

ANALYSIS OF AUDIO VISUAL APPLICATION MEDIA ON LEARNING MOTIVATION OF ELEMENTARY SCHOOL STUDENTS

(Research Literature Study)

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ABSTRACT

The background of this research is that there are problems in the field regarding students' low motivation to learn. This is because the teacher does not motivate students when carrying out learning activities. There are several factors that cause low learning motivation, namely teaching teachers still use the lecture method, as well as the lack of teacher creativity and finally students have difficulty understanding the material that has been delivered by the teacher. For effective learning, audio-visual learning media is needed. This study aims to analyze the audio-visual learning media on students' learning motivation. This research method is descriptive qualitative analysis with literature study techniques. The data analyzed in this study using comparative, interpretative, deductive and inductive techniques. The results of the analysis obtained that the audio-visual learning media is to use the elements of hearing and sight in conveying messages or information. The application of audio-visual learning media in the process of learning activities can increase students' learning motivation as seen from the accumulation of data from previous studies with the lowest increase of 65.04%, the highest 95,16% with an average increase of 30,12% of motivation. Therefore, there is a relationship between the application of audio-visual learning media with students' learning motivation. Based on the results of the study, it can be concluded that the application of audio-visual learning media can increase students' learning motivation.

Keywords: *Audio Visual Media, Learning Motivation.*