

RINGKASAN

Penelitian ini merupakan penelitian eksperimen kuasi (semu) yang bertujuan untuk menganalisis pengaruh model pembelajaran kooperatif tipe *group investigation* berbantuan media buku interaktif terhadap literasi ekonomi. Penelitian ini dilakukan pada tahun ajaran 2022/2023 di SMA Muhammadiyah 1 Purwokerto.

Data yang digunakan dalam penelitian ini adalah hasil *pretest* dan *posttest* serta kuesioner. Populasi penelitian ini adalah siswa kelas X SMA Muhammadiyah 1 Purwokerto sebanyak 184 siswa. Sampel yang digunakan berjumlah 64 siswa dari dua kelas dengan menggunakan teknik *purposive sampling*. Sedangkan teknik analisis data yang digunakan dalam penelitian ini adalah validitas, reliabilitas, tingkat kesukaran soal, daya pembeda soal, normalitas, homogenitas, linieritas, uji *independent sample t-test* dan regresi linear sederhana.

Hasil penelitian dan analisis data yang diperoleh menunjukkan bahwa (1) terdapat perbedaan literasi ekonomi siswa antara penerapan model pembelajaran kooperatif tipe *group investigation* berbantuan media buku interaktif dengan model pembelajaran konvensional, (2) terdapat pengaruh positif model pembelajaran kooperatif tipe *group investigation* berbantuan media buku interaktif terhadap literasi ekonomi siswa.

Implikasi dari penelitian ini yaitu siswa memperoleh pengalaman belajar baru dengan model pembelajaran kooperatif tipe *group investigation* dengan berbantuan media buku interaktif serta mampu meningkatkan literasi ekonomi siswa. Guru dapat mengaplikasikan model pembelajaran kooperatif tipe *group investigation* dengan berbantuan media buku interaktif sehingga literasi ekonomi siswa meningkat. Sekolah dapat mempertimbangkan penggunaan model pembelajaran kooperatif tipe *group investigation* dengan berbantuan media buku interaktif agar dapat meningkatkan literasi ekonomi siswa.

Kata Kunci: pembelajaran kooperatif tipe *group investigation*, media buku interaktif, literasi ekonomi

SUMMARY

This research is a quasi-experimental research (pseudo) that aims to analyze the effect of cooperative learning model type group investigation assisted by interactive book media on economic literacy. This research was conducted in the 2022/2023 academic year at SMA Muhammadiyah 1 Purwokerto.

The data used in this study are the results of the pretest and posttest and questionnaires. The population of this research is class X SMA Muhammadiyah 1 Purwokerto as many as 184 students. The sample used was 64 students from two classes using a purposive sampling technique. While the data analysis techniques used in this study were validity, reliability, item difficulty level, item discrimination, normality, homogeneity, linearity, independent sample t-test and simple linear regression.

The results of the research and analysis of the data obtained show that (1) there is a difference in students' economic literacy between the application of the group investigation type cooperative learning model assisted by interactive book media and conventional learning models, (2) there is a positive influence of the group investigation type cooperative learning model assisted by interactive book media on students' economic literacy.

The implication of this study is that students gain new learning experiences with cooperative learning models of the group investigation type with the help of interactive book media and are able to increase students' economic literacy. Teachers can apply the group investigation type cooperative learning model with the help of interactive book media so that students' economic literacy increases. Schools can consider using a group investigation cooperative learning model with the help of interactive book media in order to increase students' economic literacy.

Keywords: group investigation cooperative learning, interactive book media, economic literacy