

ABSTRACT

Distance learning is one of the government's efforts to stop the learning process being hampered by the spread of the corona virus. PJJ aims to cancel the meeting and also face-to-face (Ariady, Nurohman, Arkum, Handini, & Ferdiana, 2020). In 2018 Telkom University consolidated a program called "Celo" which is an e-learning-based platform to support the distance learning system. This study aims to determine the influence of Cello LMS as a media and how much it has on the student learning effectiveness of Telkom University. This research uses quantitative research methods, according to Tersiana (2018) quantitative research is a research that can produce an invention, which is either done using statistical methods or using other methods in a measured way. PJJ using the help of Cello LMS has been proven to affect the student learning effectiveness of Telkom University, which is proven by the percentage of scores of 72.15 percent on the X variable and 71.15 percent on the Y variable. With the results of this research it can be said that the purpose of this research has been achieved. The LMS Celo as a media has a 40.5% impact on the effectiveness of Telkom University students and the rest 59.5% is influenced by other factors not investigated in this study. The author suggests that Celo should do better system maintenance so that the failures caused by the system can be reduced or even eliminated. The author hopes that further research will be undertaken to investigate more specifically other factors that have not yet been discussed in this study.

Keywords: *Learning Management System, CeLOE, learning effectiveness, Computer Mediated Communication*