

ABSTRACT

The title of this study "**Effects of Learning Cooperative Learning Model Type *Numbered Head Together* Against activeness Student Lesson On Marketing Strategy sub Highlights Life Cycle Strategies in Class X 4 MP 1 SMK Pasundan Bandung**". The development of a nation is closely related to the issue of education. Education is a process with certain methods so that people acquire knowledge, understanding, and ways of behaving according to need. The aim of the study is to examine the implementation of cooperative learning model *Numbered heads together*, to determine the influence of cooperative learning model *Numbered head together* toward students' learning activeness on the subjects of marketing at SMK Pasundan strategi 4 Bandung year 2016/2017 .This method of teaching used in This study is a survey. The sample in this study is the students of class X MP 1 in SMK Pasundan 4 Bandung, amounting to 38 students. Analysis of the data used is the analysis of the data verification by calculating the average score with the help of *IBM SPSS Statistics Version 21.0*. Recapitulation of the research results the average score of respondents about the type of cooperative learning model *Numbered Head together* of 4.12 (82.4%), while the activity of learning of 3.90 (78%). It can be concluded that the respondents to the cooperative learning model *Numbered heads together* and learning activeness "Good". Based on data analysis that has been done, it is obtained with the effects of cooperative learning model *Numbered Head together*, namely in terms of the calculation of the coefficient of determination with the value of *R Square* of 0.648. It is stated that variable X has an effect of 64.8% to variable Y and the remaining 35.2% influenced by other factors. Factors which give effect to the variable Y as much as 64.8% due to the indicator variable X is a cooperative learning model characteristics, steps cooperative learning model *Numbered head together*. In closing, the authors suggest to the reader if there are students who tend to have passive characteristics, teachers should use an interesting variation of learning models. One of them uses cooperative learning model *Numbered head together*. Because this way can make students more active in the learning process.

Keywords: Cooperative Learning Model Numbered Head Together Type, Activity Learning.