ABSTRACT

This research was conducted in class XI IPS 1 of Pasundan 2 High School Bandung, which addresses in Jl. Cihampelas No. 167, Cipaganti, Coblong, Bandung, Jawa barat 40131. Entitled “Instagram Effect on the Learning Outcomes of class XII IPS2 of Pasundan 2 High School Bandung” (The survey focused on Economics subject in term of the development and growth of economic year 2017/2018).

This research has been conducted to analyze. First, how Instagram affecting the class XI IPS 1 students of Pasundan 2 High School Bandung in Economics subject. Second, the learning outcomes of the students of class XI IPS 1 Pasundan 2 High School Bandung in Economics subjects in term of the development and growth of economic year 2017/2018. Last, the social media effect on the learning outcomes of the class XI IPS 1 students of Pasundan 2 High School Bandung learning outcomes in Economics subjects in term the development and growth of economic year 2017/2018. The hypothesis of the research shows that “There’s an effect of Instagram on the XI IPS 1 students of Pasundan 2 High School Bandung learning outcomes in Economics subjects in term of the development and growth of economic year 2017/2018.”

This research used causal and associative methodology in associate with quantitative approach, and the data collection techniques were used observation sheet and questionnaires.

The result showed that the number of R is 0.229. It showed the correlation between Instagram and the learning outcomes. There is a slightly contribution of Instagram variable which showed by R Square. According to table above, the result of R Square is 0.052 means the Instagram effect in term of learning outcomes only contribute 5.2% . It is concluded that external and internal factor are contribute more effect than Instagram.

Teachers should give an attention and knowledge to their students in using Instagram. Furthermore, teachers should be able to teach using creative and communicative approach. As the result of that approach, it will slightly reduce the Instagram usage.

Keywords: Learning Outcomes, The Development and Growth of Economic Subject, Social Media, Instagram.