

**PENGUNAAN MEDIA ONLINE DALAM PEMBELAJARAN
MATA PELAJARAN TEKNOLOGI PERKANTORAN**

SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pendidikan
pada Program Studi Pendidikan Manajemen Perkantoran,
Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia



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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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ABSTRAK

PENGGUNAAN MEDIA ONLINE DALAM PEMBELAJARAN MATA PELAJARAN TEKNOLOGI PERKANTORAN

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Skripsi ini dibimbing oleh:

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Penelitian ini membahas mengenai pendapat siswa tentang efektivitas penggunaan media pembelajaran online pada Mata Pelajaran Teknologi Perkantoran di sebuah SMK Negeri di Bandung saat diberlakukan pembelajaran online di masa pandemik. Variabel media pembelajaran online diukur menggunakan 11 dimensi yaitu *self instructional*, *self contained*, *stand alone*, adaptif, *user friendly*, representasi isi, visualisasi dengan multimedia, menggunakan variasi yang menarik dan kualitas resolusi yang tinggi, tipe-tipe pembelajaran yang bervariasi, respon pembelajaran dan penguatan, dan dapat digunakan secara klasikal atau individual. Dengan mengadopsi survei eksplanatori, data diperoleh dengan menyebarkan kuesioner kepada 136 siswa Otomatisasi dan Tata Kelola Perkantoran (OTKP). Data dianalisis menggunakan analisis statistik deskriptif dengan mengukur distribusi frekuensi dan skor rata-rata. Berdasarkan hasil analisis data, tingkat efektivitas penggunaan media pembelajaran online di SMK berada dalam kategori efektif. Namun demikian, rendahnya tingkat kepemilikan fasilitas belajar oleh siswa masih menjadi aspek yang harus diperhatikan. Oleh karena itu, untuk dapat meningkatkan efektivitas proses pembelajaran, guru sebaiknya mengembangkan dan menggunakan media pembelajaran baik secara cetak dan elektronik (*Micro-learning*). Media pembelajaran dapat dicetak oleh siswa yang membutuhkan media dalam bentuk cetak karena keterbatasan fasilitas pembelajaran yang mereka miliki.

Kata Kunci: Media pembelajaran online, OTKP, SMK

ABSTRACT

ONLINE MEDIA USE IN LEARNING OFFICE TECHNOLOGY SUBJECT

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This undergraduate thesis is supervised by:

Dr. Rini Intansari Meilani, M.Pd.

This study discusses students' opinions about the effectiveness of the use of online learning media in Office Technology Subjects at a State Vocational High School in Bandung when online learning was adopted during the pandemic. Online learning media variables were measured using 11 dimensions, namely self-instructional, self-contained, stand-alone, adaptiveness, user-friendliness, content representation, visualization with multimedia, use of interesting variations and high quality resolution, varied types of learning, learning responses and reinforcement, and flexibility for class or individual use. Explanatory survey was used to obtain the data by distributing questionnaires to 136 students of the Office Automation and Governance (OTKP). The data were analyzed using descriptive statistical analysis by measuring the frequency distribution and the average score. Based on the results of data analysis, the level of effectiveness of online learning media use in SMK is in the effective category. However, the low level of ownership of learning facilities by students is still an aspect that must be considered. Therefore, in order to increase the effectiveness of the learning process, teachers are encouraged to develop and use both print and electronic learning media (Micro-learning). Learning media can be printed by students who need printed media because of their limited access to learning facilities.

Key words: *Online learning media, Office Automation and Governance (OTKP), Vocational High School (SMK)*

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