

## **ABSTRACT**

### **Fithriyyah Nur Lathifah (2021) : *The Effect of Using Zoom Cloud Meeting on Learning Effectiveness***

*This research was motivated by the declining effectiveness of student learning in the COVID-19 pandemic situation, where learning activities at school were replaced with learning at home (school from home). This policy was taken to prevent the spread of COVID-19. In order for the learning objectives to be achieved, the teaching and learning process activities that are usually carried out in the classroom are replaced with online learning. The purpose of this study was to determine the effect of using zoom cloud meeting on the effectiveness of learning in the subject of creative products and entrepreneurship for class XII students of TKJ SMK Pasundan 2 Bandung. This study uses a quantitative approach while the method used in this study is a survey. The subjects in this study used a sample of 82 students. Analysis of the data used is descriptive analysis and verification of data through the calculation of the average (mean) score, simple linear regression and coefficient of determination with the help of SPSS 24.0 for Windows. The results of the study using descriptive analysis obtained a recapitulation of the average score of respondents' responses regarding the use of Zoom Cloud Meeting in the agree category. This indicates that most students agree with the use of Zoom Cloud Meeting as an online learning medium. While the effectiveness of learning is in the category of agree. This indicates that most students agree that learning effectiveness is increased by using Zoom Cloud Meeting online learning media. Based on the verification analysis of the data that has been done, simple linear regression coefficients ( $Y' = 18.861 + 0.676X$ ) are obtained, namely there is a regression coefficient value of 0.676 which means that the use of zoom cloud meeting (variable X) causes a tendency to increase learning effectiveness (variable Y) of 0.676. While the contribution of the influence given by the variable using Zoom Cloud Meeting on the learning effectiveness variable based on the calculation of the coefficient of determination is 59%, while the remaining 41% is influenced by factors outside that were not examined by the researcher, and the conclusion is acceptable.*

**Keywords:** *Zoom Cloud Meeting, Learning Effectiveness*