# ANALYSIS OF LEARNING EFFECTIVENESS THROUGH WHATSAPP GROUP AS A STUDENT LEARNING MEDIA
## (Survey on class XI IPS students at SMA PGRI Cicalengka)

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## ABSTRACT

This study aims to determine: (i) whether the use of WhatsApp Group is effective or not as a medium for economic learning at *SMA PGRI Cicalengka* (ii) to find out how much effectiveness the use of WhatsApp group media in economic lessons at *SMA PGRI Cicalengka*. The location of the research conducted by researchers was at *SMA PGRI Cicalengka*. Where the formulation of this research is how much effectiveness the use of the WhatsApp group media in economic lessons at SMA PGRI Cicalengka? Data collection techniques were: (i) conducting interviews with teachers of economics subjects at *SMA PGRI Cicalengka* (ii) distributing questionnaires to class XI *IPS SMA PGRI Cicalengka.* The data processing technique uses the SPSS 25 application to find the minimum, maximum, mean and standard deviation values. The results of the study state that: (i) the mean value or average value of all data is 75.33, which indicates that the use of WhatsApp group as a learning medium for students at *SMA PGRI Cicalengka* is effective because it is in the range 41 - 60. interpretation of the level of effectiveness of learning where the interval> 41% is considered quite effective in learning. As the end of the research, the authors provide suggestions: (i) for students to be more enthusiastic about online learning so as not to be left behind by technological developments in doing online learning (ii) for teachers to be able to follow technological developments in order to apply online learning, (iii) for schools it is expected able to improve online learning by increasing internet facilities which is one of the obstacles in online learning (iv) further researchers who will conduct research on the same topic to find more extensive information and references so that research results can be even better.

Keywords: Effectiveness of learning, learning media, whatsapp group, economic subjects