

ABSTRACT

Dewi Sahfitri Tanjung. The Effect of Edutainment on Students Learning Outcome, Motivation and Retention on Human Regulatory System Grade XI-IA of SMAN 1 Tebing Tinggi Academic Year 2012/2013. Undergraduate Thesis. Universitas Negeri Medan. 2013.

A pedagogical strategy that aims to entertain while providing educational content, known as “Edutainment (Education + Entertainment)”, has recently developed as a rescue instructional style aimed at increasing students motivation in the classroom and affected students learning outcome and retain the information in long term memory. By accenting lectures with slides, animation, or multimedia productions, a sound-bite generation is lured into engaging with theoretical disciplinary topics. This research is done to answer the questions if Edutainment has effect on students learning outcome, motivation and retention. To answer this questions, research was held in SMAN 1 Tebing Tinggi. The population was all of the XI Science students. Sample was taken randomly with the cluster process (cluster random sampling). The research used this sampling because the classes were homogen. The proof that the class was homogen by doing pretest to decide the experimental class and control class. The method used in learning outcome test was by giving 25 multiple choice questions to students to measure students cognitive knowledge, while students motivation was measured by giving 20 questionnaire to students. After one week of observation, teacher tested students retention by giving equal questions with post test. The result of this research obtained that average of students learning outcome in using Edutainment 87.43, it was higher compared with the result of students learning outcome with traditional method 80.61. It was also proved by hypothesis test that stated H_a was accepted. While to proof the effect of Edutainment on students motivation, the average score of experiment and control class were compared. The result, students learning using Edutainment 83.14 was higher compared with the result of students motivation with traditional method 79.03, H_a was accepted. In spite of it, the information given by teacher can be retained until the next week by experiment class, with score 86.63. Compared with control class, the score after one week was decreased into 79.88. This result showed that control class cannot retain the information because most of the method used only lecturing by teacher. So, it can be concluded that Edutainment has positive effect on students learning outcome, motivation and retention on human regulatory system oin grade XI Science SMAN. 1 Tebing Tinggi Academic Year 2012/2013.

Keyword: Edutainment, post test, motivation, retention