

ABSTRAK

PENERAPAN MEDIA *EDUCANDY* BERBASIS GAMIFIKASI UNTUK MENINGKATKAN PARTISIPASI BELAJAR SISWA DALAM PEMBELAJARAN EKONOMI SMK YPKK 1 SLEMAN

Cindy Gloria Manulang
Universitas Sanata Dharma
2026

Penelitian ini bertujuan untuk mengetahui penerapan media pembelajaran *Educandy* berbasis gamifikasi serta peningkatan partisipasi belajar siswa dalam pembelajaran Ekonomi pada siswa kelas XI Akuntansi SMK YPKK 1 Sleman.

Penelitian ini merupakan Penelitian Tindakan Kelas (PTK) dengan menggunakan model Kemmis dan McTaggart yang meliputi tahap perencanaan, pelaksanaan tindakan, observasi, dan refleksi. Penelitian dilaksanakan dalam dua siklus dengan subjek penelitian sebanyak 22 siswa kelas XI Akuntansi SMK YPKK 1 Sleman. Teknik pengumpulan data menggunakan observasi, kuesioner, dan dokumentasi. Data dianalisis menggunakan teknik analisis deskriptif kuantitatif dengan membandingkan persentase partisipasi belajar siswa pada pra siklus, siklus I, dan siklus II.

Hasil penelitian menunjukkan bahwa penerapan media *Educandy* berbasis gamifikasi melalui aktivitas permainan edukatif dapat meningkatkan keterlibatan siswa dalam pembelajaran. Peningkatan partisipasi belajar terlihat dari persentase siswa dengan kategori tinggi dan sangat tinggi yang meningkat dari 22,7% pada pra siklus menjadi 45,4% pada siklus I, kemudian meningkat menjadi 100% pada siklus II dengan rincian 81,8% kategori tinggi dan 18,2% kategori sangat tinggi. Dengan demikian, penerapan media pembelajaran *Educandy* berbasis gamifikasi dapat meningkatkan partisipasi belajar siswa dalam pembelajaran Ekonomi di kelas XI Akuntansi SMK YPKK 1 Sleman.

Kata kunci: partisipasi belajar siswa, gamifikasi berbasis *Educandy*, media pembelajaran, pembelajaran ekonomi, penelitian tindakan kelas.

ABSTRACT

***THE IMPLEMENTATION OF EDUCANDY-BASED GAMIFICATION TO
IMPROVE STUDENTS' LEARNING PARTICIPATION IN ECONOMICS
LEARNING AT SMK YPKK 1 SLEMAN***

*Cindy Gloria Manulang
Sanata Dharma University
2026*

This study aims to examine the implementation of Educandy-based gamification learning media and the improvement of students' learning participation in Economics learning among students of Class XI Accounting at SMK YPKK 1 Sleman.

This research is a Classroom Action Research (CAR) using the Kemmis and McTaggart model, which consists of planning, action implementation, observation, and reflection stages. The research was conducted in two cycles involving 22 students of Class XI Accounting at SMK YPKK 1 Sleman. Data were collected through observation, questionnaires, and documentation. The data were analyzed using descriptive quantitative analysis by comparing the percentage of students' learning participation in the pre-cycle, Cycle I, and Cycle II.

The results showed that the implementation of Educandy-based gamification learning media through educational game activities could improve students' involvement in the learning process. The improvement of students' learning participation was indicated by the percentage of students in the high and very high participation categories, which increased from 22.7% in the pre-cycle to 45.4% in Cycle I, and increased to 100% in Cycle II, consisting of 81.8% in the high category and 18.2% in the very high category. Therefore, the implementation of Educandy-based gamification learning media can improve students' learning participation in Economics learning among Class XI Accounting students at SMK YPKK 1 Sleman.

Keywords: student's learning participation, Educandy,-based gamification, learning media, economics learning, classroom action research