

**THE ROLE OF TEACHING TOOLS AND ITS' EFFECTIVITY
CONCERNING STUDENT'S LEARNING INTEREST
IN ECONOMIC FACULTY AND BUSINESS MANAGEMENT
FACULTY AT WIDYATAMA UNIVERSITY**

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Abstract

Teaching tools is a component in learning methodology, which can improve the quality of learning process and the result itself. Teaching tools that are used at Widyatama University consist of conventional media; those are whiteboard with marker, overhead projector (OHP) and multimedia such as LCD Projector. This research conducted at Economic Faculty and Management Business Faculty at Widyatama are by interview and questionnaire. The subject of samples were 6 lecturers and 150 students who were joining the lecture with those six lecturers. The research showed that teaching tools influence the students' learning interest 0.508. The effectiveness of teaching tools' used was measured by the graduation percentage and identification of the highest scores of the students. The result of this research showed which tool was the most effective and interesting for students during their study. It showed the probability of using other information technology based on teaching tools such as the internet and other multimedia to reach the best in learning process quality and result in the future.

Keywords: teaching tools, students' learning interest, and multimedia.