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*.