

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

A. Research Finding

1. The Implementation Audio-Visual Media in the Form of Cocomelon YouTube channel in Learning English Vocabulary for Playgroup in Sukolilo Pati

At the time of COVID-19, almost all education unit systems carried out reforms. Based on an interview with Mrs. B as one of the teachers at playgroup in Sukolilo Pati, said that learning using online media is the main tool for conveying material and information between teachers and students. Teachers are required to have high creativity and innovation in choosing effective media to use. The media is in the form of WhatsApp and YouTube groups.¹ The application is considered more interactive, but parents and teachers can also limit children by monitoring when using the media. Given the condition of students who are not used to using the media, it is a major challenge for teachers to be more cooperative in teaching and learning activities for children.²

English has a very important role in today's global world.³ Children in the playgroup are still in the early stages of language learning, and learning English at this age is very important. Early childhood education (PAUD) is an important period in the formation of the character, intelligence and abilities of children. In a playgroup environment, children will learn to interact with their surroundings, develop social and emotional skills, and develop cognitive and language abilities. English is an important language to learn from an early age, because it will provide many benefits for children in the future. One of the media that can be used to increase English vocabulary in PAUD children is the Cocomelon Youtube channel.

¹ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023

² Observation at KB Kasih Bunda on November 13, 2022.

³ Rahmasiah, 'Improving Students' Mastery Using Storytelling At Smpn 3 Sungguminahasa', 2021.

Seeing the enthusiasm of children learning English through the Cocomelon YouTube channel is good feedback between teachers and students. As the teacher said:

"So during the COVID-19 pandemic, which lasted for about 2 years, we used WhatsApp as an interaction material, then YouTube, which contains educational content, such as the Cocomelon channel, Nussa official, and others as online learning media. Sometimes we also visit home to see developments in understanding, child directly."⁴

YouTube media is one of the suitable media choices to be applied in the learning process. When choosing YouTube media as a learning medium, educators will also benefit because YouTube can be used as a good instructional resource. It can even be used as a source of motivational teaching tools that will engage students and modern learning styles, and can be used as a free or no-cost learning resource in consideration of the education budget. In increasing English vocabulary for students, interesting and fun learning media are needed. Youtube is one of the media that is effectively used in learning activities. This media is designed with attractive visual images to make it easier for children to absorb the information or material that has been conveyed.⁵

Youtube videos, especially the Cocomelon channel, are very popular with children because of: (1) Interesting Music and Songs; Cocomelon uses catchy nursery rhymes and is filled with fun moves and dances. It can help children to learn while playing and having fun. (2) Attractive Animations and Images; Cocomelon uses animation and pictures that are bright and attractive to children. Children can easily engage and understand video content with clear and enjoyable visuals. (3) Relevant Themes; Cocomelon uses themes that are relevant to children's lives, such as learning to recognize colors, numbers, letters and shapes. This helps children to continue learning and

⁴ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

⁵ Ahmad Baihaqi, Analiya Mufarroha dan A. Ilham Tsabit Imani, *Youtube Sebagai Media Pembelajaran Pendidikan Agama Islam Efektif Di SMK Nurul Yaqin Sampang*, dalam EDUSIANA: Jurnal Manajemen dan Pendidikan Agama Islam Vol. 7, No. 1, Maret 2020, hal. 84

understanding these concepts in everyday life. (4) Appropriate Video Length; Videos on Cocomelon usually have a short duration, which is around 2-3 minutes. This fits the attention of children who tend to be short, so they don't get bored easily while watching. (5) Language that is easy to understand; The language used in Cocomelon is easy for children to understand and speak. This can help children who are learning a language to improve their language skills.⁶

However, keep in mind that videos on YouTube should not be the only source of learning for children. It is important for parents and teachers to keep monitoring the content that children watch and ensure that the content is suitable for their age and developmental stage. This YouTube channel really attracts students' attention, students are more enthusiastic in responding to the material in the video. Then students are also able to improve their English subject both vocabulary and pronunciation. The use of YouTube as a learning medium is not only used when learning with an online system, but is also used during offline teaching and learning activities. As the teacher said:

*"Children prefer to learn using videos from Youtube, especially the cocomelon channel. Because they contain English songs and designs from animated cartoons that make children more interested than normal learning. Just like when at home, children at home often watch Youtube but without parental supervision. Meanwhile at school we limit the site and time when watching the video. Currently we also link videos from YouTube as a reference for teaching some new material to children, for example new movements, animal names, family members and vocabulary other."*⁷

As for the process of implementing the cocomelon youtube channel as a medium to learning English vocabulary at playgroup:

⁶ Miratul Hayati, Raihana Fibri Rahimia, 'Pemanfaatan Youtube Channel Cocomelon Sebagai Media Pengenalan Kosakata Baru Bahasa Inggris pada Anak', *Al-Hikmah: Indonesian Journal of Early Childhood Islamic Education* 5(1), 2021.

⁷ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

a. Preparation

Several preparations that can be made in implementing the Cocomelon YouTube channel as a medium for increasing English vocabulary in play group children include:

- 1) Define clear learning objectives. Playgroup teachers must set specific, measurable, achievable, relevant, and outcome-oriented learning objectives. Learning objectives must be related to the mastery of English vocabulary by children.
- 2) Provide adequate facilities and infrastructure. Teachers need to provide adequate facilities and infrastructure, such as audio-visual devices, projectors, televisions or monitor screens, and ensure that the internet connection is stable and smooth.
- 3) Choose the right video. The Teacher at playgroup must choose Cocomelon videos that are appropriate to the age and developmental level of the playgroup children, and choose videos that contain English vocabulary that is simple and easy for children to understand.
- 4) Set the time and duration of using the video. Teachers must manage the time and duration of using Cocomelon videos so they don't interfere with the learning process and children's motor and cognitive development.
- 5) Prepare learning activities related to English vocabulary. The teacher must prepare learning activities related to the English vocabulary that has been learned, such as word games, singing songs that have been learned, or creating other activities that are appropriate to the level of development of PAUD students.
- 6) Make a lesson plan. The teacher must make a lesson plan that contains learning objectives, teaching strategies, learning methods, learning activities, and assessment of learning outcomes.
- 7) Invite parents to support learning at home. Teachers can invite parents to support learning English vocabulary at home by watching Cocomelon videos with their children, as well as communicating with children in everyday English.

By making careful preparations, the teacher can maximize the use of the Cocomelon YouTube channel as a medium to increase English vocabulary in play group children. This is expected to accelerate and strengthen the mastery of English vocabulary by children from an early age.⁸

b. Implementation

For the implementation or implementation of the Cocomelon YouTube channel as a medium to increase English vocabulary for playgroup students, here are some steps that can be taken:

- 1) Determine the Cocomelon video usage schedule. Teachers can determine a schedule for using Cocomelon videos regularly in learning activities, for example 2-3 times a week.
- 2) Introduce English vocabulary before watching the video. The teacher can introduce the English vocabulary that will be learned before watching the Cocomelon video. This can help children understand the vocabulary and context that will be learned in the video.
- 3) Facilitate children in watching Cocomelon videos. Teachers can facilitate children in watching Cocomelon videos, by showing the video on a projector screen or monitor screen and inviting children to sing songs or follow the movements in the video.
- 4) Encourage children's interaction and participation. Teachers can encourage children's interaction and participation while watching Cocomelon videos, for example by asking the meaning of the vocabulary they have learned, or inviting children to speak in English.
- 5) Provide support activities after watching the video. After watching the video, the teacher can provide supporting activities such as games or English vocabulary exercises that have been studied in the video.
- 6) Assessing learning outcomes. Teachers can assess children's learning outcomes through informal

⁸ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

observation and assessment, for example by observing children's interactions and participation while watching videos, and monitoring children's English vocabulary development.⁹

In implementing the use of the Cocomelon YouTube channel as a medium for increasing English vocabulary in playgroup children, teachers must ensure that children are actively involved in the learning process and learning is carried out in a fun way. This can help increase children's interest in learning English from an early age.

c. Evaluation

Evaluation of the implementation of the Cocomelon YouTube channel as a medium for increasing English vocabulary for playgroup students can be done in several ways, including:

- 1) Observation. Teachers can observe children's behavior and abilities in using the English vocabulary they have learned through the Cocomelon video. This observation can be done informally during learning activities.
- 2) Vocabulary test. The teacher can conduct a test of the English vocabulary that has been learned in the Cocomelon video. The test can be taken orally or in writing, depending on the ability of the children and grade level.
- 3) Questionnaire. Teachers can conduct questionnaires to evaluate children's perceptions of using Cocomelon videos as a medium for learning English vocabulary. This questionnaire can ask whether children feel the Cocomelon videos help them learn English more easily and have fun.
4. Interview. Teachers can conduct interviews with parents or guardians of students to find out their opinion about using the Cocomelon video as a medium for learning English vocabulary.¹⁰

Evaluations must be carried out periodically to determine children's progress in learning English vocabulary and the effectiveness of using Cocomelon videos as learning media. The results of the evaluation can

⁹ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

¹⁰ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

help the teacher at playgroup in determining the next steps to improve the quality of learning English vocabulary for children.

2. The Supporting and Obstacles Found in the Implementation of Cocomelon YouTube Channel as a Medium to Learning English Vocabulary for Playgroup in Sukolilo Pati

In choosing a learning method, it requires a learning media that can assist teachers in conveying messages to students. In addition to this, the selection of the right media can arouse students' enthusiasm for learning. One of the media that can convey interesting learning messages in learning and increasing English vocabulary is the Cocomelon channel. The Cocomelon Channel is used by teachers to teach at playgroup because it contains educational videos for children in the play group age. This channel was founded in 2006 by several parents who wanted to create educational videos for children that were interactive and fun. The videos presented on the Cocomelon Channel are specifically designed for children under the age of 5. In these videos, there are songs, animations, and interactions that involve children directly.¹¹ Then in the use of this media use two senses at once. Namely the sense of sight and the sense of hearing. Therefore the Cocomelon channel is said to be a medium with many advantages. However, in practice, of course, there are several factors that support the smooth teaching and learning activities of English vocabulary. These factors consist of supporting factors and obstacles factors, including:

a. Supporting factors

Based on the results of an interview with Mrs. Bahagiyanti Hananing Putri there are several supporting factors from the implementation of the Cocomelon YouTube channel as a medium to increase English vocabulary for students at playgroup include:

- 1) Availability of technology. The existence of internet technology and gadgets that many people already have, makes it easier to access the Cocomelon YouTube

¹¹ <https://en.m.wikipedia.org/wiki/Cocomelon>. Access on Sunday, 15 January 2023 at 06:43 WIB

channel which can be used as a medium for learning English. Then schools also provide adequate media such as sound, LCD projectors, TV and fairly complete infrastructure.

- 2) Ease of access. Cocomelon's YouTube channel can be accessed easily and for free, so teachers can easily use it as a resource for learning English vocabulary for children.
- 3) Interesting content. Cocomelon videos have interesting content and are liked by children, so children can learn English vocabulary in a fun way.
- 4) Use of multimedia. Cocomelon's video uses multimedia such as pictures, music and movement, so that it can increase children's interest and motivation in learning English vocabulary.
- 5) Availability of material variations. The Cocomelon YouTube channel provides a variety of English material and songs that can be selected and adapted to the needs of children and playgroup classes.
- 6) Available in a flexible format. Cocomelon videos can be accessed anytime and anywhere, making them suitable for use as a medium for learning English vocabulary that is flexible and easily accessible to children.
- 7) Active interaction from caregivers or parents: Caregivers or parents can be a supporting factor in implementing the Cocomelon channel as a learning medium by providing active interaction while children are watching videos, asking questions, and helping children understand vocabulary. learned English.
- 8) Support from the surrounding environment: Support from the surrounding environment, such as peers, family and teachers, can help strengthen the implementation of the Cocomelon channel as a medium for learning English vocabulary for children in playgroups.
- 9) The role of parents or caregivers as models: Parents or caregivers can be models for children in learning English vocabulary by showing their interest and love for English, as well as helping children apply English vocabulary in everyday life- day.

10) Adequate school funds: Adequate funds can facilitate teaching and learning activities. So that the student learning process also experiences development and progress like other schools.¹²

With these supporting factors, implementing the Cocomelon YouTube channel can be an effective medium for increasing English vocabulary for playgroup students.

b. Obstacles factors

Based on the results of an interview with Mrs. Bahagiyanti Hananing Putri there are several obstacle factors that can hinder the implementation of the Cocomelon channel as a medium for increasing English vocabulary in playgroup children, including:

- 1) Dependence on technology: Excessive use of technology can make children dependent and difficult to interact socially, and reduce their opportunities to learn English vocabulary through direct interaction with adults and their peers.
- 2) Inappropriate content: Some content on the Cocomelon channel may not be in accordance with the values and beliefs of parents or caregivers, so that it can hinder the implementation of the Cocomelon channel as a medium for learning English vocabulary for children in playgroups.
- 3) Limited knowledge and skills of parents or caregivers: Sometimes parents or caregivers do not have sufficient knowledge of English and cannot help children understand English vocabulary learned through the Cocomelon channel.
- 4) Interference in the internet network: Interference in the internet network can hinder access to video shows from the Cocomelon channel, thereby reducing children's opportunities to learn English vocabulary.
- 5) Lack of supervision from parents or caregivers: Lack of supervision from parents or caregivers in the use of technology can result in children accessing inappropriate content and not providing proper direction on the use of technology.

¹² Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

- 6) Limited time available: Limited time available for children in playgroups can make opportunities to learn English vocabulary through the Cocomelon channel limited and not optimal.
- 7) Children are difficult to be conducive. Teaching children at the age of the play group is not easy, for that it takes extra patience to deal with all the child's moods. Children who are difficult to persuade will hamper the continuity of the learning process.¹³

The implementation of using YouTube channels such as Cocomelon as a medium to increase English vocabulary in playgroup children is influenced by several factors. It is important to consider these factors to ensure the effective use of videos and provide the best learning experience for children. Overall, Cocomelon can be a fun and engaging tool for learning English vocabulary for playgroup-age children. With some guidance and reinforcement, children can develop their vocabulary and language skills while enjoying their favorite nursery rhymes and songs. With these inhibiting factors, the implementation of the Cocomelon YouTube channel as a medium for learning English vocabulary for playgroup children needs to be properly regulated so that it can provide maximum benefits for children's development and avoid negative impacts that may arise.

B. Discussion

1. The Implementation of Cocomelon YouTube Channel to Learning English Vocabulary for Playgroup in Sukolilo Pati

One effective way to increase English vocabulary for playgroup students is to use media that children like. As a result of the observations and interviews that have been conducted, the Cocomelon Channel is an example of media that can be used in this regard. This channel presents various kinds of children's songs that are easy to digest and are equipped with simple English lyrics. By inviting children to sing these songs regularly, children can unconsciously improve their ability to

¹³ Interviews with Mrs. Bahagiyanti Hananing Putri, directly on February 24, 2023.

master English vocabulary. In addition, this media can also help children to improve the intonation and pronunciation of English words more precisely and accurately. Implementation of the Cocomelon channel as a fun medium for learning English will help children build their interest in English from an early age, so that it is hoped that it will make it easier for them to learn English in the future.

The implementation of the Cocomelon channel as a medium for increasing English vocabulary for playgroup children requires careful preparation, implementation and evaluation. The preparations that need to be made before implementing the Cocomelon channel as a learning medium are ensuring that the required software and hardware are available and functioning properly. This is also explained in a journal researched by Laras Eka Yulianti and Marniati, which contains steps in using YouTube such as preparing software and hardware, including devices and internet connection, then selecting desired videos and duration.¹⁴ In addition, the teacher must also prepare a curriculum or lesson plan that suits the needs of the children and takes into account their ability to participate in learning English.

During implementation, the teacher at playgroup needs to ensure that children can easily and understand the cocomelon content presented. The teacher must also present learning material in an interesting and interactive form so that children are more interested and can easily understand the English vocabulary being taught. Similarly, Miratul Hayati and Raihana Fibri Rahimia stated that in the process of introducing English vocabulary to children, both teachers and parents should have high creativity and innovation to make learning and teaching more interesting and not boring.¹⁵

Evaluation is an important step in implementing the Cocomelon channel as a learning medium. The teacher at playgroup needs to periodically evaluate the children's progress

¹⁴ Laras Eka Yulianti dan Marniati, *Video Tutorial Berbasis Youtube Sebagai Media Belajar Pembuatan Hiasan Busana*, dalam e-Journal Vol.10, No. 03, Oktober 2021, hal. 21

¹⁵ Miratul Hayati, Raihana Fibri Rahimia, 'Pemanfaatan Youtube Channel Cocomelon Sebagai Media Pengenalan Kosakata Baru Bahasa Inggris pada Anak', *Al-Hikmah: Indonesian Journal of Early Childhood Islamic Education* 5(1), 2021, <https://doi.org/10.35896/ijecie.v5i1.178>

in acquiring English vocabulary. Evaluation can be done by using tests or through direct observation of children's English skills during learning. From the results of this evaluation, the teacher can determine whether there needs to be improvement or adjustment in the learning process.

Apart from that, teachers also need to get feedback from children and parents regarding the use of the Cocomelon channel as a learning medium. This can assist teachers in improving the quality of learning and making improvements in the future. Overall, the implementation of the Cocomelon channel as a medium for learning English vocabulary for playgroup children requires careful preparation, implementation and evaluation. By preparing well before implementation, presenting interesting and interactive learning materials during learning, and conducting periodic evaluations, teachers can help children acquire good English skills and build a solid foundation for their future.

The implementation of the Cocomelon channel as a medium for increasing English vocabulary for playgroup children, especially in the playgroup, can be said to be quite effective and accordance with the merdeka curriculum that has been implemented. As in the media education website the merdeka curriculum, it strengthens the articulation of literacy, mathematics, science, technology, engineering, and the arts in early education institutions.¹⁶ This is because, at an early age, children have a very high absorption power in mastering language, especially vocabulary. By utilizing media that children like, such as the Cocomelon channel, children can learn English in a fun and not boring way. In addition, the songs and animations displayed on the channel can help accelerate children's understanding of English vocabulary. By repeating the songs and lyrics regularly, it is also easier for children to remember the English vocabulary they are learning. However, of course the implementation of this media must also be balanced with the right learning approach, such as providing a more detailed explanation of the meaning and use of the vocabulary learned. Thus, it can be concluded that the implementation of the Cocomelon channel as a media for

¹⁶<https://www.mediaeducations.com/2022/05/ki-kd-kurikulum-merdeka-capaian.html?m=1>. Access on saturday 11 march, 2023

learning English for playgroup children can be an effective and fun alternative in improving children's English vocabulary skills.

2. The Supporting and Obstacles Factors Found in The Implementation of Cocomelon Youtube Channel as a Medium to Learning English Vocabulary for Playgroup In Sukolilo Pati

While learning English vocabulary takes place both online and offline, teachers and students of playgroup use media for teaching and learning activities. In this study, according to the results of observations at the playgroup and interviews with Mrs. Bahagiyanti Hananing Putri, learning English vocabulary through the Cocomelon YouTube channel can provide many benefits for teachers and students of the playgroup. The Cocomelon YouTube channel is a medium as well as an interesting way to teach children in PAUD education units. From the implementation of the Cocomelon channel, of course there are several supporting and inhibiting factors that may be faced by teachers in teaching children.

Supporting factors that can assist teachers in teaching English vocabulary through the Cocomelon YouTube channel are sophisticated technology. With this technology, teachers can create learning materials that are interesting, interactive, and easily accessible to children. Previous research by Maman Suryaman has mentioned that YouTube as a learning media has advantages, one of which is being informative where YouTube can provide information about the development of science and technology.¹⁷ Additionally, it has potential and interactivity since there are many videos and facilities for questions and answers through the comments section, which can have an impact on education. In addition, technology also allows teachers to communicate with children through chat features or comments in videos, so they can get additional feedback and support from teachers.

Another factor that can be a supporter is cooperation between teachers and parents. Parents can help teachers by providing additional support and assistance in teaching children

¹⁷ Maman Suryaman, "Penggunaan Youtube Sebagai Media Pengajaran Bahasa dan Sastra Indonesia Pada Kurikulum 2013", *Jurnal Pendidikan*. Vol 1, No. 2, (2015) hal. 222

English vocabulary through the Cocomelon YouTube channel. In addition, parents can also motivate their children to learn English by giving awards or prizes for their achievements.

However, there are also inhibiting factors that can hinder children's learning progress. One of them is the drastic change in the child's mood, then the lack of attention from the children towards the learning material presented. This can happen due to a lack of interest or previous experience in learning English vocabulary. To overcome this, teachers can use interesting learning techniques such as holding games or linking material to the interests of children.

Another inhibiting factor is the lack of adequate support and facilities from schools. Conditions like this can cause difficulties in facilitating learning English through the Cocomelon YouTube channel. This is also explained by Kartika Yulianti Wulandari that bad network connection or uninteresting and monotonous learning videos can hinder learning and teaching activities.¹⁸ Therefore, it is important for teachers to cooperate with the school in obtaining the necessary support and facilities, such as adequate software, hardware and internet connection.

Overall, the supporting and inhibiting factors in teaching English vocabulary through the Cocomelon YouTube channel are things that teachers need to consider. By utilizing supporting factors and overcoming inhibiting factors with appropriate learning techniques, teachers can help playgroup children acquire good English skills and build a solid foundation for their future.

¹⁸ Kartika Yulianti Wulandari, *Penggunaan Media YouTube Dalam Pembelajaran Menyimak Bahasa Perancis*, Universitas Pendidikan Indonesia|Repository. Upi.Edu|Perpustakaan.Upi.Edu| 2017