

## ABSTRACT

**Lisna Ramadhani , NIM 7182144011, The Influence of the SAVI Learning Model (Somatic, Auditory, Visualization, Intellectual) and Learning Motivation on Student Learning Outcomes in Public Relations and Protocol OTK Subject at SMK N 1 Medan, TA 2022/2023. Thesis, Department of Economics Office Administration Education Study Program, Faculty of Economics, State University of Medan 2022.**

This study aims to determine the effect of the SAVI learning model (*Somatic, Auditory, Visualization, Intellectual*) and learning motivation on student learning outcomes in the Public Relations and Protocol OTK subject in class XII OTKP SMK N 1 Medan. This research method is a quasi-experimental quasi research. The population in this study amounted to 135 people with a sample of 69 people consisting of class XII OTKP 3 as the experimental class and XII OTKP 4 as the control class. The sampling technique used was the *Cluster Sampling technique*. The data collection technique used was a Public Relation and Protocol OTK learning achievement test in the form of a *pre-test* and *post-test* in the form of multiple choice of 20 questions and a learning motivation questionnaire of 20 questions.

The results of the data analysis indicated that the average *pre-test score for the experimental class was 64.857 and the post-test average value was 92.286*. While the average value of the *pre-test control class was 58.971 and the average value of the post-test was 86.176*. Hypothesis testing was carried out using a partial test (t test) and 2x2 factorial test (F test). From the hypothesis calculation data (t test) it is found that the SAVI learning model ( $X_1$ ) has a positive and significant effect on student learning outcomes (Y) as evidenced by the calculated  $t_{count} > t_{table}$  ( $6.616 > 1.667$ ) and a significant value of  $0.000 < 0.05$ . And learning motivation ( $X_2$ ) has a positive and significant effect on student learning outcomes (Y) as evidenced by the value of  $t_{count} > t_{table}$  ( $2.464 > 1.667$ ) and a significant value of  $0.019 > 0.05$ . Based on the results of the hypothesis test (F test) it is known that the value is calculated  $F_{count} > F_{table}$  ( $40.281 > 1.767$ ), thus it can be concluded that there is an interaction effect between the SAVI learning model (*Somatic, Auditory, Visualization, and Intellectual*) and Learning Motivation on Student Learning Outcomes in OTK Public Relations and Protocol Class XII OTKP subjects in SMK N 1 Medan TA 2022/2023.

**Keywords: SAVI Model ( *Somatic, Auditory, Visualization, Intellectual*), Learning Motivation, Learning Outcomes**