

ABSTRACT

This research was motivated by the lack interest of children to the mathematics courses that lead them to decreased academic achievement. It happens because the education media that attract student interest, they just catching good grades without really understand what teachers taught them. The purpose of this research is to improve students' interest in learning mathematics, so that they really understand the lesson.

The research using qualitative research method, observation and interviews. The analysis using AIO analysis (Activities, Interests, Opinion), while observation technique using a non-participant observation.

The results of the design is the interactive mathematic book, which contains learning materials for students of 7th class of junior high school. The message offered is that mathematics is quite easy because it very much applied in everyday life. with designing this interactive book, hope that students more easily remember the lesson and learn mathematics with pleasure.

Keywords: Math, Students, Interactive