

RINGKASAN

Penelitian ini dilatarbelakangi oleh rendahnya hasil belajar dan motivasi belajar siswa dalam mata pelajaran ekonomi di SMA Negeri 1 Patikraja serta penggunaan media pembelajaran interaktif yang dapat memfasilitasi keterlibatan siswa secara aktif. Hasil pra penelitian menunjukkan bahwa pembelajaran masih sering menggunakan model pembelajaran konvensional, sehingga siswa cenderung pasif dalam mengikuti pembelajaran. Maka dari itu penelitian ini bertujuan untuk menganalisis pengaruh model pembelajaran kooperatif tipe *Teams Games Tournament* (TGT) berbantuan media *Genially* berpengaruh terhadap hasil belajar dan motivasi belajar ekonomi. Penelitian ini menggunakan metode penelitian *Quasi Eksperimental* dengan desain *Non Equivalent Control Group* yang dalam proses penelitiannya menggunakan dua kelas yaitu kelas kontrol dan kelas eksperimen. Populasi dalam penelitian ini sebanyak 139 siswa yang merupakan seluruh siswa yang mengambil mata pelajaran ekonomi pada tahun ajaran 2024/2025. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling* berdasarkan pada kriteria tertentu yang telah ditentukan. Oleh karena itu sampel dalam penelitian ini diperoleh sebanyak 52 responden yang terdiri dari 26 responden kelas XI 3 sebagai kelas kontrol dan 26 responden kelas XI 6 sebagai kelas eksperimen.

Berdasarkan hasil penelitian dan analisis data menggunakan uji t, dengan menggunakan *independent sample t-test* diperoleh hasil: (1) terdapat perbedaan hasil belajar antara siswa di kelas eksperimen dan siswa di kelas kontrol. (2) terdapat perbedaan motivasi belajar antara siswa di kelas eksperimen dan siswa di kelas kontrol. Berdasarkan hasil penelitian dan analisis data menggunakan uji regresi linear sederhana diperoleh hasil (3) terdapat pengaruh model pembelajaran kooperatif tipe TGT berbantuan media *Genially* terhadap hasil belajar siswa (4) terdapat pengaruh model pembelajaran kooperatif tipe TGT berbantuan media *Genially* terhadap motivasi belajar siswa.

Kata Kunci: Model Pembelajaran *Teams Games Tournament*, Media *Genially*, Hasil Belajar, dan Motivasi Belajar

SUMMARY

This study was motivated by the low learning outcomes and learning motivation of students in Economics at SMA Negeri 1 Patikraja and the use of interactive learning media that can facilitate active student engagement. Preliminary research findings indicate that teaching still frequently relies on conventional instructional models, leading students to adopt a passive approach to learning. Therefore, this study aims to analyze the impact of the cooperative learning model of the Teams Games Tournament (TGT) type, assisted by Genially media, on academic achievement and learning motivation in Economics. This study uses a quasi-experimental research method with a non-equivalent control group design, which involves two classes: a control class and an experimental class. The population in this study consists of 139 students, which are all students taking Economics in the 2024/2025 academic year. The sampling technique used is purposive sampling based on specific criteria that have been determined. Therefore, the sample in this study consisted of 52 respondents, comprising 26 respondents from class XI 3 as the control class and 26 respondents from class XI 6 as the experimental class.

Based on the research results and data analysis using the t-test, with the independent sample t-test, the following results were obtained: (1) there is a difference in learning outcomes between students in the experimental class and students in the control class. (2) There is a difference in learning motivation between students in the experimental class and students in the control class. Based on the results of the study and data analysis using simple linear regression, the results obtained were (3) there is an effect of the TGT cooperative learning model assisted by Genially media on student learning outcomes (4) there is an effect of the TGT cooperative learning model assisted by Genially media on student learning motivation.

Keywords: Teams Games Tournament Learning Model, Genially Media, Learning Outcomes, and Learning Motivation