

ABSTRAK

EFEKTIVITAS PENGGUNAAN PLATFORM PEMBELAJARAN ONLINE BRAINLY DAN ROBOGURU SERTA PENGARUHNYA TERHADAP KEBIASAAN BELAJAR SISWA

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Penelitian ini bertujuan untuk menganalisis efektivitas penggunaan platform pembelajaran online Brainly dan Roboguru serta pengaruhnya terhadap kebiasaan belajar siswa. Pendekatan deskriptif kuantitatif digunakan dengan data yang diperoleh dari survei awal, studi literatur, penilaian pengguna, dan wawancara.

Hasil analisis kuantitatif menunjukkan bahwa Brainly memiliki efektivitas 80% (kategori "Baik"), sedikit lebih unggul dibandingkan Roboguru dengan 70,47% (kategori "Baik"). Kedua platform ini berkontribusi positif terhadap proses pembelajaran siswa di era digital. Meskipun 70% narasumber merasa lebih mandiri dalam belajar, 57% di antaranya mengakui hanya mencari jawaban tanpa pemahaman kritis, menunjukkan risiko ketergantungan pada jawaban instan.

Studi ini mengkonfirmasi relevansi Teori Penerimaan Teknologi (TAM) dan Teori Sosiokultural Vygotsky dalam menjelaskan adopsi teknologi dan pentingnya interaksi sosial dalam pembelajaran. Disarankan agar siswa memverifikasi jawaban dan menggunakan fitur diskusi, sementara pengembang platform meningkatkan fitur moderasi dan interaktivitas. Institusi pendidikan juga perlu memberikan literasi digital untuk mengoptimalkan pemanfaatan teknologi tanpa mengesampingkan pemahaman konsep.

Kata Kunci: Brainly, Roboguru, Efektivitas, Kebiasaan Belajar, Pembelajaran Online, Kemandirian Belajar.

ABSTRACT

***THE EFFECTIVENESS OF USING ONLINE LEARNING PLATFORMS
BRAINLY AND ROBOGURU AND THEIR INFLUENCE ON STUDENTS'
LEARNING HABITS***

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This study aims to analyze the effectiveness of using Brainly and Roboguru online learning platforms and their impact on students' learning habits. A descriptive quantitative approach was employed, with data collected from preliminary surveys, literature reviews, user evaluations, and interviews.

Quantitative analysis results show that Brainly has an effectiveness of 80% (categorized as "Good"), slightly surpassing Roboguru's 70.47% (also "Good"). Both platforms positively contribute to students' learning processes in the digital era. Although 70% of interviewees felt more independent in their learning, 57% admitted to merely seeking answers without critical comprehension, indicating a risk of over-reliance on instant solutions.

This study confirms the relevance of the Technology Acceptance Model (TAM) and Vygotsky's Sociocultural Theory in explaining technology adoption and the importance of social interaction in learning. It is recommended that students verify answers and utilize discussion features, while platform developers should enhance moderation and interactivity. Educational institutions also need to provide digital literacy to optimize technology use without compromising conceptual understanding.

Keywords: *Brainly, Roboguru, Effectiveness, Learning Habits, Online Learning, Learning Independence.*