

ABSTRAK

PERBANDINGAN HASIL BELAJAR EKONOMI MENGGUNAKAN MEDIA PEMBELAJARAN INTERAKTIF BERBASIS *CANVA* DAN *AUDIOVISUAL* DITINJAU DARI MINAT BELAJAR SISWA KELAS XI SMA NEGERI 1 WAY JEPARA

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Penelitian ini dilatarbelakangi oleh rendahnya hasil belajar dan perbedaan minat belajar siswa, serta kurangnya penerapan penggunaan media pada mata pelajaran ekonomi. Tujuan penelitian ini adalah untuk meneliti perbedaan hasil belajar ekonomi siswa yang diajar menggunakan media interaktif berbasis *canva* dan media pembelajaran *audiovisual* pada siswa yang memiliki minat belajar tinggi, sedang maupun rendah,

Metode yang digunakan adalah komparatif dengan pendekatan *Quasy Eksperiment* dan desain factorial 2x3, melibatkan 68 siswa melalui Teknik *Cluster Random Sampling*. Pengumpulan data dilakukan melalui wawancara, observasi, kuesioner, eksperimen, tes dan dokumentasi. Hipotesis diuji menggunakan *Two Way Anova* dan *t-test sample independent*.

Hasil analisis menunjukkan terdapat perbedaan hasil belajar ekonomi antara siswa yang menggunakan media pembelajaran interaktif berbasis *canva* dan media pembelajaran *audiovisual*, terdapat perbedaan hasil belajar ekonomi pada siswa yang memiliki minat belajar tinggi, sedang dan rendah. Rata-rata hasil belajar ekonomi siswa yang diajar menggunakan media pembelajaran interaktif berbasis *canva* lebih tinggi dibandingkan dengan siswa yang diajar menggunakan media *audiovisual* pada siswa yang memiliki minat belajar tinggi, sedang, dan rendah. Serta pada penelitian ini, tidak terdapat interaksi antara media pembelajaran dengan minat belajar siswa terhadap hasil belajar ekonomi siswa.

Kata Kunci: *Audiovisual*, *Canva*, Hasil Belajar Ekonomi, Minat Belajar Siswa

ABSTRACT

COMPARISON OF ECONOMIC LEARNING OUTCOMES USING *CANVA* AND *AUDIOVISUAL* BASED INTERACTIVE LEARNING MEDIA REVIEWED FROM THE LEARNING INTERESTS OF GRADE XI STUDENTS OF SMA NEGERI 1 WAY JEPARA

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This research is motivated by the low learning outcomes and differences in students' learning interests, as well as the lack of application of media use in economics subjects. The purpose of this study was to examine the differences in economic learning outcomes of students taught using interactive media based on canva and audiovisual learning media in students who have high learning interests, with students who have moderate and low interests. The method used is comparative with the Quasy Experiment approach and 2x3 factorial design, involving 68 students through the Cluster Random Sampling Technique. Data collection was carried out through interviews, observations, questionnaires, experiments, tests and documentation. The hypothesis was tested using Two Way Anova and independent sample t-test. The results of the analysis showed that there were differences in economic learning outcomes between students who used interactive learning media based on canva and audiovisual learning media, there were differences in economic learning outcomes in students who had high, moderate and low learning interests. The average economic learning outcomes of students taught using interactive learning media based on canva were higher than those of students taught using audiovisual media in students who had high, moderate and low learning interests. And in this study, there was no interaction between learning media and students' learning interests on students' economic learning outcomes.

Keyword: Audiovisual, Canva, Economic Learning Outcomes, Student Learning Interests