

ABSTRACT

YUSRIL IKHSANUDDIEN. 2023. IMPLEMENTATION OF VISUAL, AUDITORY, READ/ WRITE, KINESTATIC (VARK-FLEMING) LEARNING MODELS IN IMPROVING LEARNING OUTCOMES IN ECONOMICS SUBJECTS (*Quasi-Experimental Study on Class X Economics Subjects of SMAN 3 Tasikmalaya City*). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya, under the guidance of Gugum Gumilar, M. Pd and Kurniawan, S.Pd., M.M.

The main problem related to this study was motivated by the low learning outcomes of students at SMAN 3 Tasikmalaya City. This is shown by the average score of students who are still below the school's standard of minimum completeness (KKM). So the purpose of this study is to determine the effect of using visual, auditory, read / write learning models. kinestatic (VARK-FLEMING) on student learning outcomes. The method used in this study is an experimental method with a non-equivalent control group design, as well as data collection techniques through multiple-choice tests. The population of this study is the entire class X at SMAN 3 Kota Tasikmalaya in the 2023/2024 school year totaling 504 with 72 samples of students, consisting of 36 experimental and control class students with nonprobability sampling techniques. The data analysis technique used is paired sample t-test and independent sample t-test with a significance level of 5% or 0.05, processed with the SPSS 23 program. Based on the results of the study, the sig value was obtained. (2-tailed) $0.000 < 0.05$ which shows that H_0 was rejected so that it can be seen that there is no influence of the VARK-FLEMING learning model on student learning outcomes in economics subjects. However, the VARK-FLEMING learning model was able to improve learning outcomes in experimental classes but not significantly compared to the direct instruction learning model.

Keywords: Learning Outcomes, Learning Model, VARK-FLEMING