

PEMAHAMAN DAN KEMAMPUAN PENALARAN DALAM PENGAMBILAN KEPUTUSAN SISWA SMA MENGENAI PENGUNAAN KOSMETIK

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ABSTRAK

Kampanye produk kosmetik yang menjanjikan warna kulit yang akan lebih cerah dan putih begitu laris dipasaran. Fenomena ini disebabkan adanya pembentukan persepsi yang berujung pada pengalihan terhadap masalah kulit Indonesia yang sebenarnya. Siswa perlu mengambil suatu keputusan yang tepat dalam menghadapi dilema sosial penggunaan kosmetik yang instan untuk memenuhi hasrat berpenampilan menarik. Kemampuan bernalar merupakan hal penting dalam mengambil keputusan. Pengembangan kemampuan penalaran pada siswa, diperlukan suatu pembelajaran khusus agar potensi bernalar yang dimiliki siswa dapat berkembang baik untuk memecahkan suatu masalah atau agar dapat mengambil suatu keputusan. Penelitian deskriptif ini bertujuan untuk mendeskripsikan pemahaman, penalaran, dan pengambilan keputusan siswa SMA melalui pembelajaran bernalar pada penggunaan kosmetik. Sebanyak 22 siswa kelas 11 lintas minat biologi mengikuti tes penalaran sebelum dan sesudah pembelajaran, hasil observasi pembelajaran bernalar, dan wawancara. Hasil tes, wawancara, dan hasil observasi pembelajaran dianalisis. Hasil penelitian menunjukkan bahwa secara umum pemahaman siswa memiliki variasi berdasarkan kisi-kisi yang ditanyakan, sebanyak 67,21% siswa termasuk level 2 penalaran (*claim*, *data*, dan *warrant*), sebanyak 53,89% memiliki penalaran yang kurang koheren (*claim* logis namun tidak didukung *grounds* yang benar), sebanyak 46,36% siswa mengambil keputusan berdasarkan penalaran rasionalistik, dan 37% siswa sudah mengambil keputusan dengan mempertimbangkan pemahaman yang benar dan kemampuan penalaran yang koheren.

Kata kunci: pemahaman, penalaran, pengambilan keputusan, penggunaan kosmetik.

UNDERSTANDING AND REASONING ON DECISION MAKING HIGH SCHOOL STUDENT ABOUT COSMETIC

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ABSTRACT

Campaign cosmetic products promising skin tone will be brighter and whites received well in the market. This phenomenon is due to the formation of perceptions that resulted in the transfer to skin problems Indonesia truth. Students need to take an appropriate decision in the face of social dilemmas instant cosmetic use to fulfill the desire to look attractive. Reasoning ability is important in making decisions. The development of reasoning skills in students, we need a special learning so that the potential reasoning of the students can develop either to solve a problem or in order to take a decision. This descriptive study aimed to describe the understanding, reasoning, and decision making of high school students through the study of reasoning on the use of cosmetics. A total of 22 students in grade 11 biology follow what interests cross reasoning tests before and after the learning, the observation of learning to reason, and interviews. The results of tests, interviews, and observations were analyzed learning. The results showed that students have a general understanding of variation based on the lattice in question, as much as 67.21% of students including reasoning level 2 (*claims, data, and warrants*), as much as 53.89% had a less coherent reasoning (logical claims yet unsupported grounds right), as many as 46.36% of students make decisions based on reasoning, rationalistic, and 37% of students have taken the decision considering the proper understanding and reasoning ability coherent.

Keyword: understanding, reasoning, decision making, the use of cosmetic.