

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan bentuk *nonequivalent control group design* menggunakan metode *quasi experimental design* terhadap siswa kelas X di SMA Negeri 1 Kedungreja. Tujuan penelitian ini untuk menganalisis penerapan model pembelajaran *Visualisation, Auditory, Kinesthetic* (VAK) terhadap motivasi dan hasil belajar ekonomi pada siswa kelas X di SMA Negeri 1 Kedungreja. Penelitian ini dilaksanakan pada semester ganjil tahun ajaran 2023/2024. Data yang digunakan dalam penelitian berupa nilai *pretest* dan *posttest* serta angket kuesioner. Populasi dalam penelitian ini berjumlah 138 siswa kelas X di SMA Negeri 1 Kedungreja.

Sampel yang digunakan sebanyak 71 responden yang terbagi dalam dua kelas yaitu kelas X6 dan X8 menggunakan teknik *purposive sampling* yaitu menggunakan kriteria tertentu dalam menentukan sampel. Kedua kelas akan diuji menggunakan instrumen dalam bentuk angket kuesioner motivasi belajar sebanyak 22 pernyataan dan pilihan ganda sebanyak 20 butir pertanyaan. Teknik analisis data yang digunakan dalam penelitian adalah uji validitas, uji reliabilitas, uji daya pembeda, uji tingkat kesukaran, uji normalitas, uji homogenitas, uji *independent sample t-test* dan uji regresi linear sederhana.

Berdasarkan hasil penelitian dan analisis data, menunjukkan bahwa, pertama terdapat perbedaan motivasi belajar siswa yang menerapkan model pembelajaran *Visualisation, Auditory, Kinesthetic* dengan siswa yang menerapkan model pembelajaran konvensional. Kedua terdapat perbedaan hasil belajar siswa yang menerapkan model pembelajaran *Visualisation, Auditory, Kinesthetic* dengan siswa yang menerapkan model pembelajaran konvensional. Ketiga model pembelajaran *Visualisation, Auditory, Kinesthetic* berpengaruh positif terhadap motivasi belajar siswa. Keempat model pembelajaran *Visualisation, Auditory, Kinesthetic* berpengaruh positif terhadap hasil belajar siswa.

Implikasi dari penelitian ini adalah siswa diharapkan dapat meningkatkan motivasi belajar sehingga dapat tercipta pembelajaran yang menyenangkan sehingga mudah dipahami serta bisa meningkatkan hasil belajar. Guru dan sekolah dapat mempertimbangkan penerapan model pembelajaran *Visualisation, Auditory, Kinesthetic* sebagai salah satu bagian dalam upaya meningkatkan hasil belajar dan motivasi belajar siswa.

Kata Kunci: Model Pembelajaran, *Visualisation, Auditory, Kinesthetic*, Motivasi Belajar, Hasil Belajar

SUMMARY

This research is a quantitative research in the form of a nonequivalent control group design using a quasi experimental design method for class X students at SMA Negeri 1 Kedungreja. The aim of this research is to analyze the application of the Visualisation, Auditory, Kinesthetic (VAK) learning model to the motivation and economic learning outcomes of class X students at SMA Negeri 1 Kedungreja. This research was carried out in the odd semester of the 2023/2024 academic year. The data used in the research are pretest and posttest scores as well as questionnaires. The population in this study was 138 class X students at SMA Negeri 1 Kedungreja.

The sample used was 71 respondents who were divided into two classes, namely classes X6 and X8 using a purposive sampling technique, namely using certain criteria in determining the sample. Both classes will be tested using instruments in the form of a learning motivation questionnaire with 22 statements and multiple choice questions with 20 questions. The data analysis techniques used in the research are validity test, reliability test, distinguishing power test, level of difficulty test, normality test, homogeneity test, independent sample t-test and simple linear regression test.

Based on the results of research and data analysis, it shows that, firstly, there are differences in the learning motivation of students who apply the Visualization, Auditory, Kinesthetic learning model and students who apply the conventional learning model. Second, there are differences in the learning outcomes of students who apply the Visualization, Auditory, Kinesthetic learning model and students who apply the conventional learning model. The three learning models Visualization, Auditory, Kinesthetic have a positive effect on student learning motivation. The four learning models Visualization, Auditory, Kinesthetic have a positive effect on student learning outcomes.

The implication of this research is that students are expected to increase learning motivation so that fun learning can be created that is easy to understand and can improve learning outcomes. Teachers and schools can consider implementing the Visualisation, Auditory, Kinesthetic learning model as one part of efforts to improve learning outcomes and student motivation.

Keywords: *Learning Model, Visualization Auditory Kinesthetic, Visualization, Auditory, Kinesthetic, Learning Outcomes*