

ABSTRAK

Penelitian ini dilatarbelakangi adanya pelaksanaan proses pembelajaran di Jurusan Pendidikan Teknik Elektro dengan model pembelajaran memanfaatkan teknologi informasi dan komunikasi (TIK), model pembelajaran tersebut dikenal dengan istilah *Blended learning*. Model pembelajaran *Blended learning* dilaksanakan dengan mengkombinasikan pembelajaran tatap muka dan pembelajaran *online*. Tujuan penelitian ini untuk mengetahui seberapa besar minat, motivasi, persepsi mengenai media, kepuasan, dan loyalitas mahasiswa dalam mengikuti *Blended learning* berbasis situs Moodle yang diperoleh melalui penyebaran angket pada responden. Metode penelitian yang digunakan adalah metode penelitian kuantitatif yang sifatnya deskriptif, mengambil sampel sebanyak 64 orang mahasiswa angkatan 2011 yang mengikuti kuliah Kewirausahaan di Jurusan Pendidikan Teknik Elektro FPTK UPI Bandung.

Hasil uji kelayakan menunjukkan rata-rata persentase 83,08% dengan tingkat pencapaian kualifikasi baik, tidak perlu direvisi. Hasil penelitian pada aspek minat terhadap *Blended learning* menunjukkan 78,59% mahasiswa berminat dalam mengikuti pembelajaran *Blended learning*. Pada aspek motivasi terhadap *Blended Learning* menunjukkan 83,38 % mahasiswa mempunyai motivasi tinggi dalam mengikuti pembelajaran *Blended learning*. Pada aspek persepsi tentang media *Blended learning* menunjukkan 79,95% mahasiswa menyatakan situs mempunyai kualifikasi baik. Pada aspek kepuasan mahasiswa terhadap program *Blended learning* menunjukkan 76,82% mahasiswa puas terhadap program *Blended learning*. Pada aspek loyalitas pengguna terhadap program *Blended learning* menunjukkan 78,52% mahasiswa memiliki loyalitas tinggi terhadap program *Blended learning*.

Dari hasil penelitian mengenai penerapan *Blended learning* berbasis Moodle layak diterapkan di tingkat perguruan tinggi dengan media pembelajaran berupa situs.

Kata Kunci : *Blended Learning*, Metode penelitian kuantitatif deskriptif, Moodle

ABSTRACT

Background of this study is the implementation of the learning process in the Department of Electrical Engineering Education with learning model utilizing information and communication technology (ICT), learning model is known as Blended learning. Blended learning implemented by combining face-to-face learning and online learning. The purpose of this study to find out how much interest, motivation, perception of media Blended learning, satisfaction, and loyalty of students in following Blended learning based site from Moodle applications, obtained through questionnaires to the respondents. The research method used is quantitative research methods that are descriptive, take a sample of 64 students who attending college class of 2011 on course Entrepreneurship in the Department of Electrical Engineering Education FPTK UPI Bandung.

The test results demonstrate the feasibility of an average percentage of 83.08% with a good level of achievement of qualifications so that the media does not need to be revised. The results of research on aspects of interest in Blended learning showed 78.59% of the students are interested in participating in Blended learning. In the aspect of motivation to Blended Learning showed 83.38% of the students have high motivation in participating in Blended learning. In the aspect of the perception of the media Blended learning showed 79.95% students stated the site has good qualifications. In the aspect of student satisfaction towards Blended learning program showed 76.82% of students satisfied with Blended learning program. In the aspect of user loyalty towards Blended learning program showed 78.52% of the students have a high loyalty Blended learning program.

From these results, the implementation of Blended learning based Moodle feasible at the college level by learning media such as websites.

Key words : Blended learning, Descriptive quantitative research methods, Moodle.