

ABSTRACT

Widi Siti Alivah. (2022). The Effect Of The Use Of Youtube Media On Students' Learning Interest In Pandemic Times At The District Elementary School Cibeunying Kaler

The background of this thesis research is the low interest in learning of elementary school students in Cibeunying Kaler District caused by the Covid-19 pandemic. Therefore, to increase students' interest in learning through learning media such as Youtube, the researchers chose the title "The Influence of the Use of Youtube Media on Interest in Learning During the Pandemic Period at Elementary Schools in Cibeunying Kaler District". This study aims to 1) determine interest in learning before the pandemic period 2) determine the implementation of using Youtube media 3) determine student learning interest when using Youtube media 4) determine the effect of using Youtube media on student learning interest during the pandemic. This study uses a descriptive quantitative method with a survey approach. This data collection technique uses questionnaires, interviews and observations. The sample in this study were 43 teachers and 117 students' parents. The data analysis technique in this study used a simple linear regression test. Based on the results of research conducted in six public and private elementary schools in Cibeunying Kaler District, Bandung City. The results showed that there was a significant influence from the use of Youtube media on students' interest in learning, this can be proven by $t_{count} = 15,921$ obtained a significance value of $0.000 < 0.05$. These results mean H_0 is rejected and H_a is accepted so that the use of Youtube media (X) has an effect significant to student interest in learning during the pandemic (Y).

Keywords: Youtube Media, Interest in learning