

STUDENTS' PERCEPTION ON THE EFFECTIVENESS OF USING YOUTUBE AS A MEDIA FOR LEARNING

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ABSTRACT

This research aimed to discover students' perception of using YouTube as a Media for Learning and factors that can contribute to the use of YouTube as a learning media. Qualitative descriptive are used. The subjects of this research were 30 students of class X 7. Questionnaires and interviews were applied to collect data. The questionnaire consists of 30 questions; interviews were conducted as supporting data. Based on data analysis, data from the questionnaire shows that most students agree with the use of YouTube as a medium for learning English. Learning to use YouTube also gives students new experiences in learning and can overcome boredom in monotonous learning. The interview results also showed that students were happy and gained new experiences by using YouTube as a learning medium. The conclusion can be drawn that students agree that using YouTube can overcome boredom in class, increase interest in learning and gain new experiences.

Key Words: *Perception; Effectiveness; YouTube*

INTRODUCTION

The development of Internet technology was currently increasingly rapid, everyone was a user and even the Internet has become a technology used in many aspects of daily life. For example, many people used the internet for work and activities such as looking for work, doing business, or getting information. In Indonesia students are very familiar with the Internet because it is not only used as a communication tool but also as a learning media, the Internet can give students access to many resources including educational sites, and serves as a great source of knowledge, there is a large amount of material integrated into English language lessons like the YouTube site.

YouTube is one of the most popular video-sharing sites. It can be used as a teaching tool to illustrate different concepts or events in the classroom with both visual and audio representations. The internet generation tends to seek a variety of learning experiences; watching videos can be an additional learning method in addition to lectures and reading books. Furthermore, YouTube integration in education is a simple and user-friendly approach to enhancing teamwork and including technology in lesson plans.

YouTube provided an opportunity for students to learn about new technologies that will be helpful after they graduate. More rapidly and effectively, information and ideas can be created, analyzed, and produced with the aid of the network. It also offers a plethora of innovative and engaging features that can be utilized as a teaching and learning resource. Students can be encouraged to learn independently and develop critical thinking skills by adopting a YouTube application-based learning approach (June S, 2014). In addition (Gracella & Rahman Nur, 2020) added that children will get used to looking for material online from a variety of sources to study. Additionally, learning outcomes can be improved by YouTube-based resources and the growth of student insights, which will have positive effects on educational quality.

The use of YouTube had positive and negative effects on students, both in the short term and in the long term. They can offer learning flexibility, stimulate innovative ideas, and enhance interpersonal relationships between students and teachers. However,

these tools can have negative effects on students because they can distract their attention from the learning process. Based on the background, the researcher decides to conduct research that refers to Students' perception of the effectiveness of using YouTube as a medium for learning.

METHOD

This study employed the qualitative research method with a case study approach. The qualitative method was chosen because this study aims to provide insight into the case of language learning at SMA Model Terpadu Madani Palu, especially how students perceive learning English. (Starman, 2013), argued that a case study is a qualitative study approach that studies a single individual, group, or important example of a specific case or provides useful generalization. Therefore, the case study approach allowed the researcher to find out how students' perceptions of using YouTube for learning English.

In this research, the focus is on one class tenth 7-grade students of SMA Madani Palu, the population consists of 32 individuals. In collecting the data for the research, the researcher used two kinds of instruments namely, questionnaires and interview. The interview conducted on 27 March 2024. The interviewees were 5 students in tenth grade at SMA Madani Palu.

The data analysis technique used in this research is an interactive model of analysis. According to (Miles Huberman, n.d.), there were four concurrent verification flows of activity in the model: data collection, data reduction, data display, and data conclusion drawing and verification.

$$P \frac{F}{N} \times 100\%$$

Note:

Strongly Agree: 4

Agree : 3

Disagree: 2

Strongly Disagree: 1

Where :

P = percentage number

N = number of individuals

F = searched frequency

RESULT AND DISCUSSION

This research was conducted with three meetings divided into four parts, namely the teaching learning process three meeting, while three meetings were for share and answer questionnaire, and the interview was doing at the last meeting. Researcher conducted on 28 February 2023. The questionnaires that spread to the subject were held on 27 March 2023, and the interview was held on 28 March 2023.

The Result of the Questionnaire and Interview

The Questionnaire and Interview are conducted at different times. After doing interview, the researcher analyzed the students' average scores by using the previously proposed formula. The test results are presented in the following table:

Tabel 1- Students Perception

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
I enjoy and feel happy when I used YouTube media in learning English	30%	60%	3,33%	6,66%
YouTube media is interesting because convenient, affordable, and accessible for English learning	26,6%	60%	13,3%	0%
I like Learning using YouTube media because it is enable me to control my own learning	6,66%	66,6%	20%	6,66%
I am enthusiastic about learning English in class using YouTube	20%	63,3%	10%	6,66%

According to table 1, in the first statement, students agreed that YouTube media make them happy and enjoy learning English. In the second statement, it showed that an average of 60% of the students agree that YouTube media make it easier for students to learn English. In the third statement 66.6% (20) of the students agreed that learning English using YouTube media enabling them to control their own learning. The fourth statement revealed 63, 3% (19) students that the use of YouTube could make them enthusiastic about learning English. In brief all statements in this table indicated that most of them agreed that YouTube was effective to help them learning English.

Table 2- Students Comprehensions

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
I like learning English using YouTube because it is easier to understand the material	16,6%	66,6%	13,3%	3,33%
The contents of YouTube videos increases my comprehension of the lesson	43,3%	53,3%	3,33%	0%
Learning using YouTube video makes my learning achievement increased	16,6%	66,6%	16,6%	0%
The materials shown on YouTube are complete and interesting.	20%	60%	13,3%	3,33%

Next in term of increasing comprehension, the finding from table 2 showed the students can better understand the material with YouTube videos when the video's vocabulary is not too complicated. It means that YouTube video is a media that can help the student understand the material by using simple vocabulary. In addition students also received a more detailed explanation due to YouTube videos' visual displays and subtitles. The finding support by Napikul, Cedar, & Roongrattanakool (2018). They said that watching subtitled English can aid pupils in acquiring the language. It aids pupils in recalling the meaning of a wide range of language. Additionally, after seeing English language videos with subtitles, pupils learned more. The finding also reported that student learning achievement had Increased, YouTube had a role in increasing students' pronunciation, vocabulary and their listening Watkins and Wilkins (2011) confirmed that YouTube could enhance students' English language learning. The last statement some students agreed that the content of YouTube to learn English was fun and comprehensive by 60% (18). It means that the used of YouTube could attract their interest in studying English in the classroom

Table 3- Students' Interaction

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
I have more opportunities to interact with my teacher and peers when using YouTube	23,3%	20%	50%	6,66%
I can get feedback easier from the teacher while using YouTube	16,6%	50%	26,6%	6,66%
I like learning English using YouTube because it is effective for cooperative learning	16,6%	53,3%	30%	0%
I can discuss well according to the topic of learning.	13,3%	20%	56,6%	10%
Discussion by using YouTube media makes English learning more interesting	6,66%	66,6%	16,6%	0%

The research also find out that learning English using YouTube videos made 23,3% (SA) and 20% (A) students difficult to interact with the teacher and classmate. Other students 50% (D) and 6,66% (SD) that they had opportunities to interact with teachers and their classmates. YouTube video also perceived as media where the students got feedback from the teacher as shown in table 3 in the second statement 5% (SA) and 50% (A) that students still get feedback. In the second statement there are also students who do not get direct back from the teacher 26.6% (D) and 6.66% (SD). Students who don't get feedback can't gain new perspectives on the material.

Table 4- Students' Motivation

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
YouTube media in English learning motivate me to learn more	6,66%	73,3%	13,3%	3,33%
YouTube media in English motivates me to participate in English learning	16,6%	63,3%	20%	0%

YouTube media in English motivate me to study English well	23,3%	60%	13,3%	3,33%
My learning motivation towards learning English in class increases because of YouTube.	16,6%	63,3%	20%	0%

According to table 4, in the first statement the students mostly agreed with the impact of YouTube media motivate them to learn English more. It meant that YouTube could improve their active participation during learning in class to improve the class atmosphere. In the second statement students most student also Agree that the use of YouTube brought enthusiasm to join English Class proven by the (SA) 16,6% and (A) 63,3%. It means that they meant that they could be more passionate when the teacher utilized YouTube to increase their motivation to learn English in the classroom. The third statement students chose 23,3% (SA) and 60% (A) it means they got motivated and study English well when they used YouTube media. The fourth statement obtained (SA) 16,6% and 63,3% (A) which the students agreed that watching YouTube in English class increased their learning motivation.

Table 5- The strengths and weaknesses of using YouTube videos

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
Learning English using YouTube is effective because I can re-watch it any time.	50%	46,6%	3,33%	0%
I like learning English using YouTube videos because it is cheap and reduced my education costs.	23,3%	60%	16,6%	0%
I can access YouTube everywhere easily	50%	36,6%	13,3%	0%
I like learning using YouTube because there are many advantages than other media	13,3%	56,6%	26,6%	3,33%

Learning English using YouTube I got many vocabulary	40%	53,3%	3,33%	3,33%
I like learning English using YouTube because it help me find accurate information	36,6%	60%	3,33%	0%
I dislike learning using YouTube because I often have technical problem such as problem with the equipment, poor video quality unclear audio, etc.	6,66%	30%	50%	13,3%
I dislike learning with YouTube videos because it provided me with poor material delivery.	0%	10%	63,3	26,6%
I would rather study normally than use YouTube videos because the videos are too long and boring	10%	20%	56,6%	13,3%
I dislike learning English using YouTube because it is expensive and wasting time	3,33%	6,66%	56,6%	3,33%
I am reluctant to learn English using YouTube because I do not understand its meaning	0%	6,66%	73,3%	20%
I dislike learning English using YouTube because it is does not benefit	0%	0%	66,6%	33,3%
I dislike Learning English because is ineffective and inefficient	0%	0%	70%	30%

The next is the strengths and weaknesses of YouTube videos in English Language Learning. The finding showed that learning English using YouTube was more effective because the students can re-watch and access the YouTube video anytime and anywhere. The findings show similarities with Rahayu (2020) result, who found that students preferred multimedia activities such as YouTube videos because YouTube as the source of media can be accessed easily. YouTube is available everywhere and every time.

Furthermore, the findings reported that learning through YouTube can save a lot of students' educational costs and other showed that learning using YouTube video actually increases the cost of education as we can see from the table 5 statements two (SA) 50% and (A) 46,6%. But several students cannot experience this for economic reason or not having access to WI-FI as shown in the second statement, 16, 6% of students chose (D). The third statements reported mostly students can access YouTube everywhere easily as showed at the table (SA) 50% and (A) 36, 6%. It means students can access and learning using YouTube video anywhere.

As seen from the table 5 statements four half of all students strongly agree that learning English through YouTube is interesting thing because there are many advantages than other media (50%) YouTube also can encourage students' vocabulary (53, 3%). The findings also reported that the teacher straight to the important points of the material when they delivered it with YouTube video. But the researcher also find out there are 6.66% and 30% of students who agree with the sixth statement. This finding showed that YouTube video is perceived as bad learning media if the students had technical problem. In the seventh statement, researchers also find out that the majority of students disagree that the material was provided in this method of delivery is perceived not a good way to deliver the material.

The researcher also find only a few of the students agreed that they preferred normal learning rather than using YouTube videos because the videos are too long and boring Only a few of the students agreed that they chose normal learning rather than using YouTube videos because YouTube videos were old and boring. Therefore, teachers must prepare more interesting YouTube video material so that students feel less bored when using YouTube videos because they contain lots of visual displays. In other words, YouTube videos are considered an interesting learning medium because of its visuals.

In the tenth statement in table 5, most students chose disagree (56%) because YouTube helped them improve their vocabulary and more understandable because good pronunciations. They are also enthusiastic about learning English using YouTube which

can be seen in table 5, the eleventh statement, mostly students chose agree (73,3%) the researcher also found (66,6%) students disagree that learning English using YouTube does not had benefit. In the last statement most of students disagree that learning English using YouTube is ineffective and inefficient, supported by statement (1) which shows that students agree that using YouTube as a learning medium is very efficient because they can access and search for the material at any time.

Interview Results:

Students Experience and Opinions

What are your experience and opinions of using YouTube as a media for learning English?

Informant 1

From my experience, using YouTube as a medium for learning English is very exciting because up to now learning English can be said to be quite boring because it only uses books, whereas as time goes on, digital also develops, so we can make quite a lot of innovations in learning media, one of which is YouTube. learning takes place on YouTube is not boring because YouTube has its own sound or background sound so it looks interesting and not boring and there are animations that appear and transitions so when we watch it it's not monotonous so in the learning process I don't feel sleepy and it doesn't feel like it takes a long time so learning English is fun and enjoyable.

Informant 2

So my own experience in using YouTube as a medium for learning English is very positive because as many people know, YouTube provides lots of explanatory videos which make it easier for us to learn with YouTube. We can adapt it to our respective busy schedules. So that the learning is still organized because YouTube is flexible, it can be done anytime, anywhere, and from YouTube we can also find lots of tutorials, such as how to organize language, tutorials to pronounce words correctly, and YouTube has a subtitle feature, which also makes it easier for me to learn English.

Informant 3

Using YouTube as a media for learning English is easy because we are taught the basics and we can understand from YouTube, but usually I have problems with the network, sometimes the network in class is bad.

Informant 4

My opinion is that in using YouTube as an English learning media, I can better understand the content of the material that has been provided

Informant 5

the experience that I felt was quite helpful in learning English and as additional experience too and in my opinion maybe it could be an addition but we have to focus on the material as an animation medium or the appearance of a verb that is presented to us and then explained by the speaker is very good

Comments and Suggestions

What are your comments and suggestions about using YouTube videos in the English learning process

Informant 1

comments from myself using YouTube learning media is very good and creative because it can implement YouTube in the learning process and as a suggestion, maybe this process can continue to be held and implemented further so that the future learning process will be better, more fun, less boring, so continue to use YouTube in the teaching and learning process so that we are more relaxed and have more fun learning English.

Informant 2

So for my own comments and suggestions regarding the use of YouTube videos in the English learning process, I think YouTube is very effective in helping English learning because as I have said, YouTube provides a lot of content that can help with English learning and for suggestions other than studying. from YouTube we also have to have discussions with other people to get different understandings because in learning we have to get different understandings and knowledge and maybe from other people's views there are things that are different and also learning English.

Informant 3

My comment when using YouTube videos in learning English is that perhaps after showing the YouTube videos the basics can be explained and my advice is to keep using YouTube videos with easy to understand vocabulary

Informant 4

My comment is that using YouTube video is a very effective medium because students can understand the material audio visually or can discuss it directly and my advice is to continue using YouTube video because it can help students understand the material.

Informant 5

My comments and suggestions are almost the same as what I said before. I am quite happy and make this an additional experience in my English learning because I can easily understand because there is an animation in the video that I can immediately understand

and there are several explanations that I immediately remember my suggestion might be for the presenter to be more active in explaining the material.

This research showed at the students' perceptions of using YouTube as a media for learning English process this research showed that YouTube can be viable, innovative and authentic teaching resource. The use of YouTube in classroom is interested to the students. It was proved by the results of students' perception. These perceptions are categorized as good perceptions. The result finds out that there were no students who states negative statement to the use of YouTube.

CONCLUSION

The findings of the analysis in the previous chapter allow researchers to draw several conclusions. Based on these findings, researchers have an analysis of students' perceptions of the effectiveness of using YouTube as a learning media. Students were happy and enjoy learning English using YouTube media. Students can also improve their vocabulary and pronounce it correctly by using YouTube. They can also re-watch the material that has been given.

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