

## ***ABSTRACT***

The purpose of this study is "The Influence of Make A Match Learning Model on Student Learning Activity (Case Study In Introduction to Economics and Business Sub Subject Request and Offer in Class X Office Administration Year 2017/2018)". Backwarded by the low activity of student learning. The purpose of this study include: 1) Knowing the application of make a match model on economic subjects class X AP 2 at SMK Nasional Bandung. 2) Knowing wise learners learners on economic subjects class X AP 2 in SMK Nasional Bandung. 3) Knowing how big the influence of make a match learning model on the learning activity of learners on the economic subjects of class X AP 2 in SMK Nasional Bandung. Road Attack sedang serang no. 17 Bandung 40134 Coblong. The object of this research is the students of class X AP 2 SMK Nasional Bandung with total / total 34 students. The research method used is quantitative method. The method used in this study is associative with the level of causal associative explanation. Technique of data collecting used is cakeisioner and library study with data processing technique of validity test, reliability test, data normality test, simple linear regression analysis and coefficient of determination. The research hypothesis reads "There is a positive influence between the model of learning make a match (X) on student's learning behavior (Y) on economic and business introduction". The result of research shows that there is influence of make a match learning model toward student learning activity. This can be seen from the result of data processing using IBM SPSS Statistics 23.0 for windows, that simple linear regression analysis equal to  $Y = 10,085 + 0,442 X$  which means every one point increment in make a match learning model will cause the increase of 0,442 points on student activeness. To find out how big the influence of variable X (Learning Model Make A Match) to variable Y (Student Activity), then used coefficient of determination with the result of calculation of 33%. As the end of the study the author conveyed the suggestion to the teacher in order to further improve student learning activity. In this case the need for an active interaction between teachers and students, so that make a match learning model that teachers can really improve the learning activities of students can achieve good learning, and for further researchers in order to conduct further research on the factors which can affect students' learning activities and in different classes.

**Keywords:** Make A Match Learning Model, student learning activeness