ANALYSIS OF USE MODEL STUDENT TEAM ACHIEVEMENT DIVISION (STAD) TO INCREASED LEARNING MOTIVATION

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ABSTRACT

This study aims to increase the learning motivation of students, especially in elementary school education by using thelearning model *Student Team Achievement Division* (STAD). This research is based on the findings at the time of observation that it is seen that the lack of interaction of students in the learning process makes students not motivated and makes learning less active. The research method used in the *Student Team Achievement Division* (STAD) model is a qualitative method so that it will produce descriptive data in the form of words that are library research (library research). The type of research used in this analysis is literature study, which is a series of activities related to library data collection that requires deepening, observing, studying, reading, and recording data or sourced from books, journals, notes, and other relevant sources. . Sources of data collected consisted of primary data and secondary data. From the results of the analysis carried out by several researchers, it can be concluded that the implementation of the *Student Team Achievement Division* (STAD) type of learning model which is still centered on educators has shifted to be student-centered. The learning model *Student Team Achievement Division* (STAD) can increase students 'learning motivation, so that it can significantly influence students' learning motivation. It can be seen from the increase in the learning motivation of students every time they carry out learning activities.

Keywords: Motivation, *Student Team Achievement Division* (STAD)