

**(ANALYSIS) THE USE OF AUDIO VISUAL MEDIA ON IMPROVING  
STUDENTS 'LEARNING MOTIVATION**

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**ABSTRACT**

*This study aims to increase students' learning motivation by using audio-visual media as a learning medium. This research is motivated because there are problems in the field regarding students' low learning motivation. This is due to teachers who do not provide motivation to students. Likewise when the teacher teaches with the lecture method, many students pay less attention to the teacher when explaining, are not enthusiastic and are busy doing activities that are not related to learning activities. So it can be said that students' learning motivation is low and results in student learning outcomes become low. In making this scientific paper researchers used a qualitative approach. This type of research is library research. The results of the study stated that audio-visual media is one of the learning media that can be seen in the pictures and heard by the sound. The use of audio-visual media in the learning process can increase students' learning motivation seen from the accumulation of previous research data with an increase of 5.2%, the highest 42.75% and an average increase in motivation of 17.115%. Therefore, there is a relationship between the use of audio-visual media with students' learning motivation, although most are influenced by other factors. Based on the results of the study, it can be concluded that the use of audio-visual media can increase students' learning motivation.*

*Keywords: audio visual media, learning motivation*