

ABSTRACT

YUDA NUGRAHA, 2026. ***THE APPLICATION OF CONTEXTUAL TEACHING AND LEARNING (CTL) MODEL ASSISTED BY AUDIOVISUAL MEDIA WITH A DEEP LEARNING APPROACH IN IMPROVING STUDENTS' CRITICAL THINKING SKILLS (Quasi-Experiment in Economics Subject for Grade X Students of SMA Negeri 2 Tasikmalaya Academic Year 2025/2026)***. Department of Economics Education, Faculty of Teacher Training and Education, Universitas Siliwangi, Tasikmalaya. Under the supervision of Rendra Gumilar, S.Pd., and Dr. Ai Nur Solihat, S.Pd., M.Pd.

This study was motivated by a problem, namely the low critical thinking skills of students in economics subjects. This study aims to determine the effect of application the Contextual Teaching and Learning (CTL) model assisted by audiovisual media with a deep learning approach on the critical thinking skills of grade X students at SMA Negeri 2 Tasikmalaya in the academic year 2025/2026. This study employed a quantitative approach using a quasi-experimental method with a non-equivalent control group design. The population consisted of all grade X students, with class X-4 as the experimental class and class X-3 as the control class in the economics subject. The results of the study indicate a significant improvement in critical thinking skills in the experimental class, as shown by the paired sample t-test result with a sig. (2-tailed) value of $0.000 < 0.05$, and the mean pretest score of 36.22 increased to 85.84 with an N-Gain of 0.78 classified as high. The control class, which did not receive the same treatment as the experimental class, also showed an improvement in critical thinking skills, although not as substantial as the experimental class, as evidenced by the independent sample t-test result showing a sig. (2-tailed) value of $0.000 < 0.05$. Furthermore, the effect size calculation yielded a Cohen's d value of 1.29, classified as very large. Therefore, the results of this study indicate that the application of the Contextual Teaching and Learning (CTL) model assisted by audiovisual media with a deep learning approach has a positive effect on improving the critical thinking skills of grade X students at SMA Negeri 2 Tasikmalaya in the economics subject on the topic of banking financial institutions.

Keywords: *Audiovisual Media, Contextual Teaching and Learning (CTL), Critical Thinking Skills, Deep Learning*