

CHAPTER I

INTRODUCTION

A. Background of Study

The use of audio storytelling as a tool for language learning is not a new concept. Many language teachers have long recognized the benefits of using authentic listening materials, such as audio books and podcasts, to help students improve their listening comprehension. Audio storytelling can be especially effective for language learners because it exposes them to natural speech patterns, idiomatic expressions, and cultural references that are often difficult to replicate in a classroom setting.

In recent years, the popularity of streaming platforms such as Spotify has made it easier for language learners to access a wide variety of audio storytelling content. Many content creators have begun to produce audio stories specifically for language learners, which can be accessed and listened to on-demand. As a result, students can now listen to authentic audio stories at their own pace, and repeat sections that they find difficult to understand.

In particular, the use of audio storytelling has become increasingly popular on platforms like Spotify, offering a new way for listeners to engage with stories and information. Audio storytelling is a form of narrative storytelling that is exclusively heard, rather than read or watched. It offers a unique opportunity for listeners to develop listening skills, as they engage with

stories through auditory channels. The use of audio storytelling has the potential to enhance listening ability, particularly for those who have difficulty with traditional methods of reading and comprehension.

Despite the growing popularity of audio storytelling, there is a lack of research about resources audio storytelling content that can help language learners for enhancing their listening ability. While research has been conducted on the benefits of reading and storytelling, the resource of audio storytelling in developing listening ability has been largely unexplored. The present study aims to address this gap in research by analyzing the audio storytelling content available on Spotify and evaluating its potential to enhance listening ability.

This study is important because listening ability is an essential component of communication, and it is a skill that is required in many aspects of daily life, including education, employment, and social interaction. However, listening ability is often overlooked in the education system, and many students struggle with this skill. The use of audio storytelling has the potential to enhance listening ability in a fun and engaging way, and it could provide a valuable tool for educators and parents.

This study aims to analyze the different storytelling techniques and elements used in the audio stories available on Spotify. By analyzing the different features of these audio stories, this study aims to identify the features that make them effective for developing different listening skills, such as

comprehension, vocabulary, and active listening. The study will also explore how the use of technology, such as interactive features and sound effects, can influence the listening experience.

The findings of this study can have important implications for educators, parents, and media producers who are interested in utilizing audio storytelling as an effective tool for enhancing listening ability. The results can also contribute to the growing field of digital media research and provide insight into how digital media platforms can be used to promote effective learning and communication.

In conclusion, this study will provide valuable insights into the potentials of audio storytelling for enhancing listening ability. By analyzing the storytelling techniques and elements used in the audio stories on Spotify, this study aims to identify the features that make them effective for developing different listening skills. The findings of this study will be useful for educators, parents, and media producers, and they will contribute to the growing field of digital media research

As a Muslim student it is our obligation to utilize every aspect given to us by Allah SWT. Including the ability to hear, as Allah has provided us with the ability to hear to listen and to comprehend.

قُلْ هُوَ الَّذِي أَنْشَأَكُمْ وَجَعَلَ لَكُمُ السَّمْعَ وَالْأَبْصَارَ وَالْأَفْئِدَةَ ۗ قَلِيلًا مَّا تَشْكُرُونَ

(Al – Mulk: 23)

Based on all those mention above researcher decide to find and filter those said content on Spotify which focus on audio storytelling and find a suitable channel that will help to enhance listening ability.

B. Definition of Key term

1. Audio Storytelling

Audio storytelling is a creative medium that involves using sound to narrate a story. This may include spoken language, music, and sound effects.

2. Listening Ability

Listening ability is the capacity to effectively understand and respond to what is being said. It goes beyond just hearing sounds and requires actively engaging with the information, processing it, and responding appropriately. Effective listening involves both cognitive and affective skills and is influenced by factors such as motivation, interest, and attitude toward the message, as well as the speaker's communication style and nonverbal cues.

3. Spotify

Spotify is a digital platform where people commonly use to listen audio contents such as song, podcast, storytelling and instrumentals.

C. Research Question

What are the channels on Spotify which provides English storytelling for learning listening comprehension?

D. Objective of Study

To find channels on Spotify which provides audio storytelling content, popular among Spotify users, have high rate of activity, and categorized their content into level of difficulties for listening comprehension.

E. Significant of Study

Hopefully this research will help plenty of students to find a way to enhance listening ability by listening to audio storytelling content provided by several content creator on Spotify. Also, it's expected to help teachers, to find audio storytelling contents which will be used as media to teach their students.