

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### A. Theoretical Description

##### 1. Content Analysis

Analyzing an object to be used is important. In this case, a YouTube channel that has a role as the research object variable will be used for the purpose of learning media. Content Analysis is a process of simplifying, summarizing, measuring, and categorizing content by regarding certain rules or ethics that are scientific. Neuendorf stated that content analysis is a systematic technique that aims to summarize a point or core of a variable object by paying attention to scientific methods such as subjectivity or inter-subjectivity, *apriori* design, reliability, validity, and hypothesis testing.<sup>1</sup>

The function and purpose of content analysis is to sort, to make a conclusion, and to give boundaries to the variable object so that the result of the analysis can be used to help teacher and student in addressing the object that will be used. In this case, a YouTube channel will help teachers in learning activities. By conducting content analysis, it is hoped that the researcher will get good results regarding a suitable English material from the object which will later be used as a learning media. The problem that is often faced by learners or even material providers (in this case teachers) are about the amount of learning videos on YouTube. We should check one by one due to the fact that we do not know whether the video is suitable or not. As a matter of fact, there are many videos on YouTube that we see on the title are related to learning but the contents of the videos are sometimes long-winded.

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<sup>1</sup> A. Retno Budiarty N., "Content Analysis Speaking Materials In English Textbook Based On 2013 Curriculum For The First Grade Students At Vocational High School 4 Makassar" (ALAUDDIN STATE ISLAMIC UNIVERSITY OF MAKASSAR, 2016).

## 2. Learning Media

During the current COVID-19 pandemic, teaching and learning activities at schools and universities are still carried out online with the aim of preventing the transmission of the COVID-19 virus. There are many advantages and disadvantages faced by teachers and students when learning online. Therefore, good teaching strategies and preparation of teaching materials are needed so that learning outcomes achieve good results. One of them is preparing a good learning media that plays a role in supporting learning materials to help conveying information, in this case English material in order to be able to stimulate students in understanding the lesson.

In general, learning media is a communication tool used to convey information in the form of subject matter to students that makes it easier in facilitating teachers in teaching and learning activities. The use of learning media in the process of teaching and learning activities is expected to be able to arouse students' interest and enthusiasm in the learning process, especially in the Covid-19 pandemic situation where online classes feel quite hard and boring. In addition, to increase students' learning motivation, learning media is also able to help students in improving their understanding and provide an overview of the material presented by the teacher. The limitations of space and facilities in interaction at online classes will be further resolved by the existence of this learning media.<sup>2</sup>

In the process of online learning activities, learning media which is more likely to support student learning activities is audio-visual learning media where students can access through gadgets used in online classes. Many types of digital learning media are audio visual-based, such as applications, quiz-based websites, and video streaming platforms. In this study, the researcher choose a video streaming platform managed by Google, YouTube. Besides being easier to access, there are a lot of educational contents

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<sup>2</sup> Anggraini, "Pemanfaatan Youtube Sebagai Media Pembelajaran Dalam Meningkatkan Kreatifitas Guru Bahasa Inggris Mts Al-Insan."

on YouTube that can support students in teaching and learning activities.

### 3. YouTube Channel

YouTube is one of the most popular video streaming platforms on the internet. This can be seen in alexa.com as a site that records the ranking of all registered websites in the world, there we can see that YouTube is ranked 2nd after Google as the most visited website on the internet.<sup>3</sup> Generally, YouTube can be accessed through a web browser by typing [www.youtube.com](http://www.youtube.com), but along with the development of technology nowadays, YouTube users are facilitated by its own app that can be opened via gadgets (smartphones/tablets) either Windows, Android, or iOS-based system. The ease of access made by YouTube is one of the reasons why YouTube is the most popular video sharing and streaming site, so many audiences and content creators use YouTube as a place to share various types of videos. By creating a YouTube channel through a Google account for free, we can upload videos to YouTube as well as watch and interact as an audience.<sup>4</sup>

A YouTube channel is a sub-place on YouTube where individuals and institutions are given access control over accounts that have been created to upload videos and create communities according to their niche or topic of interest. So, all videos on YouTube are not managed directly by YouTube but everyone has the right to create their own community based on the video niche they are interested in. While, the role of the audience is subscribe to the desired channel and be able to react and interact such as giving likes and comments on videos uploaded by creators. Even with the development of technology and internet connection speed, the YouTube feature which is basically just video

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<sup>3</sup> Alexa, "Youtube.Com Competitive Analysis, Marketing Mix and Traffic," accessed December 10, 2021, <https://www.alexa.com/siteinfo/youtube.com>.

<sup>4</sup> Alina Vytiaz, "Youtube – A New Era of TV?" (Masaryk University, 2018).

sharing but nowadays YouTube comes with the live stream feature complete with Live chat and donations for creators.

There are so many types of Youtube Channels such as Gaming, Education, Cooking, Techno, Automotive, Pets, Parenting, Healthy, Sports, Music, Movies, News, Cartoon, etc. Even from this general category, there are still many types of specific channel derivatives, such as for education that only focus is specific subject along the lines of English, Maths, Chemistry, etc. About English, there are many channels that specifically discuss English, where each channel has its own characteristics and style of delivery. One of the channels that attracted the attention of the researcher is the 'Learn English With TV Series' YouTube Channel.

In general, the researcher has explained a little about the 'Learn English With TV Series' YouTube Channel in Chapter 1, where this channel was created on May 24, 2016, and focuses on discussing English material from Movies and International TV Series. However, because this channel is managed by a group from the United States, we as Indonesians especially Muslims will definitely find a lot of culture shock. Therefore, content analysis is needed before using the channel as a learning media for students.

#### 4. Vocabulary

Vocabulary is one of the parts we have to master first in English before studying grammar and pronunciation. It is important to master and improve our vocabulary when we learn English because vocabulary is the basic aspect as a provision for speaking, writing, listening, and reading. The more vocabulary mastered, it will make it easier for students to learn and understand language especially English. Without vocabulary, students will have difficulty in arranging words into sentences in communicating and expressing what they want to deliver even though the students are good in grammar and are able to pronounce sentences well.<sup>5</sup>

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<sup>5</sup> Sa'adatuddaroen, "Developing Students' Vocabulary Knowledge through Daily Journal Vocabulary."

In learning vocabulary, there are certainly many problems that will be faced by teachers and students. Starting from memorizing, unsupported environments, lazy to read, self-unconfident, also less motivation felt by students. And it becomes a challenge for teachers to be able to choose suitable teaching materials that will later be used in teaching English, especially vocabulary in order to minimize the problems faced by students so that students can learn vocabulary in a fun and effective way.<sup>6</sup>

Therefore, during the online learning period, it is necessary to select interesting media in terms of audio-visual in the hope that it can affect the process of teaching and learning activities in English class to be more improved. A content analysis of the vocabulary on a YouTube channel is required before determining a video that will later be used as a vocabulary learning media.

## B. Theoretical Framework

If we look at the current conditions where teaching and learning activities are completely limited due to the fact that teachers and students cannot meet in person. So, Learning activities must be carried out by online but it will give different results to students depending on the student conditions. Some students who get complete facilities from their parents in the form of gadgets and a good internet connection will make it easier for them to take online classes, but unfortunately, not all students are in this condition. Some students have limited requirement gadgets and internet connections. Therefore, the researcher is interested in conducting research on YouTube Channel which can later be used as learning media which in this case helps students in learning English, especially vocabulary.

Based on the explanation above, YouTube is a platform that is easily accessible by gadgets that are widely used today, even on devices with limited specifications. Besides easy and not burdensome on hardware, YouTube servers also have

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<sup>6</sup> Rofiqotus Saniyah, "STUDENTS' PROBLEMS IN LEARNING ENGLISH VOCABULARY (a Case Study at the English Department, Faculty of Tarbiyah, IAIN Sunan Ampel Surabaya)" (IAIN Sunan Ampel Surabaya, 2011).



spread all over the world, one of which is in Indonesia so that our IP Address is able to access servers in Indonesia which makes YouTube faster than other video streaming platforms because there are still many streaming videos on other platforms using a global IP address that cause an Indonesian IP address requires a longer network mileage to access the platforms. With these advantages, YouTube is a platform that is quite compatible if later used as a learning media. Furthermore, the teachers only need to determine the content or even more specific channels in helping to convey the material especially during the covid-19 condition where teaching and learning activities are carried out online. For a basic, a good learning media has criteria that are easy to use and have an attractive appearance so that students will be more enthusiastic in participating in teaching and learning activities. YouTube which is an audio and visual-based platform has these 2 basic criteria as a good learning media.<sup>7</sup>

YouTube nowadays is containing not only entertainment videos but also there are lots of videos on YouTube that discuss about education especially English such as grammar, accent, pronunciation tips, English test tips (TOEFL / IELTS), vocabulary, etc. Content analysis needs to be done in selecting videos or channels that will later be used as learning media, especially for specific grades in education in Indonesia. In this study, the researcher chose Learn English with TV Series YouTube Channel as the object variable to be studied for learning media. Often we watch movies or even cartoons in English but we don't realize that there is knowledge especially vocabulary material that can be explored in the movies or cartoons we watch. However, not all videos on the channel can be used as learning media because there are some films that were not all acceptable if suited to the norms in Indonesia. Therefore, content analysis is needed in the hope that the results of this study can help teachers in sorting out videos that will later be used for learning media in accordance with the educational curriculum and norms that apply in Indonesia.

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<sup>7</sup> Christopher Cayari, "The YouTube Effect: How YouTube Has Provided New Ways to Consume, Create, and Share Music," *International Journal of Education & the Arts* 12, no. 6 (2011).

### C. Review of Previous Studies

In general, content analysis was a popular topic that often studied. There were many studies on content analysis but have differences in object variables. In this study, researcher focused on content analysis with YouTube video objects that will later be used as a learning media. The following were previous studies related to content analysis of YouTube and some points of view about digital stuff which will later be used as learning media, especially in English class:

1. YouTube as a Media in English Language Teaching (ELT) Context: Teaching Procedure Text journal by Abdul Khaliq R. Nasution in 2019. The researcher has explained that YouTube is a platform that does not only focus on entertainment, but so many content creators also create educational content from the most basic level to the advanced level. The result of the study was YouTube can be used as an audio-visual learning media, it depends on how we can choose the right content for students. Therefore, content analysis is needed before determining what videos will be used as supporting media in learning, especially in English class.<sup>8</sup>
2. Scholars' YouTube channels: a content analysis of educational videos journal by Mariana Martinho, Marta Pinto, and Yuliya Kuznetsova in 2012. The research was conducted to find out how YouTube as digital platform could enhance learning as an example of the variety of teaching-learning, educational resources, also for the online classroom when required distance learning although at that time there was no covid-19 pandemic.<sup>9</sup>
3. The Effectiveness of YouTube Videos in Teaching Speaking of the Tenth Graders at SMK PGRI 2 Ponorogo thesis by

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<sup>8</sup> Abdul Khaliq R. Nasution, "YouTube as a Media in English Language Teaching (ELT) Context: Teaching Procedure Text," *Utamax : Journal of Ultimate Research and Trends in Education* (Pekanbaru: Journal of Ultimate Research and Trends in Education, 2019), <https://doi.org/10.31849/utamax.v1i1.2788>.

<sup>9</sup> Martinho Mariana, Pinto Marta, and Kuznetsova Yuliya, "Scholars' YouTube Channels: Content Analysis of Educational Videos.," *Internet Latent Corpus Journal* 2, no. 2 (2012): 76–90.

Aynun Zuhrufiyah Nur Aini in 2021. In this study, YouTube videos were used as a learning media in overcoming students' problems in speaking, such as less vocabulary mastery, lack of application of English in daily, lack of confidence, learning methods, and textbooks used by teachers. The researcher tested the effectiveness of using youtube as a learning media to students tenth graders of SMK PGRI 2 Ponorogo in the academic year 2019/2020 with speaking recount text material. The research approach used was quantitative research and the conclusion was students who used YouTube as a learning media got higher results, that was 80.88 compared to those who only use textbooks, with results of 52.21. So, it can be concluded that YouTube videos media are effective to encourage students in learning English, in this case, it is to improve speaking.<sup>10</sup>

4. Using YouTube Video; An IT-based Media to Improve Students' Speaking Skill journal by I Wayan Sastra Gunada in 2017 has explained that many students have problems in speaking due to lack of mastery of vocabulary, pronunciation, and grammar. The use of conventional learning media also triggered students to get bored while in class, making it difficult for students to improve their speaking skills. Therefore, the researcher uses YouTube as a learning media which is combined with several techniques such as active viewing, freeze-framing and prediction, silent viewing, sound on and vision off activity, and several techniques implemented in learning English to maximize the students' speaking skills.<sup>11</sup>
5. A Study On Students' Difficulties in Learning Vocabulary by Rohmatillah in 2014 has explained that there are some steps in learning vocabulary. And 2 steps that need to be considered are remembering and understanding the meaning. When students can remember and understand the meaning of

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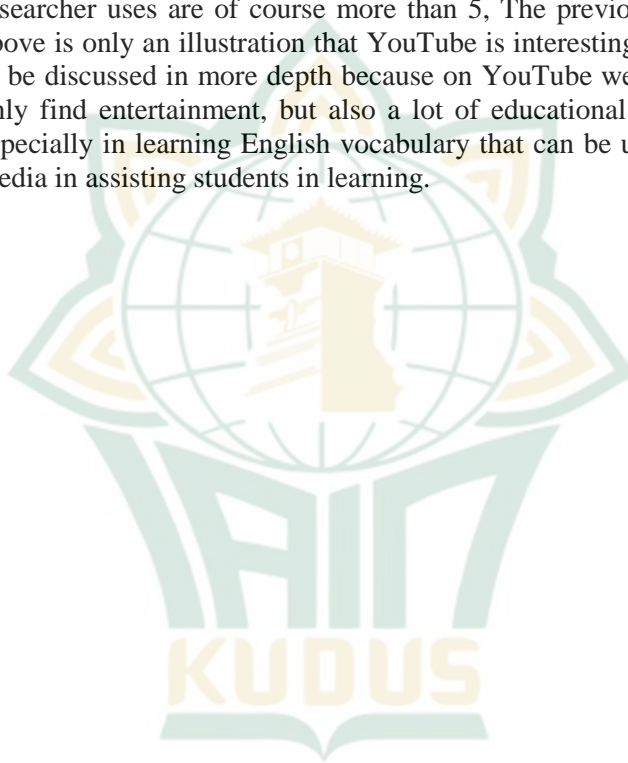
<sup>10</sup> Aynun Zuhrufiyah Nur Aini, "The Effectiveness Of Youtube Videos In Teaching Speaking Of The Tenth Graders At SMK PGRI 2 Ponorogo" (STATE INSTITUTE OF ISLAMIC STUDIES PONOROGO, 2021).

<sup>11</sup> I Wayan Sastra Gunada, "Using YouTube Video; An IT-Based Media to Improve Students' Speaking Skill," 2017.



the vocabulary being studied, it will make it easier for students to master the vocabulary being studied. Therefore, the learning process and the selection of teaching media determine the outcome of a lesson.<sup>12</sup>

From several previous studies above, the researcher has references related to research on YouTube videos which will later be used as learning media. The resources that the researcher uses are of course more than 5, The previous study above is only an illustration that YouTube is interesting enough to be discussed in more depth because on YouTube we can not only find entertainment, but also a lot of educational content, especially in learning English vocabulary that can be used as a media in assisting students in learning.




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<sup>12</sup> Rohmatillah, "A Study On Students' Difficulties In Learning Vocabulary (Bachelors' Degree)," *Jurnal Raden Intan Lampung* 3, no. 1 (2014): 69–86, <http://repository.unej.ac.id/handle/123456789/18942>.