

THESIS

**THE EFFECT OF STATIC INFOGRAPHIC MEDIA ON THE LEARNING
OUTCOMES OF GRADE XI IPS STUDENTS IN THE SUBJECT OF HISTORY IN
STATE SENIOR HIGH SCHOOL 1 MARTAPURA**

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ABSTRAC

Mukaffi Zulkifli (1810111110010). 2023. The Influence of Static Infographic Media on the Learning Outcomes of Class XI IPS Students in History Subjects at SMA Negeri 1 Martapura, Supervisor Dr. Syaharuddin, S.Pd, MA, and Assistant Lecturer Melisa Prawitasari, M.Pd.

This research was motivated by a problem in history learning activities, namely the lack of use of learning media amidst the development of technology and information. Learning media is something used to convey messages in the form of learning materials. An example of learning media that can be used is static infographics.

Static infographic media is a media that synergizes data, text, and images in a simple media form aimed at readers. The use of text and images in static infographic media can make it easier for students to absorb the information contained in the media, so that the use of static infographic media can influence student learning outcomes. The purpose of this study was to determine the effect of the use of static infographic media on student learning outcomes in the History subject of class XI IPS at SMA Negeri 1 Martapura.

The research method used is a quantitative method with a quasi-experimental model. The sampling technique used is a purposive sampling technique. The instruments used in this study are a test instrument in the form of multiple-choice questions to measure student learning outcomes and non-test instruments in the form of a student response questionnaire, a media expert validation questionnaire, and a material expert validation questionnaire.

The results of the study showed (1) that the learning outcomes of students in the experimental class on the subject of history of the Renaissance and Church Reformation were higher than those of the control class, with an average value of the control class of 75.41 and the experimental class of 85.57. (2) based on the analysis of post-test data using the t-test, with the results of a significance value of Sig. (2-tailed), which obtained is $0.00 < 0.05$, meaning H_a is accepted and H_0 rejected. This is shows that there is an influence of the use of static infographic media on the learning outcomes of class XI IPS students.

The conclusion of the research is that the use of static infographics has an effect on learning outcomes. This is demonstrated by the difference in post-test scores between the experimental and control classes. The post-test scores in the experimental class were higher than those in the control class.

Keywords: Learning media, static infographic media, learning outcomes.