

ABSTRAK

**PENGARUH PENGGUNAAN MEDIA PEMBELAJARAN DAN
MINATBELAJAR TERHADAP EFEKTIVITAS
PEMBELAJARAN DARING PADA MAHASISWA PROGRAM
STUDI PENDIDIKAN AKUNTANSI UNIVERSITAS SANATA
DHARMA DI MASA PANDEMI COVID-19**

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Penelitian ini bertujuan untuk mengetahui apakah ada: (1) pengaruh positif penggunaan media pembelajaran terhadap efektivitas pembelajaran daring; (2) pengaruh positif minat belajar terhadap efektivitas pembelajaran daring. Penelitian ini merupakan penelitian *ex-post facto* dengan subjek mahasiswa program studi Pendidikan Akuntansi Universitas Sanata Dharma angkatan 2018 sampai angkatan 2021 yang berjumlah 127 mahasiswa. Sampel dalam penelitian ini sejumlah 117 mahasiswa diambil menggunakan teknik *proposional random sampling*. Data penelitian ini dianalisis dengan menggunakan analisis regresi sederhana.

Hasil penelitian ini adalah: (1) terdapat pengaruh positif penggunaan media pembelajaran terhadap efektivitas pembelajaran daring dengan *asympt.sig* 0,000, dan nilai koefisien determinasi (R^2) 0,420, (2) terdapat pengaruh positif minat belajar terhadap efektivitas pembelajaran daring dengan *asympt.sig* 0,000, dan nilai koefisien determinasi (R^2) 0,166.

Kata Kunci: Penggunaan media pembelajaran, minat belajar, dan efektivitas pembelajaran daring.

ABSTRACT

***THE EFFECT OF THE USE OF LEARNING MEDIA AND
LEARNING INTEREST ON THE EFFECTIVENESS OF
ONLINE LEARNING ON STUDENTS OF THE ACCOUNTING
EDUCATION STUDY PROGRAM OF SANATA DHARMA
UNIVERSITY DURING THE COVID-19 PANDEMIC***

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This study aimed to determine whether there were: (1) a positive effect of using instructional media on the effectiveness of online learning; (2) a positive influence of learning interest on the effectiveness of online learning. This research was an ex-post facto research with the subject of students of the Accounting Education Study program of Sanata Dharma University from the 2018 to 2021 batches, in total 127 students. The samples of this study were 117 students taken using proportional random sampling technique. The data of this study were analyzed using simple regression analysis.

The results of this study were: (1) there was a positive influence of the use of learning media on the effectiveness of online learning with asymp.sig 0.000, and the coefficient of determination (R^2) is 0.420; (2) there was a positive influence of interest in learning on the effectiveness of learning online with asymp.sig 0.000, and the coefficient of determination (R^2) is 0.166.

Keywords: The use of learning media, interest in learning, and effectiveness of online learning.