

ABSTRACT

This study, entitled The Effect of Cooperative Learning Model Talking Chips Against liveliness Student Lesson In Economics (Case Studies On Students Class XI MIA 4 SMA Negeri 1 Lembang By Subject Of Capital Market).

Motivated by the lack of students' learning activeness in following the learning economy. This study aims to determine how much the effect of cooperative learning model talking chips against liveliness student lesson in economics.

This study sample used students class XI MIA 4 SMA Negeri 1 Lembang. The research method used is associative causal. Data collection techniques by means of survey, questionnaires, and literature.

Hypothesis this study reads "Between cooperative learning model Talking Chips against liveliness student lesson in economics".

Data collection techniques by way of validity, reliability, data normality test, correlation, simple linear regression analysis, and the coefficient of determination using the program SPSS 20.0 *for windows*.

The results of data processing research shows that there are significant learning model Talking Chips the students' learning activeness. Results of data processing if there is a correlation between the variables X and variables Y by 0,719 it means the effect is strong. Simple linear regression by $Y = 2,772 + 0,783 X$, and coefficient of determination or R^2 sebesar 51,7%.

Conclusions formulated the hypothesis that is cooperative learning model talking chips has positive against liveliness student lesson in economics acceptable and 48,3% is determined by other factors.

As the end the study authors gave suggestions to economics teachers to use interesting learning model that can improve students' learning activeness, to of learning, to the schools to this model talking chips can be applied to all subjects, and the next researcher to use the model talking chips to be developed on other material. Cooperative learning model talking chips is an alternative method of learning that can be used by teachers, as have many benefits for learners to enhance the activity.

Keywords: Method of Learning Talking Chips, Activeness Learning