

## ABSTRACT

*Education today has an important role in the development of human life. Where the role of education, especially higher education is formulated through the concept of Tri Dharma Higher Education. However, in reality tertiary institutions especially the private sector face problems. The problem is that there are many students who get a GPA above 3.00 but the number of graduates each period has decreased and only has increased again in the April 2019 period. In addition, School Of Communication And Business ranks 4th in the number of graduates.*

*This study aims to determine student engagement and student achievement in the School of Communication and Business Telkom University. The aspects studied were cognitive engagement, emotional engagement and behavioral engagement in terms of student engagement. And the value of GPA for learning achievement.*

*The method in this study uses descriptive analysis techniques with simple linear regression analysis. To collect the sample using incidental sampling technique through a questionnaire. This questionnaire was distributed to 259 students of the Faculty of Communication and Business Telkom University.*

*Based on the results of simple linear regression the equation results are  $Y = 3,346 + 0,004X$ . The coefficient of determination obtained by 0.003 while the rest is influenced by other factors not examined in this study.*

*Based on the results of data processing the results obtained from the responses on the variable student engagement is quite high at 76.39%. And for learning achievement, the average GPA is 3.58 and is meant in high achievement.*

*Keywords: student engagement, learning achievement, school of communication and business telkom university*