

**PENGARUH MEDIA PEMBELAJARAN AUDIO VISUAL TERHADAP
PENINGKATAN KOMPETENSI KOMUNIKASI SISWA**
*(Survey on Class XII Economics Subjects at SMA Pasundan 3 Bandung Even Semester
2023/2024 Academic Year)*

By

Enok Rina Kusmiati

195020048

ABSTRACT

This research aims to: (i) determine the application of audio-visual media in economics learning in class 2023/2024, (iii) the influence of audio-visual media on increasing the communication competence of class XI students at SMA Pasundan 3 Bandung, Even Semester, Academic Year 2023/2024. This research uses a quantitative approach with a survey method and the data collection technique used is a questionnaire. The data analysis techniques used are instrument tests consisting of validity and reliability tests, descriptive analysis, analysis prerequisite tests consisting of normality, homogeneity tests and hypothesis tests consisting of the t test, simple linear regression test and coefficient of determination. The subjects in this research were 35 class XI students at SMA Pasundan 3 Bandung. The results of the research show: (i) the application of audio visual went well with an average score of 82% or 4.09 (ii) communication competence experienced an increase in results with an average of 3.96 or 79% (iii) learning variables had an effect on increase in student communication competence by 73.9% Suggestions from researchers at the end of the research are as follows: (i) Learning using audio-visual media can be an alternative so that learning is not boring, (ii) for teachers, by carrying out this research it is hoped that it can further improve professionalism in teaching and learning activities because it can be an option and solution to improve student learning outcomes, especially in economics learning., (iii) for future researchers, it is hoped that increasing students' communication competence is not limited to just learning through audio-visual, there are many models,

Keywords: *Audio Visual Learning Media, Communication Competence*