ABSTRAK

Mia Aprilia. NIM 71782144008. "**Pengaruh Model Pembelajaran *Role Playing* Dan Motivasi Belajar Terhadap Hasil Belajar Siswa Pada Mata Pelajaran Otomatisasi Tata Kelola Humas Dan Keprotokolan Smk Taman Siswa Medan Tahun Ajaran 2021/2022".** **Skripsi, Jurusan Ekonomi Program Studi Pendidikan Administrasi Perkantoran, Fakultas Ekonomi Universitas Negeri Medan 2022.**

Penelitian ini bertujuan untuk mengetahui pengaruh model pembelajaran *Role Playing* dan Motivasi Belajar terhadap Hasil Belajar Siswa Pada Mata Pelajaran Otomatisasi Tata Kelola Humas Dan Keprotokolan SMK Taman Siswa Medan Tahun Ajaran 2021/2022. Jenis penelitian ini adalah penelitian *ex post facto* menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah siswa kelas XI pada mata pelajaran otomatisasi tata kelola humas dan keprotokolan SMK Taman Siswa Medan yang berjumlah 50 orang, Teknik pengampilan sampel yang digunakan adalah teknik total sampling yang mana seluruh jumlah populasi dijadikan sampel penelitian. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, kuesioner dan dokumentasi. Tehnik analisis data yang digunakan adalah analisis regresi linear berganda dan untuk menjawab kebenaran hipotesis digunakan uji-t, uji-F dan uji R^2 dengan pengolahan data menggunakan bantuan perangkat lunak SPSS Versi 22.00. Berdasarkan hasil analisis data diperoleh persamaan regresi linear berganda $Y = 1.545 + 0,404 X_1 + 0,551 X_2$ selanjutnya hasil penelitian menunjukan bahwa hasil uji parsial (uji-t) Model *Role Playing* berpengaruh positif dan signifikan terhadap Hasil Belajar Siswa dengan nilai $t_{hitung} > t_{tabel}$ (2,657 > 1,667) dan nilai signifikansi 0,011<0,05. Terdapat pengaruh yang positif dan signifikan Motivasi Belajar terhadap Hasil Belajar Siswa dengan nilai $t_{hitung} > t_{tabel}$ (3,719 > 1,667) dan nilai signifikansi 0,001 < 0,05. Secara simultan (uji F) terdapat pengaruh positif dan signifikan antara Model *Role Playing* dan Motivasi Belajar terhadap Hasil Belajar Siswa. Dengan nilai koefisien determinasi (R^2) sebesar 54,4% variabel X mempengaruhi variabel Y dan sisanya dipengaruhi variabel lain yang tidak dibahas dalam penelitian ini.

Kata Kunci: Model *Role Playing*, Motivasi Belajar, Hasil Belajar

ABSTRACT

Mia Aprilia. NIM 71782144008. "The Effect of Role Playing Learning Models and Motivation To Learn on Student Learning Outcomes in Automation Subjects, Public Relations Governance and Protocols at SMK Taman Siswa Medan, Academic Year 2021/2022. Thesis, Department of Economics, Office Administration Education Study Program, Faculty of Economics, Universitas Negeri Medan 2022".

The aims of study was to determine the effect of the role playing learning model and motivation on student learning outcomes in the subject of automation, public relations governance and protocols at SMK Taman Siswa Medan, Academic Year 2021/2022. The type of research is ex post facto research using a quantitative approach. The population in this study were students of class XI on the subject of automation of public relations governance and protocols at SMK Taman Siswa Medan, totaling 50 people. The sampling technique used is the total sampling technique in which the entire population is used as the research sample. The data collection techniques that used in this research likes observation, questionnaires and documentation. The data analysis technique used is multiple linear regression analysis and to answer the truth of the hypothesis used ttest, F-test and R^2 test with data processing using SPSS version 22.00 software. Based on the results of data analysis, it was obtained that the multiple linear regression equation $Y = 1.545 + 0.404 X_1 + 0.551 X_2$ then the results showed that the results of the partial test (t-test). The results of this study indicate that the results of the partial test (t test) of the Role Playing Model have a positive and significant effect on student learning outcomes with a value of tcount > ttable $(2,657 > 1.667)$ and a significance value of $0.011 < 0.05$. There is a positive and significant effect of Motivation To Learn on Student Learning outcomes with a value of tcount> ttable $(3.719 > 1.667)$ and a significance value of $0.001 < 0.05$. Simultaneously (F test) there is a positive and significant effect between the Role Playing Model and Motivation To Learn on Student Learning Outcomes. With a coefficient of determination (R^2) of 54.4%, the X variable affects the Y variable and the rest is influenced by other variables not discussed in this study.

Keywords: Role Playing Model, Motivation To Learn, Learning Outcomes