

**EFEKTIVITAS GAMIFIKASI SEBAGAI INOVASI PENINGKATAN
COGNITIVE ENGAGEMENT DAN *BEHAVIORAL ENGAGEMENT* SISWA**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Sistem dan Teknologi Informasi



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**PROGRAM STUDI
PENDIDIKAN SISTEM DAN TEKNOLOGI INFORMASI
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UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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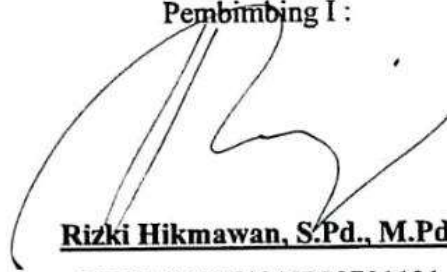
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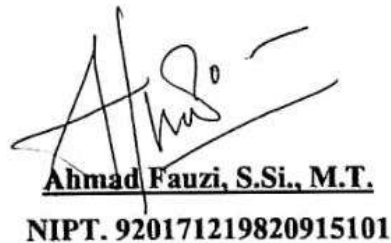
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ABSTRAK

Keterlibatan siswa dalam suatu pembelajaran merupakan hal yang sangat penting dan menunjukkan bahwa proses pembelajaran dapat menarik perhatian siswa dan siswa memiliki motivasi untuk belajar. Berdasarkan studi pendahuluan, sebagian besar siswa memiliki *student engagement* yang rendah, dengan melakukan berbagai hal diluar kebutuhan belajar. Hal tersebut tentunya mengganggu dan menghambat baik itu dalam proses pembelajaran maupun pada hasil belajar. Faktor yang menyebabkan masalah tersebut adalah proses mengajar dengan metode ceramah atau biasa disebut *teacher center* membuat siswa kurang tertarik untuk mengikuti dan memahami materi yang disampaikan. Gamifikasi telah diterapkan diberbagai domain saat ini, salah satunya yaitu pendidikan. Tujuan penelitian ini yaitu untuk meningkatkan keterlibatan siswa pada dimensi *behavioral engagement* dan *cognitive engagement* dengan penerapan gamifikasi. Metode yang digunakan pada penelitian ini yaitu metode *quasi experiment* dengan pendekatan kuantitatif. keterlibatan siswa merupakan hal yang paling penting dalam kesuksesan pembelajaran. Maka perlu adanya pertimbangan terkait untuk membangun kesenangan dalam sebuah pembelajaran, dengan mengubah cara mengajar dan berinteraksi dengan siswa agar menarik perhatiannya, salah satunya dengan pendekatan penggunaan elemen *game* yaitu gamifikasi. Pada hasil penelitian, ditemukan bahwa pembelajaran gamifikasi efektif untuk meningkatkan *cognitive engagement* dan *behavioral engagement* siswa. Berdasarkan hipotesis penelitian, data menunjukkan bahwa siswa dengan pembelajaran yang menerapkan gamifikasi lebih terlibat secara kognitif dan perilaku dibandingkan dengan siswa dengan pembelajaran konvensional.

Kata Kunci : *Student Engagement*, Gamifikasi, *Quasi Experiment*, Motivasi Belajar

ABSTRACT

Student engagement in a lesson is very important and shows that the learning process can attract students' attention and students have the motivation to learn. Based on the preliminary study, most students have low student engagement, by doing various things outside of learning needs. This of course disrupts and hinders both the learning process and learning outcomes. The factor that causes this problem is the teaching process using the lecture method or commonly called the teacher center makes students less interested in following and understanding the material presented. Gamification has been implemented in various domains today, one of which is education. The purpose of this research is to increase student involvement in the dimensions of behavioral engagement and cognitive engagement with the application of gamification. The method used in this study is the quasi experimental method with a quantitative approach. Student engagement is the most important thing in the success of learning. So it is necessary to have related considerations to build fun in a lesson, by changing the way of teaching and interacting with students to attract their attention, one of which is by using game elements, namely gamification. In the research results, it was found that gamification learning was effective in increasing students' cognitive engagement and behavioral engagement. Based on the research hypothesis, the data shows that students with learning that apply gamification are more involved cognitively and behaviorally compared to students with conventional learning.

Keywords : Student Engagement, Gamification, Quasi Experiment, Learning Motivation.

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