

ABSTRACT

The study, titled the use of animated video learning media and its impact on student learning outcomes on the subject of accounting material income statement at SMA Pasundan 8 Bandung (case studies of XI MIPA 2 and XI MIPA 3 academic year 2017-2018), backed by problems in the field that is the result learning students who have not reached the KKM (Minimal Completeness Criteria) established this is caused by theacers who still use conventional learning media without combined with other media in the process of learning.

This research method uses quasi experiments and uses research techniques Normalized Gain-Test and T-test consisting of two classes, control class and experiment class. The result an increase in the grade of the experimental class student from average value of 38,13 to 82,50. This is because the subject of accounting material financial statement of income using video learning media animation so that student learning outcomes increase.

The conclusion obtained from this research is the use of video animation learning media can improve student learning outcomes in the subjects of accounting material income statement in class XI MIPA 2 SMA Pasundan 8 Bandung. Thus the researchers intend to provide advice for:

- a. Teachers, the use of animated video learning media can be used as an alternative learning media to be applied during the accounting learning process.*
- b. Researchers, this research can be used as a reference for further researchers, and its hope that further research will be developed to develop this animation video learning media*

Key Word : Video Animation, Student Learning Outcomes