

ABSTRAK

Putri Shandra Napitupulu, NIM : 7203144001, Pengaruh Model Pembelajaran *Role Playing* Berbantuan Media Video Animasi Terhadap Hasil Belajar Siswa Di SMKN 6 MEDAN T.A 2024/2025. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Administrasi Perkantoran, Fakultas Ekonomi, Universitas Negeri Medan, 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh model pembelajaran *Role Playing* berbantuan media video animasi terhadap hasil belajar siswa kelas X MPLB pada capaian pembelajaran prosedur komunikasi melalui media elektronik di SMKN 6 Medan T.A 2024/2025. Penelitian ini merupakan penelitian eksperimen yang dilaksanakan di SMK Negeri 6 Medan dengan populasi 106 siswa dan sampel yang terdiri dari 2 kelas sebanyak 71 siswa. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data dalam penelitian ini adalah tes hasil belajar dalam bentuk pilihan ganda sebanyak 20 soal yang terlebih dahulu diuji validitas, reliabilitas, tingkat kesukaran tes dan uji daya pembeda tes. Teknik analisis data yang digunakan adalah uji normalitas, uji homogenitas dan pengujian hipotesis.

Hasil analisis data ditemukan nilai rata-rata *pre-test* untuk kelas eksperimen dan *pre-test* kelas kontrol adalah dengan = 54,32 dan 53.00 dan hasil nilai rata-rata *post-test* setelah melakukan perlakuan untuk kelas eksperimen dan kelas kontrol masing-masing 83.06 dan 73.14. Berdasarkan hasil uji hipotesis hasil belajar dengan menggunakan model model pembelajaran *role playing* dengan bantuan video animasi lebih efektif dengan $t_{hitung} > t_{tabel}$ ($5.186 > 1.69$). dengan rata-rata kenaikan dikelas kontrol sebesar 34.12 %. Sedangkan untuk kelas kontrol 27.52%. Maka dapat disimpulkan terdapat pengaruh yang positif dan signifikan antara model pembelajaran *role playing* berbantuan media video animasi terhadap hasil belajar siswa.

Kata kunci : Model pembelajaran *role playing*, berbantuan media video animasi, hasil belajar

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ABSTRACT

Putri Shandra Napitupulu, NIM: 7203144001, The Influence of the Role Playing Learning Model Assisted by Animation Video Media on Student Learning Outcomes at SMKN 6 MEDAN FY 2024/2025. Thesis, Department of Economics, Office Administration Education Study Program, Faculty of Economics, Medan State University, 2024.

This research aims to determine the effect of the Role Playing learning model assisted by animated video media on the learning outcomes of class This research is experimental research carried out at SMK Negeri 6 Medan with a population of 106 students and a sample consisting of 2 classes of 71 students. The sampling technique used was purposive sampling. The data collection technique in this research is a learning outcomes test in the form of multiple choice with 20 questions which are first tested for validity, reliability, level of test difficulty and test of the test's differentiating power. The data analysis techniques used are normality test, homogeneity test and hypothesis testing.

The results of data analysis found that the average pre-test score for the experimental class and pre-test control class was = 54.32 and 53.00 and the average post-test score after treatment for the experimental class and control class was 83.06 respectively. and 73.14. Based on the results of hypothesis testing, learning outcomes using the role playing learning model with the help of animated videos are more effective with $t_{count} > t_{table}$ ($5.186 > 1.69$), with an average increase in the control class of 34.12%. Meanwhile for the control class it was 27.52%. So it can be concluded that there is a positive and significant influence between the role playing learning model assisted by animated video media on student learning outcomes.

Keywords: Role playing learning model, assisted by animated video media, learning outcomes

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