

ABSTRACT

Indriawati. 2017. **The Use of MIVI-Based Learning Media to Improve Student's Cognitive Ability.** Advisor 1 H. Dadi Setia Adi, M. Sc., Ph. D. and Supervisor 2 Dra. Hj. Lilis Suhaerah, M.Kes.

This research is about the use of MIVI - based media (Multimedia Interactive Visual). The purpose of this study is to prove whether there is an increase in cognitive abilities of students by using MIVI-based learning media on the human circulatory system material. This study was conducted based on the low cognitive ability of XI IPA students in Taman Siswa Rancaekek High School on human circulation system material caused by less optimal the use of media in the classroom. So that many students do not reach the criteria of drinking mastery in the realm of cognitive, less interactive, experiencing boredom, and difficult to understand the material. The method used in this research is Pre-experimental. The research design is One-Group Pretest-Posttest Design. The subjects of this study were students of class XI IPA 1 which was determined by purposive sampling technique. The Instruments consist of 20 multiple choice questions, with the results obtained; pretest average value of 49.94 and the average posttest of 82.65. After the pretest and posttest research the researcher continued with the z test and obtained with the result of the significant Z test, because z arithmetic z table equal to $4,19 > 1.7$. The results of the data processing showed that the hypothesis H_0 is rejected, so that the media given is well received and there is a significant increase between students before making use of MIVI-based learning media with the value of students who have been given the treatment of learning using MIVI-based learning media.

Keywords: Cognitive Ability, MIVI, Human Circulatory System Material