

## ABSTRACT

### APPLICATION OF ANIMATION VIDEO LEARNING MEDIA TO IMPROVE STUDENTS' LEARNING INTEREST ON THE SUBJECT OF PPKN AT SMK NEGERI 3 TAKENGON IN THE ACADEMIC YEAR OF 2023/2024

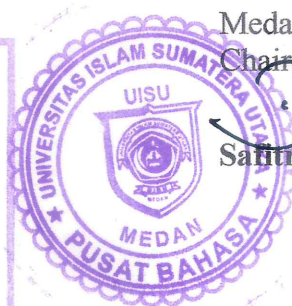
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This study aims to determine whether the use of animation media can increase the students' interest on the material of norms and types of norms in Class XI of SMK Negeri 3 Takengon. The research method in this study is quantitative experimental type. The population in the study was class XI TBSM of SMK Negeri 3 Takengon in sampling using purposive sampling, the selected sample was class XI TBSM 1, as the experimental class and class XI TBSM 2 class as the control class. The data collection technique used was the observation technique, multiple choice test questions, and the data analysis technique used in this study was to see the percentage of classical completeness in each class.

The results of the study showed that: Learning outcomes showed a significant increase by using learning media in the form of animation videos. In the control class itself, the percentage of classical completeness in the first cycle stage was 50% complete and 50% incomplete, while in the experimental class the percentage of completeness was 60% complete and 40% incomplete. Furthermore, in the second cycle stage, there was an increase, namely, in the control class, the percentage of classical completeness was 85% complete and 15% incomplete, while in the experimental class the percentage of classical completeness was 90% complete and 10% incomplete. Therefore, the hypothesis that has been made by the researcher can be answered that there is a significant influence of using animation learning media to increase the students' interest on the subject of PPKN at SMK NEGERI 3 Takengon.

Keywords: Video media, PPKN learning, and learning outcomes

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