

**ANALYSIS OF INTERACTIVE LEARNING EFFECTIVENESS BASED ON  
WHATSAPP GROUP AS A LEARNING MEDIA CLASS IV AT SDN 270  
GENTRA MASEKDAS**

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***ABSTRACT***

The objectives of this study are: (i) whether the use of WhatsApp Group *is* effective or not as an interactive learning medium in class IV at *SDN 270 Gentra Masekdas*, (ii) to find out how much effectiveness the use of WhatsApp Group media is in interactive learning in class IV at *SDN 270 Gentra Masekdas*. This type of research is descriptive quantitative. The tools used to obtain data in this study were: (i) interviews with teachers, (ii) distributing questionnaires to students and teachers. The data processing technique uses SPSS v25 to find the mean, minimum, maximum and standard deviation values. The results showed that the mean value or the average value of all data was 60,29. This shows that the use of WhatsApp Group as an interactive learning media for students is quite effective for use in class IV at *SDN 270 Gentra Masekdas*. Based on the explanation, the level of learning effectiveness is in the range of 41 – 60, where the interval > 41% is declared quite effective for learning. The suggestions from the authors in this study are: (i) for students to be able to follow technological developments in online learning and be more enthusiastic about participating in online learning, (ii) for teachers to be able to further develop skills in using online learning technology, (iii) for schools to be able to further improve internet facilities which is one of the obstacles in online learning, (iv) for further researchers who will conduct research on the same topic, it is hoped that it will be wider to find data, sources, and references so that research results can be even better.

***Keywords*** : *Effectiveness of interactive learning, whatsApp group, learning media*