RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan metode eksperimen yang dilakukan terhadap siswa kelas XI SMA Negeri 1 Baturraden pada semester genap tahun ajaran 2023/2024. Penelitian dilatarbelakangi oleh rendahnya motivasi dan hasil belajar siswa khususnya kelas XI pada mata pelajaran ekonomi. Tujuan penelitian ini adalah untuk menganalisis perbedaan dan pengaruh penerapan model pembelajaran *contextual teaching and learning* berbasis *edutainment* terhadap motivasi dan hasil belajar siswa.

Metode penelitian yang digunakan *quasi experimental design* dengan *nonequivalent control group design* yang pada prosesnya menggunakan kelas eksperimen dan kelas kontrol. Populasi dalam penelitian ini berjumlah 143 siswa yang merupakan jumlah keseluruhan siswa kelas XI pada mata pelajaran ekonomi di SMA Negeri 1 Baturraden. Teknik penentuan sampel yang digunakan yaitu *purposive sampling* dimana penentuan sampel didasarkan atas kriteria-kriteria tertentu, sehingga diperoleh 72 responden yang merupakan siswa kelas XI 8 dan XI 10. Teknik pengumpulan data dalam penelitian ini menggunakan tes pilihan ganda, kuesioner, dokumentasi, observasi, dan wawancara. Teknik analisis data yang digunakan adalah uji validitas, uji reliabilitas, tingkat kesukaran soal, daya pembeda, uji normalitas, uji heteroskedastisitas, dan uji homogenitas.

Pengujian hipotesis penelitian menggunakan uji *independent sample t-test*, regresi linear sederhana dan uji t. Hasil penelitian ini menunjukkan bahwa: (1) Terdapat perbedaan motivasi belajar antara penerapan model pembelajaran *contextual teaching and learning* berbasis *edutainment* dengan model pembelajaran konvensional. (2) Terdapat perbedaan hasil belajar antara penerapan model pembelajaran *contextual teaching and learning* berbasis *edutainment* dengan model pembelajaran konvensional. (3) Model pembelajaran *contextual teaching and learning* berbasis *edutainment* berpengaruh positif terhadap motivasi belajar. (4) Model pembelajaran *contextual teaching and learning* berbasis *edutainment* berpengaruh positif terhadap hasil belajar.

Implikasi dari penelitian ini adalah guru dapat meningkatkan motivasi dan hasil belajar siswa dengan penerapan model pembelajaran inovatif yang mampu melibatkan peran aktif siswa dalam proses pembelajaran, yaitu dengan penerapan model pembelajaran *contextual teaching and learning* berbasis *edutainment*. Dalam model pembelajaran ini, guru dapat menciptakan pembelajaran yang menarik dan tidak membosankan. Hal ini didasari oleh hasil penelitian yang menyatakan bahwa model pembelajaran tersebut mampu meningkatkan motivasi dan hasil belajar siswa.

Kata Kunci: Model Pembelajaran *Contextual Teaching and Learning, Edutainment*, Motivasi Belajar, Hasil Belajar.

SUMMARY

This research is a quantitative research using experimental methods carried out on class XI students of SMA Negeri 1 Baturraden in the even semester of the 2023/2024 academic year. The research was motivated by the low motivation and learning outcomes of students, especially class XI in economics subjects. The aim of this research is to analyze the differences and influences of implementing the contextual teaching and learning learning model based edutainment on student motivation and learning outcomes.

The research method used is quasi experimental design with nonequivalent control group design which in the process uses an experimental class and a control class. The population in this study amounted to 143 students, which is the total number of grade XI students in economics subjects at SMA Negeri 1 Baturraden. The sampling technique used was purposive sampling where the determination of the sample is based on certain criteria, so that 72 respondents are obtained who were students in classes XI 8 and XI 10. Data collection techniques in this research used multiple choice tests, questionnaires, documentation, observation, and interview. The data analysis techniques used are validity test, reliability test, question difficulty level, distinguishing power, normality test, heteroscedasticity test and homogeneity test.

To test the research hypothesis using the independent sample t-test, simple linear regression and t test. The results of this research show that: (1) There is a difference in learning motivation between the application of the edutainment-based contextual teaching and learning model and the conventional learning model. (2) There are differences in learning outcomes between the application of edutainment-based contextual teaching and learning models and conventional learning models. (3) The contextual teaching and learning model based on edutainment has a positive effect on learning motivation. (4) The contextual teaching and learning model based on edutainment has a positive effect on learning outcomes.

The implication of this research is that teachers can increase student motivation and learning outcomes by implementing innovative learning models that are able to involve students' active role and encourage student enthusiasm in the learning process, namely by implementing contextual teaching and learning models based on edutainment. In this learning model, teachers can create learning that is interesting and not boring. This is based on the results of research which states that the learning model is able to increase student motivation and learning outcomes.

Keywords: Contextual Teaching and Learning Model, Edutainment, Learning Motivation, Learning Outcomes.