

ABSTRACT

UX MANAGEMENT IN OPTIMIZING UNDERSTANDING OF STUDENT LEARNING WITH AUGMENTED REALITY MEDIA

By

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The rapid advancement of technology in education demands the integration of effective learning tools to enhance student engagement and comprehension. This study explores the application of Augmented Reality (AR) in improving English language learning outcomes in elementary schools. The primary aim is to evaluate how AR can be leveraged to optimize student learning performance, with a particular focus on user experience (UX). The research was conducted in three schools with different accreditation levels: MIN 2 Ponorogo, MI Hidayatul Mubtadi'in, and MI Terpadu Al Madinah. Using a qualitative approach, the study involved 65 students and 6 teachers through interviews, surveys, and experiments. The research identified key challenges, including low student motivation, difficulty in retaining English vocabulary, and anxiety in language learning. The findings indicate that AR-based learning significantly enhances student understanding and engagement by providing an interactive and immersive environment. The study concludes that integrating AR with well-designed UX can be an effective educational tool, particularly in improving English language learning in elementary schools. This research offers valuable insights into how AR can address common learning obstacles. It supports its broader adoption in digital education strategies with presentations at school A 71.43%, school B 79.37%, and school C 72.46%.

Keywords: UX Management, Augmented Reality, Usability Heuristic, United Kingdom Learning, Student Motivation.