ABSTRAK

SAMUEL H SAGALA, NIM:7171144021, Pengaruh Model Pembelajaran *Contextual* dengan Pendekatan *Scientific* Dan Motivasi Belajar Terhadap Hasil Belajar Siswa Mata Pelajaran Humas Dan Keprotokolan Di SMK N 1 Medan T.P 2021/2022.

Penelitian ini bertujuan untuk mengetahui Pengaruh Model Pembelajaran *Contextual* dengan Pendekatan *Scientific* Dan Motivasi Belajar Terhadap Hasil Belajar Siswa Mata Pelajaran Humas Dan Keprotokolan Di SMK N 1 Medan T.P 2021/2022. Penelitian ini dilaksanakan di SMK Negeri 1 Medan, yang berlokasi di Jl. Sindoro No.1, Medan Sumatera Utara. Penelitian ini adalah *expost facto* dengan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah siswa seluruh kelas XI OTKP di SMK Negeri 1 Medan, sebanyak 128 siswa. Sampel dalam penelitian ini yaitu siswa kelas XI OTKP 1, 2, 3 dan 4 dengan jumlah 63 dari 128 jumlah siswa, yang diambil dengan teknik acak sederhana (*simple random sampling*). Pengumpulan data dilakukan dengan cara observasi, dokumentasi, wawancara dan angket. Angket penelitian terlebih dahulu diuji validitas menggunakan rumus korelasi Product Moment dan reliabilitas menggunakan rumus Croncbach Alpha. Teknik analisis data menggunakan Uji Regresi Linier Berganda, Pengujian Hipotesis Parsial (Uji-T), Pengujian Hipotesis Simultan (Uji-f) dan Uji Koefisien Determinasi. Kemudian data yang terkumpul diolah dengan menggunakan SPSS Versi 25. Hasil Uji-T menunjukkan Model Pembelajaran *Contextual* dengan Pendekatan *Scientific* berpengaruh positif dan signifikasi terhadap Hasil Belajar. Hal ini dapat dilihat dari hasil uji secara parsial (uji-t) yang menunjukkan nilai $t_{hitung} > t_{tabel}$ (2,052 > 2,000), serta nilai sig < 0,05 (0,045 < 0,05). Serta Motivasi belajar berpengaruh positif dan signifikasn terhadap Hasil Belajar. Hal ini dapat dilihat dari hasil uji secara parsial (uji-t) yang menunjukkan $t_{hitung} > t_{tabel}$ (2,157 > 2,000), serta nilai sig < 0,05 (0,036 < 0,05). Untuk Uji-f diperoleh $F_{hitung} > F_{tabel}$ (21,105 > 3,15) serta nilai signifikansi (0.000 < 0.05). Selanjutnya, koefisien determinasi diperoleh R square sebesar 66,6% pada Model Pembelajaran *Contextual* dengan Pendekatan *Scientific* dan Motivasi Belajar berpengaruh terhadap Hasil Belajar Siswa Mata Pelajaran Humas Dan Keprotokolan SMK Negeri 1 Medan.

Kata kunci: Model Pembelajaran *Contextual* dengan Pendekatan *Scientific*, Motivasi Belajar berpengaruh dan Hasil Belajar.

ABSTRACT

SAMUEL H SAGALA, NIM:7171144021, The Effect of Contextual Learning Models with Scientific Approaches and Learnin.g Motivation on Student Learning Outcomes of Public Relations and Protocol Subjects at SMK N 1 Medan T.P 2021/2022.

The Effect of Contextual Learning Models with Scientific Approaches and Learning Motivation on Student Learning Outcomes of Public Relations and Protocol Subjects at SMK N 1 Medan T.P 2021/2022. This study aims to determine the effect of the Contextual Learning Model with a Scientific Approach and Learning Motivation on Student Learning Outcomes of Public Relations and Protocol Subjects at SMK N 1 Medan T.P 2021/2022. This research was conducted at SMK Negeri 1 Medan which is located on Jl. Sindoro No.1, Medan, North Sumatra. This research is an ex post facto research with quantitative research methods. The population in this study were all students of class XI OTKP at SMK Negeri 1 Medan as many as 128 students. The sample in this study were students of class XI OTKP 1, 2, 3 and 4 with a total of 63 of 128 students, which were taken by simple random sampling. Data was collected by observation, documentation, interviews and questionnaires. The research questionnaire was tested first for validity using correlation product moment formula and reliability using Croncbach Alpha formula. Data analysis techniques using multiple linier regression test, hypothesis test (t-test/parcial), Hypothesis Testing (f-Test) and Coefficient Determination test. Then the data collected was processed using SPSS Version 25. The T-Test results showed Contextual Learning Model with Scientific Approach had a positive and significant effect on Learning Outcomes. This can be seen from the results of the partial test (t-test) which shows the value of $t_{count} > t_{table}$ (2,052 > 2,000), and the value of $sig < 0.05$ (0.045 < 0.05). And learning motivation has a positive and significant effect on learning outcomes. This can be seen from the results of the partial test (t-test) which shows $t_{count} > t_{table}$ (2.157 > 2,000), and $sig < 0.05$ (0.036 < 0.05). For the f-test, $F_{count} > F_{table}$ (21.105 > 3.15) and the significance value (0.000 < 0.05). Furthermore, the coefficient of determination obtained by R square is 66,6% which has an effect on Student Learning Outcomes of Public Relations and Protocol Subjects at SMK Negeri 1 Medan.

Keywords: Contextual Learning Model with Scientific Approach, Learning Motivation and Learning Outcomes.