

**ANALYSIS OF LEARNING EFFECTIVENESS USING GOOGLE  
CLASSROOM MEDIA BY ECONOMICS TEACHER AT SMA  
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**ABSTRACT**

*This study aims to determine: (i) How is learning planning in economic subjects using Google Classroom learning media at SMA Nusantara Bandung (ii) Is the implementation of learning using Google Classroom media in economic subjects at SMA Nusantara Bandung proven effective (iii) How is the assessment learning using Google Classroom media on economic subjects at SMA Nusantara Bandung. This study uses a qualitative method with data collection techniques interviews and documentation with economics teachers and vice principal of curriculum at SMA Nusantara Bandung. Data analysis techniques in this study include data collection, data reduction, data presentation, and drawing conclusions. The findings of this study are (i) the lesson plan is that the teacher always makes learning tools such as syllabus and lesson plans at the beginning of the semester or before teaching (ii) the implementation of learning using Google Classroom media is not too effective to be used as an online learning medium in economics subjects (iii) ) learning assessment using Google Classroom uses 3 aspects, namely aspects of knowledge, attitudes, skills. As the end of the research, the author submits suggestions to (i) schools, suggesting to conduct teacher training on educational technology or the development of educational technology to improve the quality of teachers in the field of educational technology (ii) teachers, lesson plans should be made at the beginning of the semester, implementation of learning using Google media Classroom teachers must further improve innovation and creativity or look for references about online learning by participating in seminar workshops, Assessment of learning using Google Classroom media, teachers can tolerate students who submit their assignments late due to limitations in supporting the learning process (iii) further researchers conduct research with the same theme as this study so that future researchers are able to study better and more deeply about the theme.*

*Keywords: Learning Effectiveness, Google Classroom*