobile Augmented Reality, interactive learning aids.*