

## ABSTRACT

*Education is a major factor in building quality human resources. In achieving this it needs good student engagement so that it can produce good achievements. The role of Student engagement in a high school is important, because if student engagement is increased, the achievement of learning is increasing as well as the other way around, when the student engagement experiences a decline Learning was declining.*

*This research was conducted at Universitas Telkom Bandung in Faculty of Creative Industry students with student engagement as independent variables as well as learning achievement as dependent variable. The purpose of this research is to find out how high the student engagement towards learning achievement in the Faculty of Creative Industries University of Telkom Bandung.*

*The population in this study was 3033 active students of the Faculty of Creative Industries University of Bandung, with a sample number of 354 obtained from the calculation results using the formula Slovin. The method used is a survey method with the spread of questionnaires using the incidental sampling technique, for analysis of this research data using simple linear regression tests with the value of constants obtained by 2540 and coefficient value a regression of 0.36 results gained in this study showed that student engagement had no significant effect on learning achievements in active students of the faculty of Creative Industries at Telkom University of Bandung.*

*These results have been proven based on the  $H_0$  hypothesis accepted and  $H_1$  rejected. Based on test results and data analysis, it is inferred that student engagement does not have a significant influence on learning achievement with a percentage of 0.1%, and the remaining 99.9% can be caused by other factors that do not researched in this study.*

*Keywords: Student engagement, Learning achievement, Student*