

ABSTRAK

Zelika Kharisma, NIM: 7203344020, Pengaruh Model Pembelajaran *Project Based Learning* Berbantuan Media Aplikasi Tiktok dan Motivasi Belajar Terhadap Hasil Belajar Siswa Pada Elemen Komunikasi di Tempat Kerja Kelas XI MPLB SMKS Bina Satria Medan Tahun Ajaran 2024/2025. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Administrasi Perkantoran, Fakultas Ekonomi, Universitas Negeri Medan 2024.

Permasalahan utama yang ada pada penelitian ini yaitu rendahnya hasil belajar siswa pada elemen komunikasi di tempat kerja. Tujuannya adalah untuk mengetahui bagaimana pengaruh model pembelajaran *Project Based Learning* berbantuan media aplikasi tiktok dan motivasi belajar terhadap hasil belajar siswa pada elemen komunikasi di tempat kerja siswa kelas XI MPLB SMKS Bina Satria Medan Tahun Ajaran 2024/2025. Penelitian ini merupakan penelitian eksperimen yang melibatkan dua kelas dengan memberikan perlakuan yang berbeda pada masing-masing kelas penelitian. Sampel dipilih menggunakan metode *total sampling* atau *sampling jenuh*, dimana sampel terdiri dari dua kelas yaitu kelas eksperimen dari kelas XI MPLB-1 terdiri dari 38 siswa dan kelas kontrol dari kelas XI MPLB-2 terdiri dari 39 siswa. Instrumen penelitian terdiri dari tes soal hasil belajar dan angket motivasi belajar. Hasil analisis data menunjukkan bahwa persentase nilai *pre-test* siswa yang tuntas yaitu 3% dengan 1 siswa bernilai tuntas dan memiliki nilai rata-rata 60,14. Setelah diberikan perlakuan menggunakan model pembelajaran *project based learning* berbantuan media aplikasi tiktok, nilai *post-test* siswa meningkat menjadi sebesar 89% dengan 34 siswa bernilai tuntas dan memiliki nilai rata-rata 86,16 yang dimana hipotesis dalam penelitian ini menggunakan uji T dan uji F. Dengan hasil $t_{hitung} > t_{tabel}$ dimana $4.582 > 2.030$ dengan nilai signifikan $0,001 < 0,05$ yang berarti hipotesis 1 diterima, dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan model PJBL berbantuan media aplikasi tiktok terhadap hasil belajar siswa. Sementara itu, analisis data motivasi belajar pada kelas eksperimen diperoleh nilai rata-rata 66,07 dengan $t_{hitung} > t_{tabel}$ dimana $3.482 > 2.030$ dengan nilai signifikan $0,001 <$

0,05 yang berarti hipotesis 2 diterima, hal ini menunjukkan bahwa terdapat pengaruh positif motivasi belajar terhadap hasil belajar siswa. Selanjutnya, pengujian hipotesis secara simultan (uji F) diperoleh nilai $f_{hitung} > f_{tabel}$ dimana $21.439 > 3,267$ dan nilai signifikan $0,01 < 0,05$ maka dapat disimpulkan bahwa hipotesis 3 diterima. Berdasarkan hasil uji hipotesis yang telah dilakukan maka dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan model pembelajaran *project based learning* berbantuan media aplikasi tiktok dan motivasi belajar terhadap hasil belajar siswa pada elemen komunikasi di tempat kerja kelas XI MPLB SMKS Bina Satria Medan T.A 2024/2025.

Kata Kunci : Model Pembelajaran *Project Based Learning*, Media Aplikasi Tiktok, Motivasi Belajar, Hasil Belajar

ABSTRACT

Zelika Kharisma, NIM: 7203344020, The Influence of Project Based Learning Model With the Assistance of Tiktok Application Media and Learning Motivation on Student Learning Outcomes in Communication Elements in the Workplace for Class XI MPLB SMKS Bina Satria Medan Academic Year 2024/2025. Thesis, Department of Economics, Office Administration Education Study Program, Faculty of Economics, Medan State University 2024.

The main problem in this study is the low learning outcomes of students in the communication element in the workplace. The goal is to find out how the influence of the Project Based Learning model assisted by tiktok application media and learning motivation on student learning outcomes on communication elements in the workplace of students in grade XI MPLB SMKS Bina Satria Medan for the 2024/2025 Academic Year. This study is an experimental research involving two classes by providing different treatment to each research class. The sample was selected using the total sampling method or saturated sampling, where the sample consisted of two classes, namely the experimental class from class XI MPLB-1 consisting of 38 students and the control class from class XI MPLB-2 consisting of 39 students. The research instruments consisted of a test of learning outcomes and a learning motivation questionnaire. The results of the data analysis showed that the percentage of students who completed the pretest score was 3% with 1 student having a complete score and had an average score of 60,14. After being treated using a project based learning model assisted by tiktok application media, the students posttest scores increased to 89% with 34 students having a complete score and having an average score of 86,16 where the hypothesis in this study uses the T test and the F test. With the $t_{hitung} > t_{tabel}$ results where $4.582 > 2.030$ with a significant value of $0.001 < 0,05$ which means hypothesis 1 is accepted, it can be concluded that there is a positive and significant influence of the PJBL model assisted by the tiktok application media on student learning outcomes. Meanwhile, the analysis of learning motivation data in the experimental class obtained an average score of 66.07 with $t_{hitung} > t_{tabel}$ where $3.482 > 2.030$ with a significant value of $0.001 < 0,05$ which means that hypothesis 2 was accepted, this shows that there is a positive influence of learning motivation on student learning outcomes. Furthermore, simultaneous hypothesis testing (F test) obtained a value of $f_{hitung} > f_{tabel}$ where $21.439 > 3.267$ and a significant value of $0.01 < 0.05$, it can be concluded that hypothesis 3 was accepted. Based on the results of the hypothesis test that has been carried out, it can be concluded that there is a positive and significant influence of the project based learning model assisted by tiktok application media and learning motivation on student learning outcomes in the workplace in class XI MPL SMKS Bina Satria Medan T.A 2024/2025.

Keywords : Project Based Learning Model, Tiktok Application Media, Learning Motivation, Learning Outcomes