

ABSTRAK

NADILA: “Pengaruh Model *Attention Relevance Confidence Satisfaction* (ARCS) Berbantu Lumio Terhadap Peningkatan Keterampilan Berpikir Kreatif Siswa Pada Materi Perubahan Lingkungan”.

Keterampilan berpikir kreatif merupakan aspek yang harus dimiliki siswa pada abad 21. Penelitian bertujuan untuk melihat pengaruh model ARCS berbantu Lumio terhadap peningkatan keterampilan berpikir kreatif siswa. Metode penelitian menggunakan *quasi experiment* desain *non-equivalent control group design*. Penelitian ini dilaksanakan di salah satu SMA Negeri di Kabupaten Tangerang melalui *Purposive sampling* terdiri dari 36 siswa kelas eksperimen dan 36 siswa kelas kontrol. Instrumen penelitian meliputi: lembar observasi keterlaksanaan, soal uraian berindikator KBK (kelancaran, keluwesan, originalitas, dan merinci), dan angket respon siswa. Keterlaksanaan aktivitas guru peneliti sebesar 97,46% dan siswa sebesar 94,33% kriteria sangat baik. Peningkatan keterampilan berpikir kreatif kelas eksperimen berkriteria sedang 0,60 dan kelas kontrol berkriteria sedang 0,30. Hasil uji hipotesis menunjukkan pengaruh signifikan model ARCS berbantu lumio terhadap peningkatan KBK dengan *Sig.* (0,000) < 0,05 yang berarti H_0 ditolak dan H_a diterima. Respon siswa kelas eksperimen sebesar 82,71% kriteria sangat baik, dan kelas kontrol sebesar 78,98% kriteria baik. Model ARCS berbantu Lumio berpengaruh positif terhadap peningkatan KBK siswa pada materi perubahan lingkungan.

Kata Kunci : Keterampilan Berpikir Kreatif, Model ARCS berbantu lumio, Perubahan Lingkungan.



ABSTRACT

NADILA: *“The Effect of the Attention Relevance Confidence Satisfaction (ARCS) Model Assisted by Lumio on Improving Students' Creative Thinking Skills in Environmental Change Material”.*

Creative thinking skills are essential for students in the 21st century. This study aims to examine the effect of the Lumio-assisted ARCS model on improving students' creative thinking skills. The research method used a quasi-experimental non-equivalent control group design. This study was conducted at a public high school in Tangerang Regency using purposive sampling, consisting of 36 students in the experimental class and 36 students in the control class. The research instruments included: an observation sheet on implementation, essay questions with KBK indicators (fluency, flexibility, originality, and detail), and a student response questionnaire. The implementation of the researcher's activities was 97.46% and that of the students was 94.33%, which was considered very good. The increase in creative thinking skills in the experimental class was rated as moderate at 0.60, while in the control class it was rated as moderate at 0.30. The hypothesis test results showed a significant effect of the Lumio-assisted ARCS model on the increase in KBK with Sig. (0.000) < 0.05, which means that H_0 was rejected and H_a was accepted. The response of students in the experimental class was 82.71% very good, and the control class was 78.98% good. The Lumio-assisted ARCS model had a positive effect on improving students' KBK on environmental change material.

Keywords : *Creative Thinking Skills, ARCS Model with Lumio, Environmental Change.*