

**THE EFFECT OF POSTER PRESENTATION TOWARDS
STUDENTS' CREATIVITY AND CONCEPT COMPREHENSION ABOUT
POLLUTION CONCEPT**

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ABSTRACT

This study aims to examine the effect of poster presentation towards students' creativity and concept comprehension about pollution concept. The type of this study was weak experiment with one group pretest and posttest design. Population in this research was grade 10 of senior high school students at Bina Nusantara International School Serpong consists of 10 classes. The sample has taken by using random cluster sampling technique. The quantitative data of this research has gained through concept comprehension test and observational sheet, meanwhile the qualitative data gathered through rubric and questionnaire. Based on the analysis of the result, this research obtained improvement in concept comprehension with normalized gain 0,307 which was categorized into medium improvement. The correlation between students' creativity and concept comprehension done by using coefficient correlation which the result is 9%, meaning that 9% of concept comprehension may be explained by creativity. Based on the result of questionnaires about the use of poster presentation, it may be concluded that students were enjoying the use of poster presentation.

Keywords : poster presentation, students' creativity, concept comprehension, achievement.

PENGARUH POSTER PRESENTATION TERHADAP KREATIFITAS SISWA DAN PENGETAHUAN KONSEP TENTANG KONSEP POLUSI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *poster presentation* terhadap kreatifitas siswa dan pengetahuan konsep tentang konsep polusi. Tipe penelitian ini adalah *weak experiment* dengan *one group pretest* dan *postest design*. Dalam penelitian ini populasinya yaitu kelas 10 dari sekolah menengah atas di Bina Nusantara International School Serpong terdiri dari 10 kelas. Sampel penelitian diambil menggunakan teknik *random cluster sampling technique*. Data kuantitatif dalam penelitian ini diambil melalui tes pengetahuan konsep dan lembar observasi, dimana data kualitatif didapat melalui rubrik penelitian dan kuisioner. Dari hasil analisa, dalam penelitian terdapat peningkatan dari pengetahuan konsep dengan normalitas gain sebesar 0,307 dengan kategori peningkatan sedang. Korelasi diantara kreatifitas siswa dan pengetahuan konsep menggunakan *coefficient corellation* dengan nilai 9%, artinya 9% dari pengetahuan konsep siswa dapat dijelaskan dengan kreatifitas. Dari hasil kuisioner tentang penggunaan *poster presentation*, dapat disimpulkan bahwa siswa merasa nyaman saat menggunakan *poster presentation*.

Kata Kunci : poster presentation, kreatifitas siswa, pengetahuan konsep,