

CHAPTER I INTRODUCTION

A. Research Background

Online video is one of the Web 2.0 tools that are increasingly being used in current learning models. Youtube is an example of a very popular video-sharing resource that students can use well, effectively, and can use anywhere, to involve students in learning, discussing together, and achieving learning goals.¹ About 2 years ago, the education sector was shocked by the coronavirus which resulted in schools switching to using the online system. Where the teacher teaching system through social media. Youtube, as a medium that is currently widely used by people, can be a medium for children to support learning from home.

Youtube is a Web 2.0 that works in video sharing, commenting, and viewing. Youtube also provides features for commenting on videos, creating appropriate tags with uploaded videos, and can even be used to upload videos. Video creators could add titles and descriptions to videos. Creators can also share the video links on social media as well to inform other viewers to watch videos uploaded on the channel. The affective filter has decreased and the cognitive load has decreased, so YouTube makes students motivated and learning is absorbed more quickly by students.² Youtube is a site that provides for uploading and creating videos to view, share, and comment on. Like most other Web 2.0 tools, youtube is becoming the web with a very high level of popularity. Created in 2005, currently YouTube has more than 70 million videos, 200,000 videos uploaded every day, with an average uploader age of 26 years.

¹ Pamela Sherer and Timothy Shea, "Using Online Video to Support Student Learning and Engagement," *College Teaching* 59, no. 2 (2011): 56–59, <https://doi.org/10.1080/87567555.2010.511313>.

² Afri Nida Aniasih et al., "Students Response on Using Kampung Inggris LC Youtube Channel as the Media for Learning English Grammar," *Conference on English Language Teaching* 2, no. Celti (2022): 109–17, <https://doi.org/10.24090/celti.v2.40>.

80% of videos are amateur, 15% are professional, and 5% are commercially produced.³

Youtube has changed the world of digital creations, hence this redemption can be said to be very broad.⁴ Because YouTube currently has a very broad scope, YouTube has also penetrated the world of education. Along with the times, Youtube can now be used as learning media. Many channels on Youtube share educational videos. One of them is the “Kampung Inggris LC – Language Center” Youtube channel. In the YouTube channel, we can use it as a medium for learning English.

“Kampung Inggris LC – Language Center” youtube channel is an official YouTube account from Kampung Inggris Pare Kediri. Kampung Inggris Pare Kediri is an environment that provides English courses with several programs. Kampung Inggris Pare is also a big non-formal educational environment for English courses. There are around 150 officially registered English courses in Kampung Inggris Pare.⁵ Kampung Inggris Pare not only provides teaching through offline courses, but Kampung Inggris Pare also provides online teaching in the form of a YouTube channel. So, we do not need to go to Pare Kediri to be able to learn English. Only by using mobile phones, we can explore the lessons provided by Kampung Inggris Pare.

“Kampung Inggris LC – Language Center” youtube channel which now has 1.74M subscribers is a youtube channel that is very popular with people learning English. The Youtube channel is the most popular among students. In the “Kampung Inggris LC – Language Center” YouTube channel, many videos discuss learning English.

³ Pamela Sherer and Timothy Shea, “Using Online Video to Support Student Learning and Engagement,” *College Teaching* 59, no. 2 (2011): 56–59, <https://doi.org/10.1080/87567555.2010.511313>.

⁴ Hung chun Wang and Cheryl Wei yu Chen, “Learning English from YouTubers: English L2 Learners’ Self-Regulated Language Learning on YouTube,” *Innovation in Language Learning and Teaching* 14, no. 4 (2020): 333–46, <https://doi.org/10.1080/17501229.2019.1607356>.

⁵ Ahmad Latif Mahruf, “The Teaching of Speaking at ‘ Mr. Pepsi English Course ’ in Kampung Inggris Pare Kediri,” *Language-Edu (Journal of English Teaching and Learning)* 8, no. 2 (2019): 1, <http://riset.unisma.ac.id/index.php/LANG/article/view/2872>.

According to Kadnawi, Language is the most important aspect of the life of all beings. Language is used as a way of expressing thoughts and emotions, understanding abstract and complex thoughts, as a way to learn to communicate with others, and reinforcing culture. English is a universal language.⁶ English is an international language that influences many aspects of life. In mastering the English language, there are four skills they are listening, reading, speaking, and writing.⁷ So it means, that when we want to master English skills, we also have to master one of these English skills. One of the English skills that must be mastered is speaking skill. Humans were first introduced to speaking before they were taught to learn to read and write. Humans can spend more time communicating verbally with language than communicating using writing. Speaking is the most important skill because speaking is necessary when interacting with other people. Speaking English is not easy, because speakers must know important components such as pronunciation, grammar, vocabulary, fluency, and comprehension.⁸ Vocabulary is the most vital aspect in the success of speaking, the more vocabulary we know, the wider the range of our speaking. Vocabulary is important in language learning. This is what makes vocabulary very important for students when they want to learn English as their second language.⁹

There are many definitions of the word “Speaking” According to the Webster New World Dictionary, speaking is speaking orally, making a speech, and communicating by

⁶ Kadnawi, “Improving Students’ Speaking Skill through Questioning Paper at Kampung Inggris Pare” 1, no. 1 (2021): 64–85.

⁷ Anisa Yuniarti, Faculty O F Tarbiyah, and Teacher Training, “The Effectiveness of ‘ Kampung Inggris Language Center’ Youtube Channel in Teaching Grammar at Sma Muhammadiyah 1 Ponorogo in Academic Year 2019/2020,” 2020.

⁸ Lai-Mei Leong and Seyedeh Masoumeh Ahmadi, “An Analysis of Factors Influencing Learners’ English Speaking Skill,” *International Journal of Research in English Education* 2, no. 1 (2017): 34–41, <https://doi.org/10.18869/acadpub.ijree.2.1.34>.

⁹ Feng Teng, “Vocabulary Learning through Videos: Captions, Advance-Organizer Strategy, and Their Combination,” *Computer Assisted Language Learning* 35, no. 3 (2022): 518–50, <https://doi.org/10.1080/09588221.2020.1720253>.

speaking.¹⁰ Speaking can also be said as a process of making and sharing meaning nonverbally and verbally in different contexts.¹¹ From these sources, it can be said that the notion of speaking is our way of communicating with others.

According to Lorena Manaj Sadiku, speaking is very important in second language learning.¹² It's important because speaking as an interactive process of constructing meaning involves the production, receiving, and processing of information. Someone use speaking to get information and deliver their ideas, feelings, and thoughts. Then, speaking is used to communicate, and convey messages, ideas, and thoughts as well as tools to interact verbally in community activities. In another journal, it is also stated that speaking is very important in second language learning.

Speaking is an important tool, but most of what we hear is less effective than researchers think it should be. Speaking becomes something that is considered difficult for second language learners to express ideas actively.¹³ Some students think speaking is a difficult and even scary thing to do, especially in a foreign language. Speaking skills are divided into two main categories, namely: accuracy, and fluency. Accuracy consists of mastery of vocabulary, grammar, and pronunciation. Meanwhile, fluency is the ability to be consistent when speaking.¹⁴ Several factors make it difficult for many students to speak, namely anxiety, fear of being wrong with the pronunciation of words, or grammar errors. These things become obstacles for students to explore their speaking skills.

Previously, the problem of speaking English speakers had been investigated by previous researchers. As a result, most

¹⁰ Nunan, D. "Language Teaching Methodology: A Textbook for Teacher, NY: Phoenix Ltd., p. 593 (1995)

¹¹ Chaney, A. "Teaching Oral communication in Grade K-8. USA. A Viacom Company (1998)

¹² Lorena Manaj Sadiku, "The Importance of Four Skills Reading, Speaking, Writing, Listening in a Lesson Hour," *European Journal of Language and Literature* 1, no. 1 (2015): 29, <https://doi.org/10.26417/ejls.v1i1.p29-31>.

¹³ Kadnawi, "Improving Students' Speaking Skill through Questioning Paper at Kampung Inggris Pare."

¹⁴ Aseptiana Parmawati and Ratih Inayah, "Improving Students' Speaking Skill Through English Movie in Scope of Speaking for General Communication," *ELTIN Journal* 7, no. 2 (2019): 43–53.

have difficulty reaching messages seamlessly. The influencing factor is that they do not know what to say and how to say it in English.¹⁵ In an interview with one of the Ibtida'ul Falah Islamic Senior High School students, the writer conducted. He said that he had difficulty speaking English. He said that the problems he experienced when speaking English were due to not having enough English vocabulary, difficulties in English pronunciation, not understanding the grammar, and feeling insecure (ashamed) when he wanted to speak English.¹⁶ The difficulty factor in conveying messages and also how to say from Indonesian to English also affects students' difficulty in speaking, which makes most students lack speaking skills.

From the problems above, one of the solutions is to develop students' speaking skills through video learning media. In this case, the writer uses the media of “Kampung Inggris LC – Language Center” youtube channel as learning media. What's interesting about this channel is that the discussion of material is packaged in a fun, and not boring way, besides that it's not just one tutor, there are many different tutors in each video. In addition, there is not only 1 video that we can use to improve our speaking skills, but several videos we can use as a reference to improve our speaking skills.

Several studies have been done by researchers about the use of YouTube as a medium to improve speaking skills with the result that there is a significant effect of using YouTube as a medium to improve speaking skills.¹⁷ On the other hand, different research said that students agree that using YouTube can improve their English speaking skills in speaking class.¹⁸

Therefore, from the several studies above, in this study, the writer opens up existing research gaps by using youtube

¹⁵ Dini Kurnia Irmawati, “What Makes High-Achiever Students Hard to Improve Their Speaking Skill?,” *JEES (Journal of English Educators Society)* 1, no. 2 (2016): 71–82, <https://doi.org/10.21070/jees.v1i2.442>.

¹⁶ Interview with student of Ibtida'ul Falah Islamic Senior High School, December 7, 2022.

¹⁷ Dewi Hidayati, Arini Nurul; Dewi, Nita Sari Narulita; Nurhaedin, Enjang; Rosmala, “J-SHMIC : Journal of English for Academic,” *J-SHMIC : Journal of English for Academic* 7, no. 1 (2020): 66–76, <https://journal.uir.ac.id/index.php/jshmic/article/view/3905>.

¹⁸ Asti Wahyuni and Alvi Raihan Utami, “The Use of Youtube in Encouraging Speaking Skill,” *Pustakailmu.Id* 7, no. 3 (2021): 1–9.

channels as English learning media to improve speaking skills. The writer uses the “Kampung Inggris LC – Language Center” youtube channel as English learning media. In “Kampung Inggris LC – Language Center” this channel is not just one tutor, there are many different tutors in each video. Several videos also discuss the material with several games with another tutor, and because of that this channel discussion of material is packaged in a fun, and not boring way and interesting videos. In the video, the tutor practices speaking in English with the other tutors, and then the tutor also explains how to start speaking in English. Aside from that, this channel also discusses grammar, and vocabulary, which is vocabulary can support students to better master speaking skills and how to pronounce words correctly. In addition, there is not only one video that we can use to improve our speaking skills, but there are several videos that we can use as a reference to improve our speaking skills. Then, of course, there are many more videos that we can watch to learn English. This study focuses on the students' perspectives, opportunities, and challenges of using the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills, and the challenges students when using this YouTube channel to improve speaking skills.

The explanation about the youtube online video “Kampung Inggris LC – Language Center” channel and the problems faced by students regarding speaking skills can be seen from an interview with one of the students of Ibtida’ul Falah Islamic Senior High School. The writer wants to know the students' perspectives, opportunities, and the challenges of using the “Kampung Inggris LC – Language Center” youtube channel to improve students' speaking skills. This research focuses on students' perspectives, opportunities, and the challenges of using the “Kampung Inggris LC – Language Center” youtube channel as a medium to improve speaking skills. Therefore the writer is interested in conducting research entitled **“The Use of “Kampung Inggris LC – Language Center” Youtube Channel as An English Learning Medium to Improve Speaking Skills: Students’ Perspectives of an Indonesian Senior High School”**

B. Research Focus and Scope

The writer thinks that most students find it difficult to develop their speaking skills, especially in foreign languages (English). The writer wants to find out the students' perspectives, opportunities, and challenges of students learning English speaking skills through a youtube video on the “Kampung Inggris LC – Language Center” youtube channel. Penelitian ini dilakukan di salah satu SMA di Kudus, Jawa Tengah, Indonesia yaitu di Ibtida’ul Falah Islamic Senior High School.

C. Research Questions

After getting the identification and limitations of the problem, the problems are as follows:

1. How is the students' perspectives of learning Speaking through the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills?
2. What are the opportunities of using the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills?
3. What are the challenges of using the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills?

D. Research Objectives

1. To describe the students' perspectives of learning Speaking through the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills.
2. To find out the opportunities of using the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills.
3. To find out the challenges of using the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills.

E. Research Significances

This research expected to provide significant contributions both theoretically and practically, which are as follows:

1. Theoretical significance

This research is expected to be useful. Add insight and develop knowledge related to students' perspectives, opportunities, and challenges in learning English to improve speaking skills through the Kampung Inggris LC - Language Center youtube channel.

2. Practical significance

Practically, the results of this research are expected to be useful, as follows:

a. For students

This study is expected to give contribute to the students improving speaking skills.

b. For teacher

This study aims to give contribute to English teachers if the "Kampung Inggris LC – Language Center" youtube channel can be used in learning students to improve students speaking skills.

c. For schools

Schools can improve the quality of learning to produce the quality of learning

d. For other researchers

With this research, it is hoped that the existing data can be useful for other researchers in the future and can be developed even better.

e. For Institution

With this research, it is expected to be a reference media in the world of education, especially in learning speaking skills. With this media, students can hone their speaking skills, and this media can support students in improving speaking skills. Then, it is hoped that students can sharpen their speaking skills and become the next generation of Indonesia.

F. Definition of Key Terms

The writer uses the following terms to avoid misunderstanding when interpreting the meaning of the terms in this article.

1. Youtube Channel

YouTube channel is a video-sharing website in which users can upload, share and view videos. Youtube is the media that the writer use for research media.

2. Kampung Inggris LC – Language center.

Kampung Inggris LC – Language center is the official YouTube channel of the English course institution in Pare, Kediri. This YouTube channel is a learning resource for speaking skills for students later.

3. Speaking Skill

Speaking skills allow people to express opinions and thoughts verbally to others or another person. Speaking can be divided into formal speaking groups and non-formal speaking. Speaking skill is the focus of ability that the writer test in this research.

G. Organization of Thesis

This paper is divided into five chapters

Chapter I : Introduction. It contains the research background, the research focus, the research questions, the research objectives, the research significance, and the organization of the thesis.

Chapter II : Review of related literature. It contains the theoretical description, theoretical framework, and review of the previous study.

Chapter III : Research methodology. It contains the research method, research setting, research participants, instrument and data collection technique, research data validity, and data analysis technique

Chapter IV : Research findings and discussion. It contains the research results and discussion.

Chapter V : Conclusion and recommendation. It contains a conclusion and recommendation