

ABSTRAK

Wellry Veronyka Pohan, NIM : 7103141150, Pengaruh *Social Network* Terhadap Prestasi Belajar Mahasiswa Prodi Pendidikan Administrasi Perkantoran Fakultas Ekonomi UNIMED Angkatan 2012 T. A. 2014/2015. Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Administrasi Perkantoran, Fakultas Ekonomi, Universitas Negeri Medan 2015.

Masalah dalam penelitian ini adalah bagaimanakah pengaruh *social network* terhadap prestasi belajar mahasiswa Prodi Pendidikan Administrasi Perkantoran Fakultas Ekonomi UNIMED Angkatan 2012 T. A. 2014/2015.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *social network* terhadap prestasi belajar mahasiswa Prodi Pendidikan Administrasi Perkantoran Fakultas Ekonomi UNIMED Angkatan 2012 T. A. 2014/2015.

Penelitian ini dilaksanakan di Universitas Negeri Medan Jl. Willem Iskandar, Psr. V, Medan Estate, Sumatera Utara pada semester ganjil Tahun Akademik 2014/ 2015. Populasi dalam penelitian ini adalah seluruh mahasiswa Prodi Pendidikan Administrasi Perkantoran Jurusan Pendidikan Ekonomi Fakultas Ekonomi UNIMED Angkatan 2012 yang terdiri dari tiga (3) kelas atau berjumlah 101 mahasiswa. Teknik pengambilan sampel dilakukan dengan *Simple Random Sampling* (acak sederhana) sebanyak 30 siswa. Teknik pengumpulan data dilakukan dengan Observasi dan Angket. Validitas angket diuji dengan menggunakan rumus *product moment*, sedangkan reliabilitas diuji dengan menggunakan rumus koefisien alpha. Teknik analisis data yang digunakan untuk mengetahui pengaruh *social network* (X) terhadap prestasi belajar (Y) mahasiswa digunakan rumus regresi linier sederhana dan untuk menguji hipotesis digunakan rumus uji t.

Hasil perhitungan regresi linier sederhana diperoleh $Y = 1,36 + 0,27X$ berarti berpengaruh positif dan signifikan sedangkan *social network* memberikan pengaruh sebesar 28% terhadap prestasi belajar mahasiswa selebihnya dipengaruhi oleh faktor-faktor lain.

Hasil perhitungan uji t maka diperoleh t_{hitung} sebesar 2,82 sedangkan t_{tabel} sebesar 2,05 pada taraf signifikan 95% atau alpha 5% dengan $dk = n - 2$ maka $t_{hitung} > t_{tabel}$ ($2,82 > 2,05$) sehingga hipotesis menyatakan “Ada pengaruh positif dan signifikan antara penggunaan *social network* terhadap prestasi belajar mahasiswa mahasiswa Prodi Pendidikan Administrasi Perkantoran Fakultas Ekonomi UNIMED Angkatan 2012 T. A. 2014/2015” dapat diterima.

Kata Kunci : *Social Network*, Prestasi Belajar

ABSTRACT

Wellry Veronyka Pohan, NIM: 7103141150, Effect of *Social Network* Student Achievement Against Private Department of Educational Administration Office Faculty of Economics UNIMED Grade 2012 Academic Year 2014/2015. Thesis, Department of Economic Education, Department of Educational Administration Office, Faculty of Economics, University of Medan in 2015.

The problem in this research is How is the effect of social network using on student achievement Department of Educational Administration Office Faculty of Economics UNIMED grade 2012 Academic Year 2014/2015.

This study aims to determine how far student use social network as study reference and facility and also to determine How is the effect of social network using on student achievement Department of Educational Administration Office Faculty of Economics UNIMED grade 2012 Academic Year 2014/2015.

This research was conducted at Willem Iskandar, Psr v, Medan Estate, North Sumatera on the first semester at academic year 2014/2015. The population in this study were all students Department of Educational Administration Office Faculty of Economics UNIMED grade 2012, which amounted to three (3) classes or totaling 101 students. The sampling technique is done by simple random sampling (simple random) as many as 30 students. Data was collected by observation and questionnaire. The validity of the questionnaire was tested by using product moment formula, while reliability was tested by using the formula coefficient alpha. Mechanical analysis of data that is used to determine the effect of social network (X) to the learning achievement (Y) students used simple linear regression formula and to test the hypotheses used formula t test.

Results of simple linear regression calculation $Y = 1,36 + 0,27X$ mean positive and significant effect while the social network of 28% impact on student achievement by rest influenced other factors.

The results of the t test calculation of the obtained t_{count} by 2.82 while t_{table} significant level of 2.05 at 95% or 5% alpha with $df = n-2$ then $t_{count} > t_{table}$ ($2.82 > 2.05$), so the hypothesis stating "There is positive and significant influence of social network using on student achievement Department of Educational Administration Office Faculty of Economics UNIMED grade 2012 Academic Year 2014/2015" acceptable.

Keywords: Social Network, Learning Achievement