

ABSTRACT

**THE INFLUENCE OF POSTER MEDIA IN COOPERATIVE LEARNING
MODEL STUDENT TEAM ACHIEVEMENT DIVISION (STAD)
TYPE TO THE ACTIVITY AND THE LEARNING
OUTCOMES OF ENVIRONMENT
MANAGEMENT SUBJECT
MATTER
(Experimental Study in Class VII SMP Negeri 1 Seputih Mataram Second
Semester,
Central Lampung Regency 2014/2015 Academic Year)**

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This research was aimed to find out the influence of implementation poster media in cooperative learning model (STAD) type to improve the learning outcomes and students' learning activity on environment management subject matter. This research was experiment research. The sample were class VII A and VII D SMP Negeri 1 Seputih Mataram, Central Lampung that was chosen by cluster random sampling technique. The research design was pretest-posttest non equivalent. The research data were quantitative and qualitative. The quantitative data were students' learning outcomes which was collected from N-gain pretest and posttest score. Data were analyzed using uji-t of SPSS 17 software. Qualitative data, were students' learning activity of implementation poster in cooperative

learning model STAD type. The result showed that average improvement of average control class was 65,53 and of in experiment class was 61,26.

The result of this research that the using media poster through cooperative learning model student team achievement division (STAD) type have influence to the activity and the result study on every meeting (first meeting = 72 and second meeting = 89). Besides that, almost of student (91%) gives positive responses to the using media poster through cooperative learning model student team achievement division (STAD) type. The result show that the using media poster through cooperative learning model team achievement division (STAD) type have influence significantly to increasing to the activity and student's result study (\bar{X} pretest experiment class = 83; \bar{X} pretest control class = 73; \bar{X} posttest experiment class = 70; \bar{X} posttest control class = 42). Based on the result, it can be concluded that the using media poster through cooperative learning model student team achievement division (STAD) type have influence signicantly to increasing the result study and student's activity in class VII SMP Negeri 1 Seputih Mataram Central Lampung of environmental management subject matter.

Keyword: media poster, STAD model, result study, learning activity, environmental management