

Penggunaan Media Pembelajaran Berbasis Website Untuk Meningkatkan Aktivitas dan Kreativitas Belajar Siswa

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Abstract : This is a class action research that aims to improve the learning activity and creativity of students through the use of media-based website in the eyes Goods and basic Services Marketing lessons competencies of information systems and saling technologies in the class of XI Marketing 2 second semester at SMK Negeri 1 Tanggul Jember academic year of 2011/2012. The population in this study were students of class XI Marketing Programs 2 totaling of 35 students along with marketing teachers of goods and services. Methods for collecting data used was the method of observation, interviews, and documentation. The data analysis method used was a descriptive qualitative approach to describe the circumstances on the field along with processed facts. The data collection in consists of (1) the observation of students' learning activities and events study conducted by the teacher, (2) the observation of student creativity in learning. This research used two cycles which includes 4 stages: planning, action, observation, and reflection. The results showed that the use of media-based website is improved the eyes Goods and basic Services Marketing lessons competencies of information systems and saling technologies.

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