



Original Article

The Effectiveness of Youtube Channel as Learning Media at Conversation Class

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Abstract:

This study aimed to figure out how effective the use of Youtube as a learning media in teaching English for conversation class. The method of the study used was descriptive qualitative. The use of Youtube was considered as a good media to use for teaching English because by Youtube, an English lecturer or teacher can download many interesting videos to present at class. The use of Youtube was also able to avoid the boringness that often comes to the students when learning English. It was proved by the result of this study which revealed that 84% of the students extremely agreed using Youtube as the learning source and media. And 16% of the students agreed using Youtube and considered Youtube as interesting learning source. So, it was concluded that the videos downloaded from Youtube was effective to use in teaching English particularly for speaking.



<https://jurnal.usk.ac.id/riwayat>

Keywords: Effectiveness, Youtube, Conversation.

Introduction

Nowadays, technology has an important role for daily routines and all life aspects. Most people activities tend to use technology such as seeking for a job, doing a work and searching all information by internet. By internet, everyone is able to access all useful information to improve the knowledge. All information can be obtained by internet including the newest learning material for teaching. One of the sources for learning material is Youtube. From Youtube, every teacher is able to find the new and interesting material to present in the class so that the students feel impressive and not boring during the lesson.

Youtube presents all learning materials needed, one of them is the learning material for English. The learning materials are not only in visual and attractive design but also able to be downloaded easily. The learning material is usually downloaded by an English teacher or lecturer is a video in which the students can watch and listen the content of the video. For example, when an English lecturer will teach about how to greet in English, the lecturer will download a video about English greetings by Youtube. Then, the lecturer will

show the downloaded video to the students when he/ she teaches about greeting. When the students watch the video, the students not only see the content but also listen the pronunciation of the speaker. As we know that, English is still considered as one of difficult lectures to learn. Due to less practice, the students have still the difficulty in learning English. In addition, the English pronunciation is rather hard to say, particularly for Indonesian students.

According to [\(Rusman, 2011\)](#), learning media is anything that can be used to channel messages from the sender to the recipient so as to stimulate the thoughts, feelings, interests and willingness of learners in such a way that the learning process occurs in order to achieve the goal of learning effectively. Meanwhile, [\(Musfigon, 2012\)](#) stated that learning media is defined as a tool in the form of physical and non-physical used by teachers in conveying material to students to be more effective and efficient. So that the learning materials more quickly accepted students intact as well as attract students to learn more. It is necessary that a teacher or lecturer must be more creative and innovative in conducting learning process [\(Ferris, 2007\)](#). A creativity and innovative technique or method in teaching English is needed to apply. In this era, the students have different style in learning something. There are more researches indicated that the students tend to learn using internet for every needs. They are never interested in learning conventionally or orally else. They have more motivation and interest when the teacher or lecturer teaches them using variative and new learning material, not the old ones. By considering this phenomenon, an English teacher or lecturer is forced to use the newest, innovative and creative media. Youtube is considered as the appropriate learning media to teach English. On Youtube, there are many videos that can be downloaded to be learning material. By using these videos, the teacher not only presents the material in visual but also in audio. The use of Youtube can stimulate the active learning in class and also give more knowledge for the students. Youtube can fulfil the students need in this digital era. Youtube provides many videos that can be downloaded based on the need. And also, Youtube is considered as the source of free videos for the students [\(Burke, Snyder, & Rager, 2009\)](#).

Methods

This study was conducted based on the teaching learning process in conversation class at Politeknik Unggul LP3M Medan which used as the learning media. This study took place for four months from February to June 2023. At the end of semester, the researcher asked the students for filling out the questionnaire provided. The students are demanded to give responses for teaching learning process using Youtube as the learning media. There were thirteen questions with five options using Likert scale 6 from “Extremely Disagree to Extremely Agree” and also one informative question in which the students can give their statement or opinion about the use of Youtube as a learning media in learning English.

Results

The result of this study indicated that it was effective to use videos that were downloaded by Youtube. The videos were able to stimulate the students to be more active during the conversation class. The students became more confident to express their English by practicing a dialog or conversation. The students’ pronunciation was also better than usual. This study revealed that the students had positive perception about the use of Youtube during English class.

Youtube as Learning Source

There are many videos that can be found on Youtube particularly the videos which relate to education field ([Lestari, 2016](#)). The videos can be downloaded based on need. For example, a teacher or lecturer who will teach the conversation about daily routine, can download a video which talks about daily routine whereby there is a dialog or conversation between two or more people which talk about daily activities. It is free to download the video. The videos have good picture quality and sound. In class, a teacher or lecturer will use laptop and projector to show the video so that the students can watch and listen the video. The duration of the video could be short or long depend on the content. After presenting the video, the teacher or lecturer will ask the students to practice what they have watched and listened in the video. Or, the teacher or the lecturer sometimes showed not only a learning material but also a film to refresh the students feeling.

The Students Perception about The Use of Youtube as Learning Source

The survey was conducted at the end of the semester to figure out the students' perception. There were thirteen closed questions with scale 1 to 5 with answer from "extremely disagree" to "extremely agree". Also, there was an open question provided to see the students' opinion or suggestion about the use of Youtube as a learning media during conversation class. There are 25 students that became the sample of this study. 21 students or 84% of study sample stated "extremely agree" of using Youtube as the learning media for conversation class. Meanwhile 4 students or 16% of study sample claimed that they "agree" to use Youtube as the learning media during conversation class. 95% of the students wrote that the videos from Youtube are very helpful to understand the lesson. Then, 5% of the students felt that the use of Youtube for conversation class was very interesting. Generally, the students had positive perception of Youtube as their learning media in learning English. The students also told that they didn't get boring and monotone when the lecturer taught them using the videos that were downloaded from Youtube. The students considered that the use of Youtube is more interesting than reading an English module or presentation method which was conducted by the English lecturer. Also, the students could improve their pronunciation by watching the videos presented.

Conclusion

Based on the study that had been done, it can be concluded that the use of Youtube as the learning media is absolutely effective. It can be seen by the result and discussion that stated that: (1) The use of Youtube eases the lecturer to find the appropriate material for teaching at class; (2) The students become more interesting in learning English and more attractive in communicating during the conversation class; (3) The English lecturer is more creative and innovative to create a joyful and enjoyable class situation.

Suggestion

It is suggested that that the English teacher or lecturer use or benefit Youtube to find the interesting English materials for teaching so that there is no boringness anymore during the English class.

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