

**THE INFLUENCE OF LEARNING MEDIA ON THE CREATIVITY POWER  
OF ELEMENTARY SCHOOL CLASS IV STUDENTS**

***(Quantitative Descriptive Research in Cluster 3 Pusakajaya District Subang  
Regency)***

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**ABSTRACT**

*In this research aims to determine how much influence the use of learning media on the creativity of elementary school students grade IV. In this study conducted a quantitative approach by conducting a survey, the sampling using nonprobability sampling with the type of purposive sampling in this sample technique means that each individual does not the same opportunity to become a research sample, The instruments used in this research were in the form of questionnaires, observation sheets and interviews. Based on the normality test output produced a significance value of  $0.733 > 0.05$ , it can be concluded that the data is normally distributed. the results of the linearity test resulted in data of  $0.589 > 0.05$ , it was indicated that the two variables have a linear relationship, the results of the regression test resulted in data of  $0.01 < 0.05$  then viewed from the output of R square 11.3% and the resulting value of R of 0.336 this shows that the relationship between the use of instructional media and creativity is in the very strong range then in the regression equation the consistency of the use of learning media results in 35.861 and the coefficient X (creativity) is 0.348 which means that every 1% increase in the use of learning media is worth 0.348 and this data shows positive data. So that in this study it was said that the influence of the use of instructional media on the creativity of elementary school students grade IV had an effect of 11.3% and the value of  $H_a$  was accepted and  $H_o$  was rejected and in this study had a positive effect on The Influence Of Learning Media On The Creativity Power Of Elementary School Class Iv Students in Cluster 3 Pusakajaya District Subang Regency.*

***Keywords : Use Learning Media, Creativity Power***