

## **ABSTRACT**

*This research entitled of Effect of Cooperative Learning Model Type Snowball Throwing Against Student Learning Outcomes Lesson In Business Economics. (Sub staple discussion Calculating Taxes Economics and Business Class XI MP 2 in SMK Pasundan Bandung 4) The purpose of this study are: (1) To find out how the implementation of cooperative learning model Snowball Throwing in business economics class, (2) To find out how student learning outcomes using Snowball Throwing learning model in teaching business economics, (3) to determine how much influence learning models Snowball Throwing on student learning outcomes.*

*The method used in this study is a survey. Data collection techniques were used that observation, questionnaire, documentation and literature with data processing techniques validity, reliability, data normality test, simple linear regression analysis and coefficient of determination. The study hypothesis reads "learning model Snowball Throwing positive effect on student learning outcomes in the subject business economics class XI MP 2 in SMK Pasundan 4 Bandung.". The results of this study is to show that there are significant learning models Snowball Throwing the learning outcomes of student learning. It is seen from the results of data processing using SPSS 21.0. Results of data if there is a correlation between the variables X and Y variables for 0891 that means the correlation is positive. To determine the functional relationship between variables X and Y then used a simple linear regression analysis, the analysis shows that the results of any increase in the learning models Snowball Throwing  $\rightarrow$  amounted to 5.769, the learning outcomes of students increased by 0831. The results if the data shows there are significant learning models Snowball Throwing against HSIL students of class XI MP 2 in SMK Pasundan 4 Bandung by 79.4% and 20.6% is determined by other factors. Discussion of the results showed the main factors that influence that affects the variable Y is derived from an indicator variable X. The conclusion based on the evidence and the above results the research hypothesis can be tested. As the end of the study authors gave suggestions to the teachers of business economics in order to create a learning atmosphere that can provide opportunities for students to play an active role in the learning process. Throwing Snowball learning model is an alternative method that can be used by teachers in the learning process because it has benefits for learners to further build up the students to be able to think critically.*

**Keywords:** *Learning Model Throwing Snowball, Learning Outcomes On the Subject of business economics.*