

## **ABSTRAC**

*This thesis entitled "The influence of mind mapping learning methods on student achievement subjects online business plan and marketing Class X SMKN 3 Bandung Year 2017-2018. Problems in this study learning methods, teaching materials, and learning strategies used are still counted conventional, learners' learning outcomes on business planning subjects have not achieved optimal results. The purpose of this research is to know the difference of improvement of student learning result between experimental class using mind mapping learning method with control class using conventional learning method. The method used in this research is quasi experiment with Nonequivalent (Pretest and Posttest) Control Group Design form. The sample in this research is class X PM 1 as experiment class and X PM 2 as control class. Data analysis was done by using t-test through SPSS 24.0 for Windows program by using Independent Sample t-Tes. Data analysis to test the hypothesis of research using SPSS version 24.0 for windows with parametric statistic, test of average difference (paired samples t-test and Independent samples t-test), gain score and calculation effect size. The results showed that there was a difference in the improvement of learners' learning outcomes between the experimental classes after being given the treatment of mind mapping and control class methods after being given the treatment of conventional learning methods. This can be evidenced by the increase in grades in the experimental class of 12.10 > 7.06 for the control class, with the N-Gain index of 0.371 for the experimental class and 0.188 for the control class. The use of mind mapping learning methods can improve learners' learning outcomes more effectively than conventional learning methods. The variability in the improvement of learners' learning outcomes on the basic competencies makes business proposals obtained by learners during the learning process by 15.90% disebabkan by the treatment of mind mapping learning methods. As the end of the study, the authors suggest to the teacher in the implementation, must pay attention to several things, such as the material should be presented and explained as detailed as possible including the steps of the method in mind mapping learning, try to provide guidance counseling to learners in discussion, and the need for variation so that students are not saturated and can increase interest in learning so that learning achievement increases.*

**Keywords: Learning Method Mind Mapping, Learning Achievement**