



## The Use Of Learning Media On Students' Learning Outcomes

Rusdianto Mohamad<sup>1\*</sup>, Melizubaida Mahmud<sup>1</sup>, Agil Bahsoan<sup>1</sup>, Sudirman Sudirman<sup>1</sup>

<sup>1</sup>Economic Education Study Program, Universitas Negeri Gorontalo

---

### Article Info

*Article history:*

*Received: 15 Juli 2022;*

*Accepted: 30 Oktober 2022;*

*Published: 20 January 2023.*

---

### Keywords:

*Learning Media, Students*

*Learning Outcomes*

---

---

### Abstract

The purpose of this study was to determine the effect of learning media on student learning outcomes in integrated social studies subjects at State Junior High Schools 1 Bulango Utara. This study uses a quantitative approach, with survey research methods. The data used are primary data obtained from distributing questionnaires to class VIII students of State Junior High Schools 1 Bulango Utara. The number of sampling in this study amounted to 32 respondents. The data analysis technique used simple linear regression. The results of the study indicate that there is an influence of learning media on student learning outcomes for integrated social studies subjects for class VIII State Junior High Schools 1 Bulango Utara. The magnitude of the influence of Learning Media on Student Learning Outcomes is 22.7% while the remaining 77.3% is influenced by variables not examined.

---

### Abstrak

*Tujuan Penelitian ini untuk mengetahui Pengaruh Media Pembelajaran Terhadap Hasil Belajar Siswa pada Mata Pelajaran IPS Terpadu di SMP Negeri 1 Bulango Utara. Penelitian ini menggunakan pendekatan kuantitatif, dengan metode penelitian Survei. Data yang digunakan adalah data primer yang diperoleh dari penyebaran kuesioner pada siswa kelas VIII SMP Negeri 1 Bulango Utara. Jumlah Penarikan Sampel dalam penelitian ini sebesar 32 responden. Teknik analisis data menggunakan regresi linear sederhana. Hasil penelitian menunjukkan bahwa terdapat Pengaruh Media Pembelajaran terhadap Hasil Belajar Siswa Mata Pelajaran IPS Terpadu Kelas VIII SMP Negeri 1 Bulango Utara. Besaran pengaruh Media Pembelajaran terhadap Hasil Belajar Siswa 22,7% sedangkan sisanya sebesar 77,3% dipengaruhi oleh variabel yang tidak diteliti.*

---

### How to Cite:

Mohamad.R.;Mahmud,M.; Bahsoan,A.;Sudirman,S. (2023). The Use Of Learning Media On Students' Learning Outcomes. *Journal of Economic and Business Education*, 1(1), 30-35.

---

\* Corresponding Author.

[Mohamadrusdi080@gmail.com](mailto:Mohamadrusdi080@gmail.com) Rusdianto Muhammad

ISSN  
2963-508X (Online)  
2963-5160 (Cetak)

## Introduction

Education has an important role for humans, especially in facing the challenges of life. This is because education can affect all aspects of personality and the development of human life. Education is universal which means that it can be accessed and owned by all children of the nation without exception. In Indonesia, education is a right for every citizen. This is regulated in the 1945 Constitution of the Republic of Indonesia Article 31 Paragraph 1 which reads "every citizen has the right to education".

Formal education is an educational effort held in an institution or school. The benefits and objectives of this activity are to prepare children's lives and futures through the school level. This coincides with the function of schools, that educational institutions are places to prepare children to face a good life, and to change the way children behave both in the family and in society.

However, in reality, even though schools or educational institutions are everywhere, student learning outcomes have always been a very serious problem in the country. Student learning outcomes are certainly different. Some have high learning outcomes and not a few have low learning outcomes. This is caused by differences in behavior and character possessed by each student in learning. Learning media is a physical means to convey learning content/materials such as books, films, videos and so on (Briggs, 1997). Then according to the National Education Association (1969) revealed that learning media is a means of communication in the form of print or view-hearing, including hardware technology.

The position of the learning media in the student learning process is very important, this is because the learning process is a communication process and takes place in a system. Without the media, communication will not occur and the learning process as a communication process will also not take place optimally. The use of appropriate learning media by teachers in the teaching and learning process will greatly assist teachers in distributing the material being taught. In addition, this can also facilitate the process of absorption and the process of understanding students of the material being taught. According to Zaman et al in Yulianti (2018,: 2) the use of learning media in the classroom can be done in several steps, namely:

1. The teacher first identifies the main points of the content of the lesson that will be conveyed.
2. The teacher should choose the technique or method he wants to use in delivering lessons to children.
3. The teacher must check whether the media he will use is in good condition and can function properly.

## Theoretical review

### *Definition of Learning Outcomes*

The educational process always has input (input) in the form of students, then a process or learning is carried out which ultimately produces output (output) in the form of graduates who obtain the desired learning outcomes. Sudjana (2011,: 22) states that learning outcomes are abilities possessed by students after they receive their learning experiences. The opinion in question is that teaching and learning activities are a series of activities that will also determine learning outcomes later. According to Winkel (1996) in Purwanto (2014,:

45), "learning outcomes are changes that cause humans to change in their attitudes and behavior". Rifa'i and Anni (2012: 69) explain, "learning outcomes are changes in behavior obtained by students after experiencing learning activities".

Learning outcomes are changes that occur in students, both concerning cognitive, affective and psychomotor aspects as a result of learning activities (Susanto 2015:5). According to Sudjana (2011,: 22), "learning outcomes are the abilities that students have after they receive their learning experiences". According to Dadi Permadi (2011) in Tu'u (2004,: 89), "student learning outcomes are influenced by the ability of teachers, learning facilities, student achievement motives and school management". Another opinion by Karwati and Priansa (2014,: 216) defines, "learning outcomes are something that is achieved or obtained by students" thanks to the effort or thought expressed in the form of mastery, knowledge, and basic skills contained in various aspects of life so that changes in behavior appear in individuals. According to Gagne and Jenkins and Unwin (1996) in Uno (2009,:17), "learning outcomes are learning experiences obtained by students in the form of certain abilities". Based on this understanding, it can be concluded that learning outcomes are abilities possessed by students after learning, it can be seen in themselves changes in behavior.

## **Method**

### ***Research Approach***

The research approach is an important part of a scientific work because the approach is the whole method used in research, from the formulation of the problem to the stage of drawing conclusions. In this study, researchers used a quantitative approach. As for the research method using quantitative research methods because the data researchers in the form of numbers and analysis using statistics.

### ***Research Design***

The method used in this study is a quantitative method. This describes the influence of Learning Media on student learning outcomes at SMP Negeri 1 Bulango Utara. This study uses quantitative methods. Quantitative approach is an approach that uses data in the form of numbers in statistical analysis. This research is comparative causal research, which is a research method that aims to determine the effect of the independent variable (Learning Media) on the dependent variable (student learning outcomes) in Social Studies subjects at SMP Negeri I Bulango Utara.

### ***Statistical Hypothesis***

For the purposes of statistically testing the hypothesis, the research hypothesis above is set in the statistical hypothesis as follows:

- $H_0 : p = 0$  : there is no influence of learning media on student learning outcomes of class VIII social studies subjects at SMP Negeri 1 Bulango Utara
- $H_a : p \neq 0$  : there is an influence of learning media on the learning outcomes of class VIII social studies subjects at SMP Negeri 1 Bulango Utara.

## **Results and Discussion**

### ***Research Result***

Simple linear regression analysis was used to see the effect of the independent variable on the dependent variable. After testing the assumption of normality of the data and it turns out to be fulfilled, the next stage is data modeling with using simple linear regression

analysis. Based on the results of the analysis above, the simple linear regression model is as follows.  $\hat{Y} = 24.737 + 0.587X$ .

Based on the regression equation model, it can be interpreted as follows:

- a. The constant value of 24,737 indicates that if the Learning Media variable is constant, then the average value of the student learning outcomes variable is 24,737 units.
- b. The value of the Regression Coefficient of Variable X (Learning Media) is 0.587 or 58.7%, indicating that every 1 percent change in the Learning Media variable will increase student learning outcomes by 58.7%. Partial Test Results (T Test) After testing the regression analysis, the next step will be to test the partial effect of the independent variable (Learning Media) on the dependent variable, namely student learning outcomes.

Based on the table above, it can be seen that the t-table value obtained is to obtain a conclusion whether to accept or reject  $H_0$ , first, one must determine the t-table to be used. The value of this t-table depends on the magnitude of df (degree of freedom) and the significant level used is 5% and the df value of  $n - k - 1 = 32 - 1 - 1 = 30$ , the t-table value is 2.04227 (see attachment). The results of the analysis using the help of the SPSS 20 program obtained the results that the t-count value was  $2.966 > t\text{-table } 2.04227$  and the significance value was  $0.006 < 0.05$ , it can be concluded that the hypothesis in this study was accepted, namely the Learning Media variable (X) had a positive effect and significant to learning outcomes (Y). Based on the results of the analysis of the coefficient of determination in the table above, the magnitude of the adjusted coefficient of determination or the R Square number is 0.227 or 22.7%. This value indicates that 22.7% of the variability of student learning outcomes can be explained by Learning Media, while the remaining 77.3% is explained by other variables not examined in this study.

## **Discussion**

Based on the results of the study, it was found that the learning media had a positive and significant effect on student learning outcomes in Integrated Social Studies Subjects in class VIII at SMP Negeri 1 Bulango Utara. This is evidenced by the t-count value obtained at 2.966 which means it is greater than t-table 2.04227 and a significance value of 0.006 which means it is smaller than 0.05, and the regression coefficient value of the Learning Media variable is 58.7%. a change in the Learning Media variable by 1 percent will increase student learning outcomes by 58.7%. These results mean that with motivation, students will be encouraged to learn to achieve goals and objectives because they are sure and aware of the goodness of the interests and benefits of learning.

In terms of student learning, students will succeed if there is a willingness in themselves to learn and the desire or urge to learn, because with the improvement of learning media, students will be moved, directed at students' attitudes and behavior in learning. This is in accordance with the descriptive results of the student learning media variables which were responded well, where for the indicator on the learning media variable, namely the lack of use of print-based learning media, it means that students as respondents in this study consider that printed learning media is important to achieve results. the good one. Meanwhile, the indicator of the lack of use of visual-based learning media also does not occur where this can be seen from the scores obtained on the learning outcomes of students who get good scores. And for indicators of the use of visual learning media get a good score which means that students are able to learn dynamically.

Based on the results of the study also showed that the variability of student learning outcomes can be explained by the learning media of 22.7%, which means that there are still 77.3% of learning outcomes explained by other variables.

## **Conclusions And Suggestion**

### ***Conclusion***

Based on the results of the research in the previous chapter, it can be concluded that student learning media has a positive and significant effect on student learning outcomes in the Integrated Social Sciences subject for class VIII at SMP Negeri 1 Bulango Utara, Bone Bolango Regency. The results of this study indicate that the higher the learning media will be followed by an increase in learning outcomes, and vice versa.

### ***Suggestion***

Based on the conclusions above, the researchers can provide suggestions in this study as follows.

1. Teachers are expected to always use learning media in order to create a comfortable learning atmosphere and students are more enthusiastic because teachers use learning media that make students quickly understand the material taught by teachers at school. In addition, teachers should encourage students to study harder so that student learning outcomes in the future can be even better.
2. Students should increase their awareness and efforts in order to obtain information so that their knowledge can increase their insight, such as searching for information via the internet, reading newspapers/books other than reference books.
3. For further researchers to conduct further research considering that this study only examines one factor that affects learning outcomes, namely learning media, while other factors that also influence student learning outcomes have not been studied further such as internal factors consisting of physiological factors such as conditions. physical, psychological factors which include intelligence, attitude and talent. As well as external factors consisting of teacher factors, environmental factors, school curriculum, and facilities and infrastructure factors.

## **References**

- Abd. Majid. (2005) Learning Planning Developing Teacher Competency Standards. cet. V; Bandung: Youth Rosda Karya, 2008.
- Azhar Arsyad. 2011. Learning Media. Jakarta : PT Rajawali Press AM, Interaction and Teaching and Learning Motivation. Jakarta: King
- Arikunto, S. (2012). Research Procedure A Practical Approach. Jakarta: Rineka Cipta
- Eui, K and Priansa, D. J. (2014). Class Management. Bandung: Alfabeta
- Ghozali, I. (2015). Multivariate Analysis Application with IBM SPSS Program. Semarang: UNDIP publisher
- Hamzah, B. Uno. (2009) Educational Profession. Jakarta: Earth Literacy
- Munawwarah (2015), The Effect of Teacher Professionalism on Student Learning Outcomes at Madrasah Tsanawiyah Negeri Pangkajene, Sidenreng Rappang Regency. UIN Alauddin Makassar
- Irent Dias Devo Perdana Putra (2012), The Effect of Teacher Professionalism on Learning Outcomes in Islamic Religious Education (PAI) Class III Students at State Junior

High School (SMP) 16 Cirebon City. Sheikh Nurjati State Islamic Institute (IAIN) Cirebon

- Kunandar, 2009, Professional Teacher Implementation of Education Unit Level Curriculum (KTSP) and Success in Teacher Certification, Jakarta: Rajawali Pers
- Miftah. M. (2013). The function and role of learning media as an effort to improve student learning abilities. Vol (1)
- Mushon, (2012). Statistical Analysis Training with SPSS. Yogyakarta: Faculty of Economics, UNY
- Purwanto. (2014). Evaluation of Learning outcomes. Yogyakarta: Student Library
- Rifa'i, A and Anni, C.T. (2012). Educational Psychology. Semarang: Uptunes Press.
- Sardiman, AM. (2011). Teaching Interaction and Motivation. Jakarta : Raja Grafindo Persada 55
- Slamet. 2003. Learning and the factors that influence it. Jakarta: Rineka Cipta
- Sholihat, et al.(2020). Journal of primary education. The influence of teacher professionalism on the learning motivation of public elementary school students. Vol (1) no.20. Thing. 125-138
- Sudjana, N. (2011) Assessment of Teaching and Learning Outcomes. Bandung: Rosda karya Teenagers
- Sugiyono 2012. Business Research Methods. Bandung: alphabet
- Sugiyono 2013. Quantitative, Qualitative, and R & D Approaches Bandung: alfabeta
- Sugiyono (2015). Combination Research Methods (Mix Methods). Bandung: Alfabeta.
- Sujarweni, V. W. (2015). Cost Accounting. Yogyakarta: New Pustaka Press. Suliyanto, (2011). Applied Econometrics: Theory and Application With SPSS. Yogyakarta: publisher Andi offset
- Supartini M. (2016). The effect of the use of learning media on the learning achievement of high-class students at SDN Magunharjo 3. Journal of Social Studies Research and Education: Vol. 10 No.2
- Susanto. A (2015). Learning and Learning Theory in Elementary School. Jakarta: PrenadaMedia
- Shah, Muhibbin. 2015. Psychology of Education. Jakarta: PT. Raja Grafindo Persada Tu'u, T (2004). The Role of Discipline on Learning Behavior and Achievement. Jakarta: Grasindo
- Yulianti, T. et al (2018). The effect of using instructional media on student learning outcomes in economics subjects in high school. Journal of Equatorial Education and learning. Vol (7),No. 1



This article is an open-access article distributed under the terms and conditions of the [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/). Editorial of JEBE : Economic Education Study Program, Faculty of Economics Universitas Negeri Gorontalo, Indonesia