

ABSTRAK

Mulkan Lubis, NIM. 709141137. Penerapan Kolaborasi Model Pembelajaran *Group Investigation* dengan *Student Facilitator and Explaining* Untuk Meningkatkan Aktivitas dan Hasil Belajar Pemasaran pada Materi Prinsip-Prinsip Bisnis Siswa Kelas X MK SMK Negeri 1 Meulaboh. Skripsi Jurusan Pendidikan Ekonomi Program Studi Pendidikan Tata Niaga Fakultas Ekonomi Universitas Negeri Medan Tahun 2016.

Permasalahan dalam penelitian ini adalah rendahnya aktivitas dan hasil belajar pemasaran siswa. Tujuan dari penelitian ini adalah untuk mengetahui peningkatan aktivitas dan hasil belajar pemasaran siswa kelas X MK SMK Negeri 1 Meulaboh dengan Penerapan Kolaborasi Model Pembelajaran *Group Investigation* dengan *Student Facilitator and Explaining*.

Penelitian ini dilaksanakan di SMK Negeri 1 Meulaboh yang berlokasi di Jl. Bakti Pemuda No. 02 GIP Lapang – Meulaboh Kab. Aceh Barat, Aceh. Subjek penelitian ini adalah siswa kelas X MK dengan jumlah 30 orang, sedangkan objek penelitian ini adalah Penerapan Kolaborasi Model Pembelajaran *Group Investigation* dengan *Student Facilitator and Explaining*. Teknik pengumpulan data menggunakan tes dan observasi. Tes yang digunakan adalah pilihan berganda dan isian diberikan secara individual yang dilaksanakan di setiap akhir siklus. Observasi aktivitas belajar siswa dilakukan secara langsung pada saat proses kegiatan belajar mengajar dan analisa data diambil dari hasil observasi aktivitas dan hasil belajar siswa kemudian mengambil kesimpulan dari data yang telah dianalisa.

Hasil belajar pada siklus I diperoleh persentase ketuntasan secara klasikal adalah 18 (60%) dikategorikan rendah. Pada siklus II persentase ketuntasan secara klasikal sebesar 24 (80%) dikategorikan tinggi menunjukkan terjadi peningkatan ketuntasan secara klasikal sebesar 20%. Hasil rata-rata aktivitas belajar siswa pada siklus I sebanyak 10 orang (33,33%) siswa tidak aktif, 5 orang (16,67%) siswa belum aktif, 10 orang (33,33%) siswa cukup aktif, 3 orang (10%) siswa aktif, dan 2 orang (6,67%) siswa sangat aktif. Sedangkan siklus II mengalami peningkatan menjadi 2 orang (6,67%) siswa tidak aktif, 3 orang (10%) siswa belum aktif, 8 orang (26,67%) siswa cukup aktif, 14 orang (46,66%) siswa aktif dan 3 orang (10%) siswa sangat aktif.

Berdasarkan uraian diatas disimpulkan bahwa Penerapan Kolaborasi Model Pembelajaran *Group Investigation* dengan *Student Facilitator and Explaining* dapat meningkatkan aktivitas dan hasil belajar pemasaran siswa kelas X MK SMK Negeri 1 Meulaboh Tahun Ajaran 2013/2014.

Kata Kunci : Kolaborasi Model Pembelajaran *Group Investigation* dengan *Student Facilitator and Explaining*, Aktivitas Belajar Siswa, dan Hasil Belajar Pemasaran.

ABSTRACT

Mulkan Lubis, NIM. 709141137. The application of Collaborative in *Group Investigation with Student Facilitator and Explaining* to Improve Students' Activities and Results class X MK SMK Negeri 1 Meulaboh. Thesis Economic Faculty Major of Economic Education of State University of Medan Year Field 2016.

The problem in this study was low marketing activities and results student learning. The purpose of this study to determine the increase in marketing activity and the results learning of students in class X MK SMK Negeri 1 Meulaboh by Application Collaboration Model Type of *Group Investigation with Student Facilitator and Explaining*.

This study was conducted in SMK Negeri 1 Meulaboh located in Jl. Bakti Pemuda No. 02 GIP Lapang – Meulaboh Kab. Aceh Barat, Aceh. The subjects were class X MK SMK Negeri 1 Meulaboh which consisted 30 students, meanwhile the object of this study is The application of Collaborative in *Group Investigation with Student Facilitator and Explaining*. The technique used test data collection and observation. The test which used is multiple choice and stuffing individually held at the each end of the cycle. Observation of student learning activities carried out directly during the process of teaching and learning activities and analysis data was taken from the observation of the students' activity and results study and then made conclusions from the data has been analyzed.

The result of study in the first cycle in the classical mastery earned percentage is 18 (60%) in category low. In the second cycle in the classical completeness percentage at 24 (80%) in category high, the improvement was 20%. The mean score in the first cycle was 10 people (33,33%) of students for inactivity, 5 people (16,67%) of students have not been active, 10 people (33,33%) of students are quite active, 3 people (10%) active students, and 2 people (6,67%) students were very active. While in cycle II increased to 2 people (6,67%) students are not active, 3 people (10%) of students have not been active, 8 people (26,67%) of students are quite active, 14 people (46,66%) students are active and 3 people (10%) of students are very active.

Based on the description above concluded that The application of Collaborative in *Group Investigation with Student Facilitator and Explaining* can increase marketing activity and learning outcomes of students in class X MK SMK Negeri 1 Meulaboh.

Keywords : The application of Collaborative in *Group Investigation with Student Facilitator and Explaining*, Student Activities, and The results of the study in Marketing.