

THE EFFECT OF THE USE OF AUDIO VISUAL MEDIA ON STUDENT LEARNING INTERESTS

(Quasi Experiment Research in Class III 230 Primary School Students Margahayu Raya Bandung City)

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ABSTRAK

This thesis research is motivated by the low student interest in learning in grade III at 230 Margahayu Raya Elementary School in Bandung, caused by the use of learning media that are still conventional. Therefore, to increase student interest in learning through learning media, the researchers chose the title "The Effect of Using Audio Visual Media on Student Learning Interests". This study uses a quantitative approach with the method used in this study is a quasi-experimental design (quasi-experimental) with the design model used is nonequivalent control group design. The population in this study were all students of class III 230 Margahayu Raya Elementary School in Bandung as many as 90 students. Sampling uses a purposive sampling technique with class III-A as the Experiment class and Class III-B as the control class. Data collection methods used were (1) questionnaire, (2) observation sheet, (3) interview, and (4) test. The research instrument in the form of a questionnaire and observation sheet was used to measure student learning interest and a test in the form of a posttest to measure student learning outcomes after being treated using audio visual learning media. The results showed that there was a significant influence of the use of audio visual learning media on student learning interests. This is indicated by the average value of student interest in learning outcomes in the experimental class by 65% while the average value of interest in learning in the control class by 60%. While the average student learning outcomes in the experimental class amounted to 82.3, and the average learning outcomes in the control class amounted to 58.3.

Keywords: Audio Visual Learning Media, Interest in learning