Abstract

Strategy of* SMP Negeri 1 Margaasih Bandung *Teachers Through The EDNIK (Electronic Education) Program To Increasing Students Learning Motivation

***by*:**

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This study intends to explain the strategy of SMP Negeri 1 Margaasih Bandung *teachers through the program EDNIK (Electronic Education) in improving students' learning motivation. To answer these strategies, the researcher picked up four sub focus the goals, plans, activities and messages to measure the focus of research.*

Research approach is qualitative, research methods are descriptive (descriptive reaserch). The collection of research data conducted by in-depth interviews and direct observation spaciousness, literature, and internet searching. Informants in the study. The technique used was purposive sampling (sampling technique aims) where samples are taken through a particular consideration in accordance with the purpose of research.

The results showed that teachers in SMP Negeri 1 Margaasih Bandung *has a purpose that had previously been planned. In conducting activities whose objective is to motivate students to learn is automatically included in the aim of improving standards of teaching school, following the curriculum development based on technological developments and produce satisfactory output from the learning objectives.*

The message is the matter - the subject matter in the form of audio and visual interest so as to stimulate and attract students' willingness to accept with ease the learning that is given, the message style that is in use in the delivery of the messages do of course, shape the delivery of messages informative, persuasive, and instructive a formal language which is then spontaneously teachers mixed with non-formal language.

Conclusion This study shows that SMP Negeri 1 Margaasih Bandung *teachers through the program EDNIK (Electronic Education) is inseparable from the goals, plans, activities, and messages used to achieve an end goal of improving students' motivation to learn.*

Suggestions on this research for teachers SMP Negeri 1 Margaasih Bandung *is a further increase of all facilities such as multimedia rooms, infocus, and computers as well as enhance the ability of teachers to use more modern teaching equipment such as computers with good pengoprasian*