

## ABSTRACT

The title of this research is **"AUDIO-VISUAL MEDIA INFLUENCE ON STUDENT LEARNING IN ECONOMY CLASS X SUBJECT IN SMA STATE 12 BANDUNG"**. (A Case Study Class X IPS 2 Teaching Materials Bank, Non-Bank Financial Institutions and the Financial Services Authority). The purpose of this research are: 1) To determine how the application of audio-visual media at SMAN 12 Bandung. 2) To determine how students' learning by using audio-visual media in SMA Negeri 12 Bandung. 3) To determine how much influence the use of audio-visual media on student learning on economic subjects in SMAN 12 Bandung.

The method used in this research is associative causal. Data collection techniques used are literature, documentation study, a questionnaire with data processing techniques validity, reliability, data conversion into interval, the data normality test, simple linear regression, coefficient of determination. The study hypothesis reads "audio-visual media positive effect on student learning on economic subjects in class X SMA Negeri 12 Bandung". (A Case Study Class X IPS 2 Teaching Materials Bank, Non-Bank Financial Institutions and the Financial Services Authority). The results of this study is to show that there is influence between audiovisual media to teaching students of class X IPS 2 SMA Negeri 12 Bandung. It can be seen from the calculation of simple linear regression that are .530 positive gains for the use of audio-visual media, and there are 41.8% of audio-visual media influence on student learning in the calculation of the coefficient of determination. This shows there is still a 58.2% factor or other variables that can affect learning in addition to audio-visual media. Conclusions based on the evidence and the above results the research hypothesis can be tested.

As the end of the study authors submit suggestions for students who are accustomed to passive learning activities should familiarize themselves learn to work together and play an active role in the working group. With discussion and mutual assistance will help students master the subject matter and solve the problem so that learning outcomes can be improved. For the teacher if you have students who are likely to have the characteristics of a passive, teachers should use a variety of learning model is interesting that one of them is learning to use the audio-visual media is playing a video related to the subject matter to be delivered because this method can make students active thus more motivated to learn.

Keywords: Audio Visual Media, Learning