

**ANALYSIS OF AUDIO VISUAL BASED TEACHING MATERIALS
DEVELOPMENT IN IMPROVING LEARNING OUTCOMES OF ELEMENTARY
SCHOOL STUDENTS**

(Literatur Study Research)

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ABSTRACT

This research is motivated by the development of audio-visual-based teaching materials in order to make it easier for teachers to carry out learning. the development of teaching materials is a presentation or design in physical form that can be used by teachers and students in teaching and learning activities in the classroom. The creativity of teachers can make audio-visual learning media that feels saturated will experience changes with the creation of audio-visual-based learning media. Audio-visual media is a combination of audio and visual media combined with audio cassettes that have sound and image elements by involving the five senses of sight and hearing. The research method used is literature study (literature study). Data collection techniques in this study were done by editing, organizing, and finding. The data analysis used in this research is deductive, inductive, interpretative, and comparative data. This study analyzes the data by combining, interpreting, concluding, and comparing the theory of developing audio-visual-based teaching materials in improving the learning outcomes of elementary school students. The feasibility of this audio-visual media can be measured by an attractive design and the clarity of the material content presented in the media. While in the field test experiment, the use of video-based audio-visual media can improve student learning outcomes. The learning outcomes of elementary school students significantly increased after using audio-visual learning media, as can be seen from several previous studies analyzed.

Keywords: Audio Visual, Teaching Materials, Learning Outcomes.