

ABSTRACT

The title of this research is "Influence of Audio-Visual Learning Media to Student Learning Interest of Class X Accounting 4 in SMK Negeri 3 Bandung (Case Study on Banking Basics Subject in Learning Giro Savings)". The purpose of this study is to determine the effect of the application of audio-visual video learning media to the student's interest in learning sub theme of savings current in the subject of banking basics academic year 2016-2017 class X Accounting 4 in SMKN 3 Bandung.

The method used in this research is cross sectional survey. Subjects in this study are all students of class X accounting 4 in SMK Negeri 3 Bandung, amounting to 37 students. The data analysis used is the data verification analysis through the calculation of mean (mean) score with the help of SPSS 24 for Windows.

Result of research of recapitulation average score of respondent responses about audio-visual learning media equal to 3,95, whereas concerning student learning interest equal 3,96, hence can be concluded that responses of respondents to audio-visual learning media and learning interest "good". Based on data analysis that has been done then obtained the research results of the influence of audio-visual learning media is the coefficient of determination R Square of 0.466%. It is stated that the variable X has an influence of 46.6% to variable Y and the remaining 53.4% influenced by other factors. Factors that give effect to variable Y as much 46,6% caused by indicator of variable X form of learning media function and excellence of audio-visual media.

The conclusion of the research is acceptable, as the end of the research, the authors suggest if they have students who tend to have passive characteristics, teachers should use a variety of interesting learning models combined with audio-visual learning media that is video playback related to the subject matter that will be delivered because of the way This can make students more interested to learn and will improve student learning outcomes.

Keywords: Audio-Visual Learning Media and Student Learning Interest.

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