

## **ABSTRACT**

### **MEDIA DEVELOPMENT OF CARTOON MOVIE ON ECONOMICS IN SENIOR HIGH SCHOOL**

**By**

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This research aimed to develop learning media in the form of cartoon movies in economics of class X Senior High School and tested the effectiveness of film media by comparing the pre test and post test average score of learning result between experimental class and control class.

This research began with need assessment, the development of learning media and product test on students of class X of odd semester of State Senior High School I Buay Bahuga Academic Year 2013/2014. The product test was conducted by using experimental design on class X1 as treatment class and class X2 as control class.

From the result of research development, it can be concluded: (1) the result of need assessment made the writer to develop cartoon movie media in economics, (2) economics learning in experimental class which was given treatment by using cartoon movie media was more effective than control class which was not given cartoon movie media, (3) The result of t-test count it was gained that  $t_{count} > t_{table}$  or  $5,492 > 2,052$ , the result of counting was by using effectiveness formula that showed the result higher than 1 namely 2,024, and the result of accomplishment analysis of classical learning on experimental class was 77,70% and control class was 51,85%. Based on the result of t test, the effectiveness formula and classical accomplishment comparison that cartoon movie media on economics in Senior High School could be stated effective.

**Key words : development, cartoon movie media, economics**