

ABSTRACT

Syarifah, Nur Aidatus. 2025. The Application of Smart Board Learning Media in Teaching Slogan Texts to Grade VIII Students at SMP Raden Patah Pucuk. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Universitas Islam Darul 'Ulum Lamongan. Advisors: (1) Laila Tri Lestari, S.Pd., M.Pd., (2) Anisa Ulfah, M.Pd.

Keywords: Smart Board Learning Media, Slogan Text, Educator Activities, Student Activities, Learning Outcomes, Student Responses.

The background of this study is the problem of students experiencing a decline in motivation to learn Indonesian language subjects. Conventional delivery of material is the cause of the decline in student interest in learning. This condition will affect student learning outcomes. Based on these issues, the researcher formulated the following research questions: (1) teacher (educator) and student activities, (2) student learning outcomes, and (3) student responses. This study aims to determine the effectiveness of the application of smart board learning media in teaching slogan texts to eighth-grade students at SMP Raden Patah Pucuk in terms of the activities of the researcher (educator) and students, student learning outcomes, and student responses.

A mixed research method was used in this study, combining quantitative and qualitative descriptive methods. Data collection techniques were carried out using three techniques, namely (1) observation technique, (2) test technique, and (3) questionnaire technique. The observation technique aims to describe the activities of the researcher (educator) and the students. The test technique aims to describe the students' learning outcomes. The questionnaire technique aims to describe the students' responses regarding learning using smart boards.

The results of this study show that (1) the percentage of researcher (educator) activity was 95% and student activity was 94.11%. (2) The percentage of student learning achievement was 86%, and (3) the percentage of student response was 90,71%. Based on these research results, it can be concluded that the application of Smart Board Learning Media in teaching slogan text material for eighth-grade students at SMP Raden Patah Pucuk is effective.