

ABSTRAK

Teresia Avila Marpaung, NIM 7163341040, Pengaruh Media Massa, Lingkungan Keluarga Siswa dan Lingkungan Sekolah Terhadap Karakter Siswa Kelas XI Pada Di SMA Swasta RK Deli Murni Bandar Baru Tahun Pelajaran 2019/2020. Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Ekonomi, Fakultas Ekonomi, Universitas Negeri Medan 2020.

Masalah dalam penelitian ini adalah apakah ada pengaruh media massa, lingkungan keluarga siswa dan lingkungan sekolah terhadap karakter siswa kelas XI di SMA Swasta RK Deli Murni Bandar Baru Tahun Pelajaran 2019/2020. Penelitian ini bertujuan untuk mengetahui pengaruh media massa, lingkungan keluarga siswa dan lingkungan sekolah terhadap karakter siswa kelas XI pada mata pelajaran ekonomi di SMA Swasta RK Deli Murni Bandar Baru Tahun Pelajaran 2019/2020.

Penelitian ini dilaksanakan di SMA Swasta RK Deli Murni Bandar Baru Jl. Jamin Ginting, KM 47, Bandar Baru Tahun Pelajaran 2019/2020. Populasi dalam penelitian ini adalah 137 orang dan sampel dalam penelitian ini yaitu 102 orang dengan teknik pengambilan sampel yaitu *proportional random sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, wawancara, dokumentasi, dan angket.

Berdasarkan hasil analisis data dengan menggunakan SPSS 20, untuk variabel media massa (X_1), memiliki pengaruh yang signifikan secara parsial terhadap karakter siswa (Y) diperoleh nilai $t_{hitung} > t_{tabel}$ ($2,434 > 1,660$), hasil yang diperoleh untuk lingkungan keluarga siswa (X_2) terhadap karakter siswa (Y) diperoleh nilai $t_{hitung} > t_{tabel}$ ($-2,857 > 1,660$) dan hasil yang diperoleh untuk lingkungan sekolah (X_3) terhadap karakter siswa (Y) diperoleh nilai $t_{hitung} > t_{tabel}$ ($0,961 > 1,660$). Untuk menguji hipotesis secara simultan menggunakan uji F dengan taraf signifikan 95% diperoleh nilai $F_{hitung} > F_{tabel}$ ($3,640 > 3,09$). Pada perhitungan regresi linear berganda diperoleh persamaan regresi $Y = 37,558 + 0,342 X_1 + (-0,311) X_2 + 0,119 X_3$. Untuk hasil perhitungan uji determinasi (R^2) diperoleh nilai koefisien sebesar 10% menunjukkan bahwa pengaruh media massa, lingkungan keluarga siswa dan lingkungan sekolah secara bersama-sama memberikan pengaruh terhadap karakter siswa sebesar 90% dan sisanya dipengaruhi oleh faktor lain.

Dengan demikian dapat disimpulkan bahwa ada pengaruh yang positif dan signifikan antara media massa, lingkungan keluarga siswa dan lingkungan sekolah terhadap karakter siswa kelas XI Di SMA Swasta RK Deli Murni Bandar Baru Tahun Pelajaran 2019/2020.

Kata Kunci: Media Massa, Lingkungan Keluarga Siswa, Lingkungan Sekolah Karakter Siswa

ABSTRACT

Teresia Avila Marpaung, NIM 7163341040, The Influence of Mass Media, Students' Family Environment and School Environment Against the Character of Class XI Students at RK Deli Murni Bandar Baru Private High School in 2019/2020 Academic Year. Thesis, Department of Economic Education, Economic Education Study Program, Faculty of Economics, Medan State University 2020.

The problem in this study is whether there is an influence of the mass media, the family environment of students and the school environment on the character of class XI students at RK Deli Murni Bandar Baru Private High School in 2019/2020 Academic Year. This study aims to determine the effect of the mass media, the family environment of students and the school environment on the character of class XI students in economic subjects at RK Deli Murni Bandar Baru Private High School in 2019/2020 Academic Year.

This research was conducted at the RK Deli Murni Bandar Baru Private High School Jl. Jamin Ginting, KM 47, Bandar Baru 2019/2020 Academic Year. The population in this study was 137 people and the sample in this study were 102 people with a sampling technique that is proportional random sampling. Data collection techniques in this study used observation, interviews, documentation, and questionnaires.

Based on the results of data analysis using SPSS 20, for the mass media variable (X1), has a partially significant effect on student character (Y), obtained $t_{count} > t_{table}$ ($2.434 > 1.660$), the results obtained for the student's family environment (X2) to the student's character (Y), the value of $t_{count} > t_{table}$ ($-2.857 > 1.660$) and the results obtained for the school environment (X3) to the student's character (Y) obtained the value of $t_{count} > t_{table}$ ($0.961 > 1.660$). To test the hypothesis simultaneously using the F test with a significant level of 95%, the value of $F_{count} > F_{table}$ ($3.640 > 3.09$) was obtained. In the calculation of multiple linear regression obtained regression equation $Y = 37.558 + 0.342 X1 + (-0.311) X2 + 0.119 X3$. For the calculation results of the determination test (R²) obtained a coefficient value of 10% indicating that the influence of the mass media, the family environment of students and the school environment together gives an influence on student character of 90% and the rest is influenced by other factors.

Thus it can be concluded that there is a positive and significant influence between the mass media, the family environment of students and the school environment on the character of class XI students at RK Deli Murni Bandar Baru Private High School in 2019/2020 Academic Year.

Keywords: Mass Media, Environment. Student Family, Student Character School Environment