

ABSTRACT

THE INFLUENCE OF THE USE OF AUDIO-VISUAL LEARNING MEDIA ON STUDENTS' LEARNING INTERESTS

(Survey on Economics Class XI Social Studies Subjects at SMA Negeri 2

Cikampek)

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ABSTRACT

This study aims to find out: (i) How to apply audio-visual learning media to class XI economics subjects at SMA Negeri 2 Cikampek, (ii) How students' interest in class XI economics subjects at SMA Negeri 2 Cikampek, (iii) How much influence audio-visual learning media has on students' learning interest in class XI economics subjects at SMA Negeri 2 Cikampek. The research method used was a survey with a sample of 104 XI social studies students at SMA Negeri 2 Cikampek. To find influence, the data analysis used is a simple linear regression analysis through the calculation of the average score with the help of the SPSS 24.0 for windows program. The results are as follows: (i) audio-visual learning media in economics class XI social studies subjects at SMA Negeri 2 Cikampek showed good results with an average score of 4.02 with a percentage of 80.22% in the very good category, (ii) students' interest in learning in economics class XI social studies subjects at SMA Negeri 2 Cikampek showed excellent results with an average score of 4.06 and a percentage of 81.29% was in the very good category, (iii) the results of a simple linear regression show that there is a large influence of audio-visual learning media on students' learning interest in economics class XI social studies subjects at SMA Negeri 2 Cikampek. With an R square value of 0.775. It can be interpreted that audio-visual learning media has a contribution of 77.5% to the interest in learning. The author suggests to related parties, namely: (i) For students, further increasing students' interest in learning is the need for learning media that are facilities in learning, therefore students are expected to be able to have a positive attitude in the learning process, especially in economics subjects so that they have better results in learning; (ii) For subject teachers, they must be more creative in choosing the right and varied learning media, so that learning objectives can be achieved properly; (iii) For schools, learning media is one of the factors that need to be considered again and continue to be improved by schools because it can be one of the factors if students have a low interest in learning or when the interest in learning is very good, it is the task for the school to continue to improve and maintain it; (iv) For other researchers, they can study and look for more theories as references that will be related to this research, so as to produce better research than previously conducted research.

Keywords : *Audio Visual Learning Media, Interest in Learning*