

## ABSTRACT

This research title "**The Effect of Audio-Visual Media Learning Against activeness**

**Student Learning in Economic Learning Sub Theme of Cooperative in Class X MIPA 3**

**SMAN 6 Bandung "**. The purpose of this research is to know the application of media audio-visual learning and liveliness of student learning in sub-theme economic learning

cooperative in class X MIPA 3 SMAN 6 Bandung and to know the influence of media audio-visual learning to the learner of student learning in sub economic learning

the theme of cooperatives in class X MIPA 3 SMAN 6 Bandung.

The method used in this study is a causal associative. Subjects in the study this is the students of class X MIPA 3 SMAN 6 Bandung, amounting to 33 students. Data analysis used is the analysis of the data verification through calculation of average (*mean*) score *SPSS 21.0 for Windows release*.

The result of research recapitulation average score of respondents about media audio-visual learning amounted to 4.13, while the learning activity of students is as big as 4.20, thus it can be concluded that the response respondents to the media audio-visual learning and learning activity "Very Good". Based on data analysis which has been done then obtained research results influence the application of media audio-visual learning is R Square determination coefficient of 0.607%. This matter otherwise variable X has an influence of 60.70% to variable Y and the rest 40% influenced by other factors. Factors that affect Y as much as 60,70% is caused by indicator of variable X in the form of learning media function and excellence of audio-visual media.

The conclusion of the research is acceptable, as the end of the study, the authors propose suggestions if you have students who tend to have passive characteristics, teachers should using a variety of interesting learning models combined with the media audio-visual learning is video playback related to the subject matter which will be delivered because this way can make students more active to learn and will improve student learning outcomes.

***Keywords: Audio-Visual Learning Media and Activity of Student Learning***