

**THE INFLUENCE OF YOUTUBE-BASED AUDIO-VISUAL LEARNING
MEDIA ON THE EFFECTIVENESS OF STUDENT LEARNING IN
ECONOMICS SUBJECTS**

*(Survey of XI social studies class students at SMA SUMATRA 40 Bandung even
semester of the 2023/2024 academic year)*

By:

SYIFA ANDRIE MAULANI

175020070

ABSTRACT

This study aims to determine the effect of Youtube-based Audio Visual Learning Media on the Learning Effectiveness of XI social studies class students in economics subjects at SMA SUMATRA 40 Bandung. The population in this study were XI social studies class students. The research sample was determined using the Sample Population Technique where the research method used was a quantitative approach survey. Data collection techniques using a questionnaire instrument using goggle form media. Based on the results of data analysis assisted using the IBM SPSS Statistic Version 24.0 data processing application which obtained the results of the questionnaire from the existing statement which is valid and good reliability (excellent reliability) indicated by Croanbach's Alpha of 0.695 consisting of 21 statements. Where the results of this study explain that (1) Youtube-based Audio Visual Learning Media which shows from the average questionnaire answer of 3.71 and a percentage of 74.21% is included in the good category. (2) The effectiveness of Learning Learning for Class XI IPS Bandung students who show learning outcomes can be said to be good, because it can be seen from the average answer of 3.70 with a percentage of 74.21% including in the good category.

Keywords: Audio Visual Learning Media, Youtube, Learning Effectiveness