

ABSTRAK

Ai Mutamimah (1222120009). *Penggunaan Teknik Modeling dalam Pembelajaran Bahasa Indonesia untuk Meningkatkan Kemampuan Siswa Berpidato Persuasif (Penelitian Quasi Eksperimen pada Siswa Kelas VIII SMP Al Amanah Cileunyi Tahun Ajaran 2025/2026)* **Skripsi, program studi tadris bahasa indonesia, fakultas tarbiyah dan keguruan, universitas islam negeri sunan gunung djati bandung, 2026.**

Penelitian ini dilatarbelakangi oleh rendahnya kemampuan berpidato persuasif siswa kelas VIII SMP Al Amanah Cileunyi yang ditunjukkan melalui beberapa indikator, yaitu kemampuan menggunakan intonasi dan tekanan suara, mengatur tempo dan irama berbicara, menampilkan ekspresi wajah dan bahasa tubuh, mengucapkan kata-kata dengan jelas, serta menunjukkan rasa percaya diri saat berpidato. Untuk mengatasi permasalahan tersebut, diterapkan teknik modeling sebagai alternatif pembelajaran yang memberikan contoh nyata melalui kegiatan mengamati, meniru, dan mempraktikkan model pidato yang baik. Penelitian ini menggunakan pendekatan kuantitatif dengan metode kuasi eksperimen melalui desain Non-equivalent Control Group Design. Sampel penelitian terdiri atas siswa kelas VIII yang dibagi menjadi kelas eksperimen dan kelas kontrol. Data dikumpulkan melalui tes, observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan uji normalitas Shapiro-Wilk, uji homogenitas Levene, dan uji Independent Sample t-test.

Hasil penelitian menunjukkan bahwa penerapan teknik modeling mampu meningkatkan kemampuan berpidato persuasif siswa. Nilai rata-rata pretest kelas eksperimen sebesar 69,2 meningkat menjadi 85,4 pada posttest, sedangkan kelas kontrol meningkat dari 67,4 menjadi 74,8. Proses pembelajaran terlaksana dengan baik melalui tahapan penyajian model, observasi, analisis, penyusunan kerangka pidato, latihan terbimbing, praktik bertahap, dan refleksi sehingga pembelajaran menjadi lebih aktif, interaktif, dan berpusat pada siswa. Hasil uji hipotesis menggunakan Independent Sample t-test menunjukkan nilai signifikansi lebih kecil dari 0,05 (Sig. < 0,05), sehingga H_0 ditolak dan H_1 diterima. Dengan demikian, teknik modeling terbukti memberikan pengaruh yang signifikan terhadap peningkatan kemampuan berpidato persuasif siswa kelas VIII SMP Al Amanah Cileunyi.

Kata kunci: Teknik modeling, kemampuan berpidato persuasive, kuasi eksperimen

ABSTRACT

AI Mutamimah (1222120009). The Use of the Modeling Technique in Indonesian Language Learning to Improve Students' Persuasive Speech Skills (A Quasi-Experimental Study on Eighth-Grade Students of SMP Al Amanah Cileunyi, Academic Year 2025/2026). Undergraduate Thesis, Department of Indonesian Language Education (Tadris Bahasa Indonesia), Faculty of Tarbiyah and Teacher Training, State Islamic University (UIN) Sunan Gunung Djati Bandung, 2026.

This study was motivated by the low level of persuasive speech skills among eighth-grade students at SMP Al Amanah Cileunyi. This condition was reflected in several indicators, including students' ability to use appropriate intonation and vocal stress, regulate speech tempo and rhythm, demonstrate appropriate facial expressions and body language, pronounce words clearly, and display self-confidence while delivering persuasive speeches. To address these issues, the modeling technique was implemented as an alternative instructional approach by providing students with concrete examples through observing, imitating, and practicing effective persuasive speech models. This study employed a quantitative approach using a quasi-experimental method with a Non-equivalent Control Group Design. The research sample consisted of eighth-grade students divided into an experimental class and a control class. Data were collected through tests, observations, interviews, and documentation, and were analyzed using the Shapiro–Wilk normality test, Levene's homogeneity test, and the Independent Samples t-test.

The findings revealed that the implementation of the modeling technique effectively improved students' persuasive speech skills. The experimental class's mean pretest score increased from 69.2 to 85.4 on the posttest, while the control class's mean score improved from 67.4 to 74.8. The learning process was successfully carried out through stages of model presentation, observation, analysis, speech outline preparation, guided practice, gradual speech performance, and reflection, resulting in a more active, interactive, and student-centered learning environment. The hypothesis testing using the Independent Samples t-test showed a significance value of less than 0.05 (Sig. < 0.05), indicating that H_0 was rejected and H_1 was accepted. Therefore, the modeling technique was proven to have a significant effect on improving the persuasive speech skills of eighth-grade students at SMP Al Amanah Cileunyi.

Keywords: *modeling technique, persuasive speech skills, quasi-experimental*