

**PENGARUH PEMBERIAN PENGUATAN VERBAL UNTUK
MENINGKATKAN MOTIVASI BELAJAR SISWA**

(Penelitian Deskriptif Kuantitatif dilakukan di Kecamatan Cibeuying Kaler
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Learning motivation is an important thing that students must have in order to achieve success in learning. Learning motivation can be influenced by several factors, namely verbal reinforcement given by the teacher at the time of learning. The difference in verbal reinforcement given by the teacher then raises students' different learning motivation, as well as learning motivation students in Public Elementary Schools in Cibeuying Kaler District, Bandung City. Based on this background, this study aims to analyze how the influence of giving verbal reinforcement to student learning motivation in public elementary schools in Cibeuying Kaler sub-district, Bandung city. The approach in this research is quantitative descriptive. The population in this study were fifth grade students of public elementary schools in Cibeuying Kaler sub-district, Bandung city, totaling 194 students, but due to time constraints, in this study a sample of 124 students were determined using proportional random sampling. Data collection techniques use questionnaires to provide verbal reinforcement and student learning motivation. Analysis of research data using simple linear regression. The results showed that: Significance value of 0,000. Therefore $0,000 < 0,05$, H_0 is rejected and H_a is accepted, so it can be stated that there is a significant influence between giving verbal reinforcement to the results of simple linear regression, it is found that students' learning motivation is $Y = 8,351 + 1,136 X$ where X is a verbal influence. conclude if learning motivation increases by one unit then the effect of verbal reinforcement increases by 1.136. The role of verbal influence affects 62.2% of learning motivation, and the rest is influenced by other variables not included in the study. Then it can be concluded that there is a significant influence of the Effect of Giving Verbal Strengthening to Increase Student Motivation in Public Elementary Schools in Cibeuying Kaler District, Bandung City.

Keywords: Giving Verbal Strengthening, Student Learning Motivation