# ABSTRACT

The purpose of this study is "Effect of Cooperative Learning Model *Student Team-Achievement Divisions* (STAD) against activeness Students (Case Study Subjects Economics Sub Principal Bank of class X IIS 3 SMAN 1 Parongpong". Motivated by the low activity of students. The aim of this study between other: 1) To determine the effect of cooperative learning model *Student Team-Achievement Divisions* in the learning economy IIS 3 X class SMAN 1 Parongpong. 2) To know the activity of students in economic learning class X IIS 3 SMAN 1 Parongpong. 3) To determine how much influence the implementation of cooperative learning model *Student Team-Achievement Divisions (STAD)* to the student activity on economic subjects .. The research took place in SMAN 1 Parongpong. Jalan Cihanjuang Rahayu district Parongpong Kab, West Bandung. The object of this study is the students of class X IIS 3 SMAN 1 Parongpong with a total of 38 students. The research method used is quantitative method. The method used in this study is associative with the level of causal associative explanation. Data collection techniques used are cakeitioner and literature study with data processing techniques validity test, reliability test, data normality test, simple linear regression analysis, and coefficient of determination. The research hypothesis states that "There is a positive influence between cooperative learning model *Student Teams-Achievement Division* (X) to the student activity (Y) on economic subjects". The results showed that there are significant method of *Student Teams Achievement Division* (STAD) to active students. It can be seen from the results of data processing using *IBM SPSS Statistics 21.0 for Windows,* that simple linear regression analysis of at Y = 3.121 + 0.709 X which means that every increase of one point on the model type STAD cooperative learning will lead to an increase of 0.709 points on the student's activity . To find out how big the influence of variable X (Model STAD Cooperative Learning) to variable Y (activeness Students), then used the coefficient of determination by the calculation of *69%.* At the end of the study the authors convey the suggestion to the teacher in order to improve the activity of students in the learning process, and STAD type cooperative learning model can be used as an alternative learning model that can be used in class, to practitioners or other researchers in the field of education in order to conduct research similar to the model of learning And different methods, so that the various alternatives for improving student activeness on the next subject, and for the next researcher, is expected to add knowledge about STAD type cooperative learning model in improving student activity so that further research can be developed study on other lessons and classes different.

Keywords: Cooperative Learning Model *Student Teams-Achievement Division* (STAD), activeness Students