

THE INFLUENCE OF AUDIO VISUAL LEARNING MEDIA ON STUDENT LEARNING INTERESTS

(Survey On Economic Subjects Class X Mipa Even Semester 2019/2020 School Year At SMA Pasundan 2 Bandung)

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ABSTRACT

This study aims to find out: (i) How to use audiovisual learning media in economic subjects in class X MIPA Pasundan 2 Bandung High School, (ii) How are students' interest in learning in economic subjects in class X MIPA Pasundan 2 Bandung High School (iii) How much the influence of audio-visual learning media on students' interest in economic subjects in MIPA Class X Pasundan 2 Bandung. The research method used was a survey with a sample of 84 students of X MIPA SMA Pasundan 2 Bandung. To look for influence, the analysis of the data used is a simple linear regression analysis through the calculation of average scores with the help of the SPSS 24.0 for windows program. The results are as follows: (i) audio-visual learning media on economic subjects in the class X MIPA SMA Pasundan 2 Bandung showed good results. This is based on the results of data processing that shows an average score of 4.22 (84.42%) in the very good category, (ii) student interest in economic subjects in class X MIPA SMA Pasundan 2 Bandung at 4.29 (85.83%) is in the very good category. (iii) simple linear regression results show that there is a large influence of audio-visual learning media on students' interest in economic subjects in class X MIPA SMA Pasundan 2 Bandung. With an R Square value of 0.424. Can be interpreted that audio visual learning media has a contribution of 42,4% to learning interest. The author suggests to the parties concerned namely: (i) for students, students have a positive attitude towards economic subjects so that they do not experience difficulties in understanding the material being studied; (ii) for economics subject teachers, it is hoped that economics subject teachers are more creative in choosing appropriate and varied learning models; (iii) other researchers are expected to be more creative in modifying learning aids.

Keywords : Audio visual learning media, Student learning interests.