INTEREST IN LEARNING USING VISUAL MEDIA IN SOCIAL STUDIES
SUBJECTS
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ABSTRAK
The purpose of this study was to find out students' interest in learning by using visual media in social studies subjects in Class VIII of SMP Negeri 4 Sampit for the 2021/2022 academic year. This study uses a qualitative approach. The research subjects in this study were 3 (three) grade VIII students of SMP Negeri 4 Sampit who were taken by one representative from 3 classes while the informants were social studies teachers who taught 3 (three) grade VIII students. Data collection techniques using observation, interviews and documentation. The results of the study concluded that the use of visual media in the social studies learning process can increase student learning interest as seen from students paying more attention when the teacher explains learning material, feelings of pleasure, interest in the material because it is not boring and fosters curiosity, and satisfaction when learning social studies using Visual media can improve understanding and memory of learning material besides that in terms of student satisfaction they feel quite satisfied learning social studies using visual media because of the importance of innovation and creativity of social studies teachers in designing and making visual learning media so that they can help achieve social studies learning goals.
INTRODUCTION

Law Number 20 of 2003 concerning the National Education System states that education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, as well as the skills needed by himself, society, nation and state. One of the goals of education is to develop the potential and skills of students so that the potential and skills of students also develop. The development of science and technology also affects the quality of the learning system in schools, meaning that with the presence of modern technology, schools are required to be more creative in making learning interesting both in the learning process and in learning media. According to Syastra (2015) learning media are everything both physical and technical in the learning process that can help teachers to facilitate the delivery of learning material. One of the learning media that is often used is visual media, namely media that involves the function of the sense of sight (Djamarah, 2019). Visual-based media can provide an overview of the content of learning materials with knowledge in the real world. In the learning process there are several subjects taught in junior high school, one of which is social sciences (social studies). Social Studies is a subject that studies social life based on study materials on geography, economics, sociology, anthropology, state administration and history. Because IPS is a subject with a lot of material and requires a broad understanding, the delivery of the material also requires a variety of media (Kurniawan, 2016).

Based on the results of preliminary observations conducted by researchers on Thursday 1 March 2022 at Sampit 4 Public Middle School, it shows that the learning process has been carried out well, social studies subject teachers are dominated by teachers who understand IT (Information and Technology) so that teachers can adapt more easily with current technological developments besides that Sampit 4 Public Middle School already has facilities and infrastructure that can be used as a medium in conveying learning material such as blackboards, student worksheets (LKS), textbooks, LCD projectors and laptops. The learning process in class VIII/R4 the teacher conveys the material using visual media by displaying images displayed through the LCD projector.

Based on the background of this problem, the formulation of the problem taken in this study is: What is Student Learning Interest in Using Visual Media in Class VIII IPS Subjects at SMP Negeri 4 Sampit Academic Year 2021/2022? and from the description of the problem formulation, the research objective is to find out students' interest in learning by using visual
media in social studies subjects in class VIII SMP Negeri 4 Sampit for the 2021/2022 academic year.

RESEARCH METHODS

This research was conducted from April to May 2022. This research took place at Sampit 4 Public Middle School, which is located on Jl. Ir. Juanda, Ketapang, Kec. Mentawa Baru Ketapang, East Kotawaringin Regency, Prov. Central Kalimantan. This research is a qualitative research. According to (Muh. Fitrah, 2017) qualitative research is a research procedure that uses descriptive data in the form of written or spoken words from the people and actors observed. Qualitative means something related to aspects of quality, value or meaning that is behind the facts.

The research subjects in this study were class VIII students of SMP Negeri 4 Sampit who were taken by 1 person each from 3 class representatives with a total of 3 (three) students, while the informants in this study were 3 (three) social studies teachers who taught class VIII at SMP Negeri 4 Sampit. The technique for determining subjects or informants uses Purposive techniques, namely determining subjects or informants based on certain considerations. Subject criteria are students who have the highest social studies score in class. Meanwhile, the informants were social studies teachers who taught class VIII. Data collection techniques are observation, interviews, and documentation. The validity test of the data was carried out by extending observations, triangulation and member checks.

RESEARCH RESULTS AND DISCUSSION

1. Students' Interest in Learning by Using Visual Media in Social Studies Subjects

Based on the results of the research, it is known that interest in learning by using visual media in social studies subjects at Sampit 4 Public Middle School can increase students’ interest in learning, this can be seen from observations and results of interviews with class VIII students at SMP Negeri 8 based on indicators of interest in learning According to Hermayanti (2020 ), includes: Attention, Pleasure, Interest, Participation, and Satisfaction which are described as follows.

A. Attention

Based on the results of observations and interviews, the form of student attention to social studies subjects using visual media is based on interviews with student "A" who stated that
"when social studies teachers explain learning using media images we feel interested in what the teacher conveys in class because it is different from learning usually only listening to the teacher's explanation so we feel bored, by explaining the material in the form of pictures we become more focused and concentrate on listening to the explanation in front of the class" this is also in line with what was expressed by Student "B" who stated that "when the teacher explains the material lessons using pictures we were very happy because we felt something was different so we all became silent when the teacher explained in front of the class, besides that the teacher's explanation using pictures in our opinion was easier to understand the teacher's explanation so we also felt very excited when the subject matter started It didn't even feel like the learning time was running out because we felt the lessons were fun.” Meanwhile according to student "C" with the use of visual media "I pay more attention to the lessons given by the teacher in class, because the lessons are not boring because we are asked to pay attention to the pictures that are in front brought by the teacher in accordance with the material explained by the teacher, we are very happy if learning in class is all like this, so that makes us want to pay attention to what the teacher explains in front of the class, even friends when learning using pictures is explained, no one makes a fuss or doesn't pay attention, in fact, all views are in front of the class ". Apart from that, this opinion is also reinforced by interviews with Social Sciences teachers G1, G2 and G3 that the teacher felt that the students were still enthusiastic and concentrated more when the teacher used learning media in the form of display images displayed through the LCD projector so that students could better understand what was explained by the teacher and the learning process was not boring. seen when students actively ask questions in the learning process.

Based on the results of the interviews above, it can be concluded that by using visual media students become more focused on concentrating, besides that the explanations given are easier to understand and make students not bored and become more active in participating in the learning process in class.

B. Feeling happy

Based on the results of observations and interviews, the form of feeling happy in the social studies learning process using visual media is based on an interview with Student "A" who stated that "I was very happy when this lesson started because I saw the pictures brought by the teacher in accordance with the material discussed and I feel enthusiastic when the teacher conveys subject matter with visual media because you can see clearly the pictures related to the subject. This was also reinforced by interviews with Student "B" who stated
that "in my opinion Social Studies lessons are even more fun with the material using media images by the teacher because it makes these subjects even more varied before learning with pictures in Social Studies lessons" apart from That's according to student "C" who stated that "I feel happy and not bored when I enter social studies lessons because in my opinion this lesson is more fun than other subjects and I can't wait for the social studies schedule because I'm interested in the pictures - the pictures displayed in the learning process by the IPS teacher in front of the class "This was reinforced by the statements of Teachers G1 and G2, namely when starting social studies learning using visual media that could be seen by their students they looked enthusiastic and excited when starting the lesson this was seen when we as teachers When we entered the classroom, the children greeted us with sweet smiles and they didn't make a fuss when we entered the class, even notebooks and learning materials had been placed on each student's desk. In addition, according to the G3 teacher who stated that "the use of time to explain subject matter becomes more effective and efficient because children are more focused on paying attention to our explanations in front of the class so there is no need for repetition of sentences delivered or repetition of explanations to students because basically all students are enthusiastic Pay attention and follow the material presented in front of the class.

Based on the results of the interviews above, it can be concluded that the social studies learning process uses visual media, namely students feel happy, learning becomes more varied, and the use of time for the learning process becomes more effective and efficient.

C. Interest

Based on the results of observations and interviews with students and social studies teachers, namely: according to students "A", visual media explained by the teacher in social studies subject matter can clearly and concretely provide interesting experiences in the learning process where all of us students are invited to participate in the learning process so we feel interested in all the activities in the social studies learning process that are explained by the teacher in front of the class and we also pay very close attention to what the teacher explains in front of the class. Meanwhile, according to student "B" who stated that "Social studies lessons are now a lesson that is in great demand by all of us because we feel that social studies learning today with the use of visual media or images, the material explained by the teacher in front of the class is a problem that is often encountered and faced we are in the community or our home environment which can be seen from different perspectives and we
find it easier to remember the learning material taught by the teacher in front of the class because the teacher's explanation is easy for all of us to understand, and we also always pay attention to what explained by the teacher in front of the class, none of us pay attention to the difference. When lessons don't use image media like this, we usually feel less focused or don't pay much attention to what our teacher explains in front of the class. "This was also reinforced by Teacher G1's statement. G2 and G3, which are forms of interest in the social studies learning process using visual media, namely the enthusiasm of students when learning takes place and fosters a deeper curiosity about the material presented so that students who are taught material using this image media can be said to be fully paying attention to what is conveyed in front of them. class because they feel that the material is not boring, this is of course a sense of pride for us as teachers because in the learning process, especially social studies, usually the students' view is that social studies subjects are boring and less interesting for students to pay close attention to the material that the teacher explains, but with the material social studies lessons by using this media image makes our students' interest in following the subjects we teach very good.

Based on the interview above, it can be concluded that the use of visual media can foster interest from within the students themselves to be able and willing to take part in the learning delivered by the teacher, especially here, namely the Social Sciences teacher, where with the subject matter using this visual media students feel there is an interest in Social Studies learning that conveyed and explained by the teacher and with the subject matter using this visual media students find it easy to recall the material that has been given because the material described is combined with interesting pictures which of course these images are adapted to the theme of the subject matter that we convey in front of the class.

D. Participation

Based on the results of observations and interviews, the form of participation in the social studies learning process uses visual media, namely based on interviews with student "A" who stated that "when the subject matter began we were invited by the teacher to participate in answering related to the pictures shown by the teacher in front of the class and occasionally when the teacher explained we were also asked by the teacher so we felt excited to pay attention to the pictures and material explained by the teacher in front of the class "while According to student "B" who stated that "social studies lessons delivered and explained by the teacher in front of the class made us all more active, both active in answering teacher questions related to the subject matter delivered or even active in asking
questions so that there is interaction between us students in class and the teacher when the
teacher explains social studies subject matter using visual media or this image. This was also
reinforced by the statement made by student C who stated that "I felt very interested when
social studies learning was started and explained by the teacher in front of the class because I
felt I wanted to know more about the material explained by the teacher in front of the class,
especially with the media. In our opinion, the images that are combined by the teacher when
the learning process is carried out, as well as the explanations given by the teacher through
visual media or images, really make us all feel involved because usually the teacher when
explaining material with this image media always asks or throws questions at us students who
are in the classroom and of course the questions from the teacher are not difficult because
they are usually related to the pictures used by the teacher in explaining the subject matter ".
This is in line with what was expressed by Teachers G1, G2, and G3 they stated that in the
learning process students are always active in asking questions and digging deeper into the
explanations they give in front of the class and students are able to make a conclusion from
the explanations given by the teacher.

Based on the interview results above, it can be concluded that the use of visual media in
social studies learning can foster high curiosity, make students actively ask questions and
participate in the social studies learning process.

e. Satisfaction

Based on the results of observations and interviews, that according to Student "A" I feel I can easily work on the questions given by the teacher because they are assisted with pictures, and so on. the teacher in front of the class but with the media images presented by the Social Sciences teacher in front of the class during the learning process it makes it easy for me to remember the material that has been presented and allows me to be able to answer questions or questions given by the teacher "while according to students" B” by learning using visual media he can easily understand what the social studies teacher conveys, because with visual media or images this makes it easier for me to understand and remember the material that has been explained by the teacher in front of the class when the learning process takes place and automatically Of course, it's easy to remember the material that has been explained, so even when there are questions in the form of questions, it's easier for me to do it.” Student 'C' expressed a different opinion, he felt that he would be more satisfied if learning was accompanied by pictures and sound. In addition, based on interviews with teachers "G1 and G2", according to them students understand and work on questions more
quickly with visual media in the form of pictures and so on. Meanwhile, according to Teacher G3, sometimes when explaining using visual media, they ask to use audio-visual as well, so they see and hear something.

So based on interviews and observations of IPS students and teachers above, it can be concluded that students feel quite satisfied in the IPS learning process by using visual media, namely the ease of students answering questions given by the teacher regarding the subject matter that has been explained. by using visual media, it can improve understanding and memory. In addition to learning materials, the importance of innovation and creativity of IPS teachers in designing and making learning media so that students do not feel bored and bored so that they can help achieve social studies learning objectives.

CONCLUSION

Based on the results of the study, it can be concluded that the interest in learning by using Visual Media in social studies subjects at SMP Negeri 4 Sampit that:

1. In terms of students' attention they become more focused on concentrating, besides that the explanations given become easier to understand and make students not bored and become more active in participating in the learning process in class.

2. Social Studies learning process by using visual media, namely students feel happy, excited, learning becomes more varied, and the use of time for the learning process becomes more effective and efficient.

3. The use of visual media can foster interest, interest in social studies learning and students find it easy to recall the material that has been given.

4. The use of visual media in social studies learning can foster high curiosity, make students actively ask questions and participate in the social studies learning process.

5. Students feel quite satisfied in the IPS learning process using visual media is the ease of students answering questions given by the teacher regarding the subject matter that has been explained using visual media, can improve understanding and memory of learning material in addition to the importance of innovation and creativity of IPS teachers in designing and making learning media so students don't feel bored and bored so they can help achieve social studies learning goals.
REFERENCE


