

**THE EFFECT OF TEACHER CREATIVITY IN USING LEARNING MEDIA
TO INCREASE LEARNING INTEREST IN CLASS IV SDN CIJAGRA 04**

PASEH, BANDUNG REGENCY

(Descriptive Quantitative Research)

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ABSTRACT

Teaching and learning activities are an educative activity with interaction between teachers and students or students. Teachers must be as creative as possible in designing learning and in using learning media as a tool to convey messages or learning materials, in order to make students more enthusiastic and interested in learning. This study aims to determine how the influence of teacher creativity in using instructional media to increase student interest in learning in class IV. This research is a quantitative research using descriptive method. This research was conducted at SDN Cijagra 04 Paseh, Bandung Regency. The instrument used was a questionnaire with a Likert scale which was distributed directly to students and an observation sheet to find out how the teacher's creativity was formed. The population in this study were fourth grade students and 1 fourth grade teacher, while the sample technique used the saturated sample technique so that the samples taken were all fourth grade students, totaling 50 people. The data analysis technique used in this study used a simple linear regression test. Based on the results of research that has been carried out at SDN Cijagra 04 Paseh, Bandung Regency, the results are that: (1) the form of teacher creativity in using learning media is quite varied, such as using teaching aids, textbook materials, and using objects around which are related to the material. (2) there is a positive influence that occurs between teacher creativity in increasing student interest in learning, this is proven by the results of the $T_{count} = 1.781$ more than ($>$) $T_{table} = 1.667$ with a significance value of $0.025 < 0.05$. The impact of teacher creativity on students' interest in learning is 73%. This is evidenced by the results of the coefficient of determination (R Square) of 0.730. So based on these results, the research can be accepted, because of the influence of teacher creativity in using learning media to increase interest in learning for fourth grade students at SDN Cijagra 04 Paseh, Bandung Regency.

Keywords: teacher creativity, learning media, student learning interest