

THE USE OF VLOG ON YOUTUBE IN IMPROVING STUDENTS' ENGLISH SPEAKING SKILLS

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Abstract

In this era, technology is very instrumental in becoming a tool learn English both in the form of software or hardware. Video Blog or also known as Vlog is a technology that can be used as media in the form of software in the learning process. Vlogs can be used by teachers to improve students performance, especially in speaking skill. The existence of vlog as one of technology favored by the youth generation is expected to improve the quality of students especially in English speaking ability.

Key words: Technology, Social Media, Vlog, Students speaking ability, Youtube

INTRODUCTION

What do you do if you have free time? Do you use your free time to go hangout, chit chat with your friends, go shopping or you prefer relax while opening your social media? Maybe most people will use their free time to open their smartphones to see the virtual world through social media open social media. According to (Lina & Permatasari, 2020; F. M. Sari & Wahyudin, 2019) stated that internet users in Indonesia currently reach 63 million people. Around 95% of the 63 million people use the internet to access social networks. Nowadays, most of people use their smartphone not only to communicate, but also as an entertaint them through social media (Ayu et al., 2021; Sinaga & Oktaviani, 2020; Suryono & Subriadi, 2016). It happens start children, students, employees, even old people (Sinaga & Pustika, 2021)

In this modern era, humans are very dependent on technology. This makes technology a basic necessity for everyone. Especially to welcome the 4.0 revolution which all will be operated with sophisticated technology, we need to be aware of technology (Fakhrurozi et al., 2021; Maskar & Dewi, 2021). The development of the world of technology has an impact on all aspects. The rapid advancement of technology has led to many platforms that are booming and trending among the people (Lubis et al., 2019; Yudiawan et al., 2021). One of them is Youtube platform. Youtube application is the most popular media application in Indonesia (Ahluwalia, 2020). More than a third of internet users in Indonesia actively use Youtube. This is evident from Google's data which states that there are 50 million active Youtube users per month from a total of 146 million internet users in

Indonesia (Lina & Permatasari, 2020; Rittenberry, 2005; Surahman et al., 2020). Not only in Indonesia, but more than one billion users per month worldwide, almost one third of the total internet users use Youtube in their daily lives (Oktaviani, 2018; Puspaningtyas & Ulfa, 2020). The high popularity was triggered by the increasing value of the video sharing platform for internet users (Erya & Pustika, 2021; Suryono & Subriadi, 2016; Yuliansyah & Ayu, 2021). Internet users visit YouTube not only to get entertainment, but also to learn or get new information (Mandasari, 2020; Wahyudin & Sari, 2018). Around 57 percent of Youtube users were looking for entertainment content, and 86 percent also said they were accustomed to visiting the site to learn new information (Anuar et al., 2020; Suryono & Subriadi, 2016).

LITERATURE REVIEW

On Youtube, there is a lot of informations or entertainments to viewers. On Youtube, there is a lot of content that has been created by the owner, such as education, entertainment, about social issues, the world of work, school, environment and much more (Pajar & Putra, 2021; Srianto, 2018). The existence of Youtube, also created digital media that can be used as an increase in learning that contains the impression of up to date in this era, one of them is Vlog (Mandasari & Aminatun, 2020b; S. N. Sari & Aminatun, 2021; Simamora & Oktaviani, 2020). Vlog stands for video blog or video log, is a form of blog whose media is video, which is a kind of TV on a web page. Vlog entries often combine embedded video (or video links) with supporting text, images, and other metadata. Entries can be recorded in one take or cut into pieces (Mandasari & Aminatun, 2020a; Pratiwi & Ayu, 2020; Styawati & Mustofa, 2019). Vlogs are already in demand from various circles, even the 5th president of Indonesia, already has a Youtube channel as a medium of information and interaction with people throughout Indonesia. It means, Vlog as a source of information, entertainment and so on (Almuafiry et al., 2017; F. M. Sari, 2015; Schrape, 2018).

As such, research is made to bring about and broaden the discussion about the role of Vlog on YouTube platforms. This study uses the perspectives of several students, the researcher will reveal the perspective of the role of Vlog on YouTube platform among students. This study will help increase public awareness of watching Vlog on YouTube platforms especially those that use English. Other researchers can also use this research as a reference or insight to make research or new studies more extensive and significant.

METHOD

This study aims to explore the perspective of students towards watching Vlog on the YouTube platform in influencing their ability to speak English. In this study, researchers will distribute questionnaires in the form of survey websites to collect data and the results of the questionnaire will be stated in the data findings using a qualitative approach. Other questions are also developed by researchers to gain perspective from questionnaires or students (Nani & Ali, 2020; F. M. Sari & Wahyudin, 2019). This study involved participants who were students at a university in Bandarlampung, Lampung. More precisely, it involves participants from English Language Education Study Program batch 2017 of Faculty of Arts and Education at the Universitas Teknokrat Indonesia.

The participants consist of 21 students were selected as participants for this study. They consist of female and male 5th semester students. They were selected as representatives of the English language study program group at Universitas Teknokrat Indonesia. Their perspective will be seen as a non-expert perspective. So, they represent the perspectives of the community and students.

There are 7 questions in the questionnaire that were distributed to the participants to collect their perspective data. The 7 questions are divided into 3 parts. The first is the part of how participants often watch Vlog on Youtube platforms, researchers use a Likert scale of 5 questions consisting of (1) very rarely; (2) rarely; (3) sometimes; (4) often; (5) very often. Second is yes no question: (1) how interesting it is to watch Vlogs; (2) Vlogs that use English language influences how to speak well; (3) Vlog influences vocabulary in English; (4) Vlog influences term in English language; (5) by watching Vlog can know how to pronounce words in English correctly. The last part is the paragraph that contains the perspective of the participants why they watch Youtube.

The questionnaire was distributed by the chat application. The researcher gave the survey website link to the participants and asked them to fill out a questionnaire. The researcher can immediately see the responses of the participants after the participants finished filling out the questionnaire. The researcher will enter the data into the data findings after all responses are collected from the survey website. The participants' responses will be analyzed by the researcher to see what the public or students think on watching the Vlog can influence their speaking ability in English.

RESULTS AND DISCUSSION

I conducted the survey with the participants filled out the questioner that I provide. Participants were 21 people from English Education Students in Academic Writing Class. The range age of parcitipants varied start from 19-23 years old. The questionnaire consist of three types of questions. There were linear scale question, yes-no questions and opinion question. The results of the questionnaire are presented below.

a. Experience Using Youtube

Table 1.

No	Question	1	2	3	4	5
1	How often you watch Vlog on YouTube?	15,4 %	7,7 %	38,5 %	23,1 %	15,4 %

Can be seen from the scale of findings in the question part 1. There is a significant difference from the scale of 1-5. From the range one until five (very rarely, rarely, sometimes, often and very often), the most answer in all questions is “sometimes”. Most of students (8 students) or around 38.5% students sometimes watch youtube. 5 people or 23.1% often watch youtube. 13.4% or 3 students watch YouTube very often. While 5 other students rarely and very rarely watch youtube. Here the result sam as the previous study that conducted by Damayanti & Listyani (2020); Tiono & Sylvia (2004).

b. The Role of Vlog on YouTube in English Skill

No	Questions	Yes	No
1	Do you think that Vlog is interesting?	85,7 %	14,3 %
2	Do you think Vlog that used eglish language influences you how to speak well?	85,7 %	14,3 %

3	Do you think vlog that use english language influences your vocabulary ?	75,4 %	24,6 %
4	Do you think vlog that use english language influences your term in english ?	100 %	0 %
5	Do you think by watching Vlog in english language, you can know how to pronounce word well?	92,85 %	7,15 %

In the second parts, we can see that most of students agree that Vlog on Youtube influences their English skill. At the questions “Do you think vlog that use english language influences your term in english ?” it is clear that all students agree that vlog on YouTube influences them in knowing new terms that they did not know before. Some of students also agree that by watching Vlog on YouTube, they can know how to pronounce the word in English well and correctly. Suprisingly there are same percentages of 2 kinds of questions. At “Do you think that Vlog is interesting?” and “Do you think Vlog that used english language influences you how to speak well?” questions have same percentages. Yes answers got 85,7 %, it means that most of students agree that by watching Vlog on Youtube and feel interesting with content of Vlog on Youtube, they can also know how to speak well in English language.

c. Students’s Opinion about Why They Watch Vlog on YouTube

The question was “Do you like watching Vlog on Youtube? Why?”. The answers will be explained in table below.

No.	Answers
1	I rarely watch vlog on youtube
2	Yes. Because its very interesting

3	Yes, because when I watch vlog in video, it is not only entertain me, but also I can see the new thing such as vocabulary
4	Not really, bcs I prefer to look at the music than vlog
5	Yes I do, since ia full of Joy. Of it is in a term of English learning, I can got a lot of vocabulary and how to use is in a right way.
6	It is interesting
7	Not really, but I think that's interesting for know new information by seeing some activities.
8	Yes, interesting
9	Yes i do, because by watching vlog in youtube i can spend my spare time.
10	Yes, bcs it make me interesting
11	Yes. Because an interesting video and can improve my English language when the content ia about English
12	Spent my spare time
13	Yes, because interesting.
14	Many vlogs that use english or use english subtitle it can be make easier to how speak english well.
15	Because I like watching my English role model on Youtube in her Vlog.
16	Vlog right now is varies so I can choose the best vlog and can educate me especially in English.
17	Yes, it is interesting and educating me.

18	Sometimes I go to Youtube not to watching Vlog.
19	I prefer go to Youtube to play a music.
20	I like watching Youtube. In one day I can use 4-6 hours to watch vlog on Youtube.
21	It is very interesting for me.

From those of answers, all students answered the questions varied. Most of students feel interesting when watching Vlog on Youtube. They also write that by watching Vlog they can improve their English ability at one enjoying the entertainment. From this part, it shows that by watching Vlog on YouTube, besides we feel comfortable but consciously or not we also learn about things especially in English language. Because there are already many content creators who use English language into their daily activity or conversation. Nowadays the viewer not only comes from Indonesia or one country, but also from various countries. The development of technology also gives positive impact for society. In other hand there are some students that go to Youtube but not to watching Vlog. They maybe watching Vlog on Youtube but not to increase their ability in English or nor related to English language.

From these results and findings, it can be concluded that most college students are happy and feel interested in watching Vlog on Youtube. They also gave the opinion that the Vlog had a positive effect by increasing insight and knowledge about the English language. Their experience in watching Vlogs on Youtube with different times also has an impact that may differ in each individual (Puspita & Amelia, 2020; Suprayogi & Pranoto, 2020).

By using Video Blog (Vlog), it will increase students' encouragement in speaking ability (Kardiansyah & Qodriani, 2018; Rahmania & Mandasari, 2021). This statement also in line with the results of this research. Vlog is one of the innovations to give and educate students about new knowledge with fun learning process especially in English speaking skills. The links between technology, education and social media make it really fun to apply for students.

CONCLUSION

By using questionnaires from research tools, researchers can collect data about how students' perceptions of the role of the Video Blog (Vlog) on Youtube influences English ability. From 21 students who filled out the questionnaire, most of them agreed that watching a Video Blog (Vlog) could improve their ability to speak English. In this era, the use of English is growing. Various methods are used so that everyone can use English well. For that, everyone has their own ways that they can use. Among them, taking English courses, reading English novels, watching English films, and so on. These examples are only part of the way many people do to improve their English skills.

The opinions or perceptions of students, through the evidence in this study, are influenced by their experiences in watching Video Blogs (Vlogs) on Youtube. Many students look for relaxing activities to overcome their boredom by doing fun activities. One of them, utilizing internet media, by opening Youtube. Just click, select the spectacle to be listened to. That is evidenced by their answers in the questionnaire given by the researcher. The vlog which tells the daily activities and activities of Indonesian citizens married to foreigners and living abroad, is one of several vlogger uploads that are in great demand by students. Because, by watching the vlog, they can watch their conversation activities in simple and natural English. The choice of words is varied, making it easy for the audience to imitate, emulate, and practice. In addition, by watching vlogs, we can also know the culture, habits, and procedures in the vlogger country to upload them (Oktaviani et al., 2021; Qodriani & Kardiansyah, n.d.).

By the findings of this study, researcher hope that this research can recognize and enhance the willingness of students and the community to be more varied and useful in using available technologies such as Video Blogs (Vlogs) on Youtube. By understanding the benefits and other positive things that can be obtained from watching Vlogs, can support the ability of the audience in various fields, especially in this study is the English Language. This research can also be used as a guide or reference for future research on the same topic or problem.

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