

ABSTRAK

Desti Fatmawati. *Implementasi Strategi Pembelajaran Kreatif untuk Meningkatkan Kemampuan Berbicara Peserta Didik pada Mata Pelajaran Bahasa Indonesia (Studi pada SMA Negeri Kabupaten Ciamis).* Tesis Program Pascasarjana (S2) Universitas Galuh Ciamis, 2026. Penelitian ini dilatarbelakangi oleh rendahnya kemampuan berbicara peserta didik dalam menyampaikan gagasan secara runtut, percaya diri, dan komunikatif pada mata pelajaran Bahasa Indonesia. Penelitian ini bertujuan untuk (1) mendeskripsikan implementasi strategi pembelajaran kreatif berbasis *role-playing*, (2) menganalisis perkembangan kemampuan berbicara peserta didik sebelum dan sesudah penerapan strategi tersebut, (3) mengidentifikasi faktor pendukung dan penghambat penerapannya di SMAN 1, SMAN 2, SMAN 3 Ciamis. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif melalui observasi, wawancara, dokumentasi, analisis hasil pretest dan posttest. Hasil penelitian menemukan bahwa implementasi strategi pembelajaran kreatif berbasis *role-playing* dilaksanakan melalui tahapan perencanaan, pelaksanaan, dan evaluasi yang mendorong keterlibatan aktif peserta didik dalam pembelajaran Bahasa Indonesia. Temuan penelitian menunjukkan bahwa (1) kemampuan berbicara peserta didik mengalami perkembangan yang signifikan setelah penerapan strategi, ditandai dengan meningkatnya keberanian berbicara, kelancaran berkomunikasi, kemampuan menyampaikan gagasan secara runtut dan komunikatif, meningkatnya hasil posttest dibandingkan pretest pada ketiga sekolah yang diteliti dan (2) keberhasilan penerapan strategi didukung oleh kompetensi guru, motivasi dan partisipasi peserta didik, ketersediaan media pembelajaran, serta lingkungan belajar yang kondusif, (3) faktor penghambatnya meliputi perbedaan kemampuan peserta didik, keterbatasan sarana dan prasarana, serta rendahnya kepercayaan diri sebagian peserta didik. Dengan demikian, strategi pembelajaran kreatif berbasis *role-playing* terbukti efektif dalam meningkatkan kemampuan berbicara peserta didik pada mata pelajaran Bahasa Indonesia.

Kata kunci: strategi pembelajaran kreatif, *role-playing*, kemampuan berbicara, Bahasa Indonesia.

ABSTRACT

Desti Fatmawati. Implementation of Creative Learning Strategies to Improve Students' Speaking Skills in Indonesian Language (A Study at Public Senior High Schools in Ciamis Regency). Postgraduate Thesis (S2) Galuh University, Ciamis, 2026. This research is motivated by students' low speaking skills in conveying ideas coherently, confidently, and communicatively in Indonesian Language. This study aims to (1) describe the implementation of creative learning strategies based on role-playing, (2) analyze the development of students' speaking skills before and after implementing the strategy, and (3) identify supporting and inhibiting factors in its implementation at SMAN 1, SMAN 2, and SMAN 3 Ciamis. This study used a qualitative approach with descriptive methods through observation, interviews, documentation, and analysis of pretest and posttest results. The results found that the implementation of creative learning strategies based on role-playing was carried out through planning, implementation, and evaluation stages, encouraging active student involvement in Indonesian language learning. The research findings indicate that (1) students' speaking skills experienced significant improvement after implementing the strategy, marked by increased speaking confidence, fluency in communication, ability to convey ideas coherently and communicatively, and improved post-test results compared to the pre-test in the three schools studied. (2) the success of the strategy implementation was supported by teacher competence, student motivation and participation, the availability of learning media, and a conducive learning environment. (3) inhibiting factors included differences in student abilities, limited facilities and infrastructure, and low self-confidence among some students. Thus, the creative role-playing-based learning strategy proved effective in improving students' speaking skills in Indonesian.

Keywords: creative learning strategy, role-playing, speaking skills, Indonesian.