

ABSTRAK

PENGARUH MENONTON TAYANGAN *CLASH OF CHAMPIONS* DI PLATFORM YOUTUBE TERHADAP MINAT BELAJAR SISWA KELAS 12 SMAN 1 BARADATU

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Minat belajar siswa Sekolah Menengah Atas (SMA) merupakan salah satu faktor penting dalam pencapaian akademis. Penelitian ini bertujuan untuk menganalisis pengaruh menonton tayangan *Clash of Champions* (COC) di platform YouTube terhadap minat belajar siswa kelas 12 SMAN 1 Baradatu. Latar belakang penelitian ini berangkat dari laporan Pendidikan Kemendikbudristek 2024 terkait kualitas tayangan edukatif di media massa Indonesia yang relevan bagi siswa SMA sangat perlu ditingkatkan. Di sisi lain, platform seperti YouTube semakin populer sebagai sumber konten edukasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey kepada seluruh populasi yang berjumlah 195 responden, diambil menggunakan teknik non-probability sampling tepatnya sampling jenuh atau sensus (Sugiyono, 2018). Responden merupakan siswa aktif kelas 12 SMAN 1 Baradatu dan telah menonton COC sebanyak 9-11 episode (sejak 29 Juni-29 November 2024). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang cukup signifikan dari tayangan *Clash of Champions* di platform Youtube terhadap minat belajar siswa kelas 12 SMAN 1 Baradatu yang dibuktikan dengan $t_{hitung} 11,130 > t_{tabel} 1,6527$ yang memiliki arti H_1 diterima dan H_0 ditolak, menurut Cohen 1988, nilai ini termasuk ke dalam kategori berpengaruh kuat, serta nilai pengaruhnya sebesar 39,1% yang didasarkan pada hasil uji koefisien determinasi (R^2) yang berarti tayangan *Clash of Champions* berpengaruh terhadap minat belajar siswa kelas 12 SMAN 1 Baradatu, sedangkan sisanya 60,9%, minat belajar siswa dipengaruhi oleh faktor lainnya yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Clash of Champions*, YouTube, minat belajar, siswa SMA, media edukatif.

ABSTRACT

THE INFLUENCE OF WATCHING CLASH OF CHAMPIONS BROADCASTS ON YOUTUBE ON THE LEARNING INTEREST OF 12TH-GRADE STUDENTS AT SMAN 1 BARADATU

By

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Senior high school students' learning interest is one of the key factors in academic achievement. This study aims to analyze the influence of watching Clash of Champions (COC) on YouTube on the learning interest of 12th-grade students at SMAN 1 Baradatu. The background of this research stems from the 2024 Educational Report by the Indonesian Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), which highlights the urgent need to improve the quality of educational programs in Indonesia's mass media, particularly for high school students. Meanwhile, platforms like YouTube have gained increasing popularity as sources of educational content. This research uses a quantitative approach with a survey method to the entire population of 195 respondents, taken using non-probability sampling techniques, precisely saturated sampling or census (Sugiyono, 2018). The respondents are active 12th-grade students at SMAN 1 Baradatu who have watched 9 to 11 episodes of Clash of Champions (Since 29th July-29th November 2024). The findings reveal a significant influence of Clash of Champions on YouTube on students' learning interest, as indicated by a t-value of 11.130, which exceeds the critical t-table value of 1.6527. This result confirms that the alternative hypothesis (H1) is accepted, and the null hypothesis (H0) is rejected. According to Cohen (1988), this value falls into the strong effect category. Additionally, the coefficient of determination (R²) test results indicate that Clash of Champions accounts for 39.1% of the variance in students' learning interest, while the remaining 60.9% is influenced by other factors not examined in this study.

Keywords: *Clash of Champions, YouTube, learning interest, high school students, educational media*