THE EFFECT OF USING GOOGLE CLASSROOM APPLICATIONS INLEARNING ON STUDENTS' LEVEL OF UNDERSTANDING IN PRODUCT STRUCTURING LESSONS

(Survey of Class XI Marketing Students at SMKN 3 Bandung in the 2021/2022 Academic Year)

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ABSTRACT

This study reveals: (i) Does the use of the google classroom application in learning affect the level of understanding of students in class XI Marketing at *SMKN 3 Bandung*, (ii) how much influence the use of the google classroom application in learning affects the level of understanding of students in class XI Marketing at *SMKN 3 Bandung*, (iii) How far is the level of understanding of students in class XI Marketing on the subject of product arrangement in learning using the Google Classroom application at *SMKN 3 Bandung*. This study uses a quantitative approach with a survey method. The results of this study are: (i) The use of the google classroom application has a positive effect during the Covid-19 pandemic on the level of student understanding with a value of sig (0.000) α (0.05) so that H0 is rejected and H1 is accepted. (ii) The google classroom application has a significant and positive effect of 69.9% on the level of understanding of students in class xi marketing at SMKN 3 Bandung on the subject of product arrangement. (iii) Other factors that affect the level of students' understanding of online learning using the google classroom application by 40.1% such as internet network disturbances, unsupportive facilities and infrastructure and others. As the end of the research, the author conveys: (i) suggestions to students to be able to concentrate and pay attention to timeliness in learning, (ii) to teachers so that they can better prepare teaching materials using the Google Classroom application, (iii) to schools so that they can prepare facilities and infrastructure to support learning by using the Google Classroom application, (iv) and to the next researcher to reveal other factors that affect the level of student understanding through the application of other learning programs.

Keywords: Google Classroom, Level of Understanding