

## ABSTRACT

### THE INFLUENCE OF MEDIA BASED INFORMATION SERVICES BK *FUN BOX* ON STUDENT LEARNING CONCENTRATION

**Keywords:** Information Services, Learning Concentration

This study aims to determine the influence of BK Media-Based Information Services *Fun Box* on the Learning Concentration of Grade VII C Students conducted at MTs Nurul Islam Karangcempaka Bluto Sumenep

The type of research used in this study is a quantitative approach to the type of experimental research using *one group pretest-posttest*. The population and research sample totaled 28 students with a sampling technique using saturated sampling because the population only numbered less than 30 students and this study did not use a control class. The instrument used is a questionnaire on a learning concentration scale that has been tested for its validity using SPSS version 20 and great value *cronbach's alpha* namely 0.880 which indicates that the level of confidence or reliability of the test is very high.

Based on the results of the simple linear regression test it is known that the calculated F value = 30.528 with a significance level of  $0.000 < 0.05$ , then the regression model can be used to predict the information service variable or in other words there is an influence of the information service variable (X) on the learning concentration variable (Y). Large value of correlation or relationship (*R*) that is equal to 0.735, from the test results obtained the coefficient of determination (*R Square*) of 0.540 which implies that the effect of the independent variable (information services) on the dependent variable (study concentration) is 54%