

CHAPTER IV

FINDINGS AND DISCUSSION

A. Findings

YouTube was created in February 2005 by Chad Hurley, Steve Chen, and Jawed Karimyang, three former PayPal employees. One year after its inception, Google Inc. acquired YouTube, which has its headquarters in San Bruno, California, United States.

YouTube's function as a social media application contributes to the application's immense popularity in the community. YouTube has a significant impact on the social, religious, cultural, and even educational aspects of people's life. YouTube is not only utilized as a source of pleasure, but also as a platform for user countries to engage and exchange thoughts on government, political, and economic concerns.

YouTube, as a social medium, serves as an educational resource for the community. On YouTube, there are numerous channels with a focus on education. Among those that are extremely appealing is the YouTube channel devoted to English language study.

English is a second language that is required to be studied in schools in Indonesia. Therefore, students are compelled to seek out more and better sources to use as personal learning materials in order to improve their English language skills.

These are 7 Characteristics of Effective Digital Storytelling (EdTech Review, 2019) :

1. **Short and Simple:** Elementary school students have short attention spans, so videos should be short (under 5 minutes) and use simple language and concepts.
2. **Authenticity:** The story should be authentic and relatable to students' experiences, making it easier for them to connect with and remember.
3. **Emotional Connection:** An effective digital story should evoke emotions in students, making them more engaged and invested in the story.
4. **Visual Elements:** The use of visuals such as images, animations, and videos can help to enhance the story and keep students engaged.
5. **Interactivity:** Interactive elements such as quizzes, games, and discussions can help to keep students engaged and deepen their understanding of the story.
6. **Creativity:** Effective digital storytelling allows for creativity, and encourages students to express themselves through their own stories.
7. **Collaboration:** Digital storytelling can be a collaborative process, allowing students to work together and learn from one another's perspectives and experiences.

Overall, the videos should be engaging, visually appealing, and educational, with a clear narrative structure that aligns with the learning

objectives of the curriculum. Observations led researchers to identify five YouTube videos that focused primarily on teaching English, including 1). Counting Numbers TO 10 | Number Counting Story; 2). Sea Animals for Kids | Get Ready for an Underwater Adventure!; 3). Months of the Year | Learn 12 Months of the Year | Educational Videos for Kids; 4).Unit 13 My Home – Story 1 : “Welcome to My Home” by Alyssa Liang; 5). Unit 27 Garden - Story 2: "Yummy Vegetable Soup!" by Alyssa Liang.

1. Counting Numbers TO 10 | Number Counting Story

This video was created by The Little Genius Workshop channel was made on March 13, 2021 and has been watched 16,999 times. The following figures (figure 4.1-4.19) showed the counting numbers on the video.



Figure 4.1 The initial display of the video in the youtube window.

This video presents a story about a mother and her child who are going to the playground. This video aims to introduce numbers 1 to 10 or counting numbers 1 to 10. In this video, it is told that this mother and child count the things in the playground 4 times. For example, when

they go to the playground, the first thing they see and count are the birds in the trees.



Figure 4.2 Commands to count the birds in the tree.



Figure 4.3 Birds being counted.

Then they counted the children who were playing on the slides.



Figure 4.4 Commands to count the children playing on the slide.



Figure 4.5 Kids being counts.

Then they counted how many people were waiting in line to buy ice cream.



Figure 4.6 Commands to count the people in line.



Figure 4.7 People in line being counted.

And finally, they counted how many flavors of ice cream the ice cream seller sold or what they bought.



Figure 4.8 Commands to count the ice cream flavours.



Figure 4.9 The ice cream scoops being counted.

This video is good for introducing children to numbers 1 to 10 because the variation of something that is counted is more than 3 and is

done continuously, making children able to remember these numbers more quickly. Then, stories related to how to learn numbers 1 to 10 can also be done by children with their parents because they can be easily found in the environment around children and their parents. In other words, this story is also familiar to children. This video is suitable for elementary school students in grades 1 to 3 because it focuses on the introduction of numbers 1 to 10 only, without any other exercises or materials presented. It is also light enough for elementary school students in grades 1 to 3.

Based on the characteristics of effective digital storytelling for elementary school students, the video seems to meet the criteria of being short and simple, as it focuses only on the introduction of numbers 1 to 10 and does not include any other complex exercises or materials. However, without more information about the specific video and its production quality, it is difficult to determine if it meets all 7 characteristics of effective digital storytelling.

2. Sea Animals for Kids | Get Ready for an Underwater Adventure!

This video tells about sea animals and their characteristics that are rarely known by children. This video was made by a channel called Tutoring Hour on June 22, 2022 and has been watched 636 times. The following figures (4.10-4.13) showed The Sea Animals on the video.



Figure 4.10 The initial display of the video in the youtube window

This video can be used to increase vocabulary about sea animals and introduce their characteristics. The narrator on this video always mentions the name of the animal 2 times to show emphasis that the characteristics that have been mentioned by him belong to that animal and the children can read or pronounce the vocabulary correctly. Then the children can describe how the characteristics of each of the sea animals for examples how is their sound, what their teeth look like from the video to make it easier for the vocabulary to be remembered for a long time in the minds of the children.

The example, when Moby the Monkey seeing the dolphin and saying that dolphin is a sea animal that can floating and flipping also being the most intelligent creatures in the world. He is also mentioning the sea animal twice to show emphasis that the name of that animal is correct with the characteristics he mentioned before.

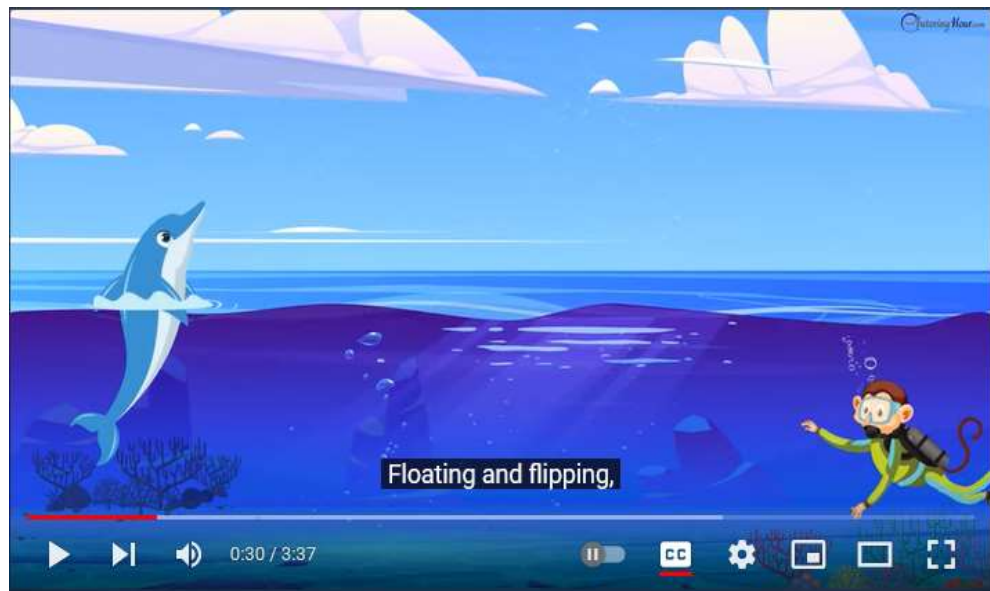


Figure 4.11 The characteristics of dolphin.



Figure 4.12 The characteristics of dolphin.



Figure 4.13 The mention of the names of sea animals whose characteristics have been mentioned before by the narrator.

This video is also good for grades 1 to 3 elementary schools because it has no other activities besides introducing children to sea animals with pictures and sound effects that are interesting for children.

3. Months of the Year | Learn 12 Months of the Year | Educational Videos for Kids

This video was made on July 21, 2022 by the Tutoring Hour channel and has been watched 516 times. The following figures (Figure 4.14- 4.18) showed The Months of the Year on the video.



Figure 4.14 The initial display of the video in the youtube window.

This video aims to introduce the names of the months in 1 year through a story about 12 mice that live around a barn that have the same names as 12 months. This video also introduces the ordinal numbers used to sort the names of the months. These two things also directly increase the child's vocabulary.



Figure 4.15 The narrator mentions the name of the month.



Figure 4.16 The narrator mentions the name of the month along with what month it is.

Then, this video can increase the concentration level of children to remember the names of the months and their order by playing to match the names of the months and their random order to be in order. The narrator gives directions to match the door of the house which is the order of the names of the months used by the mice on the barn.

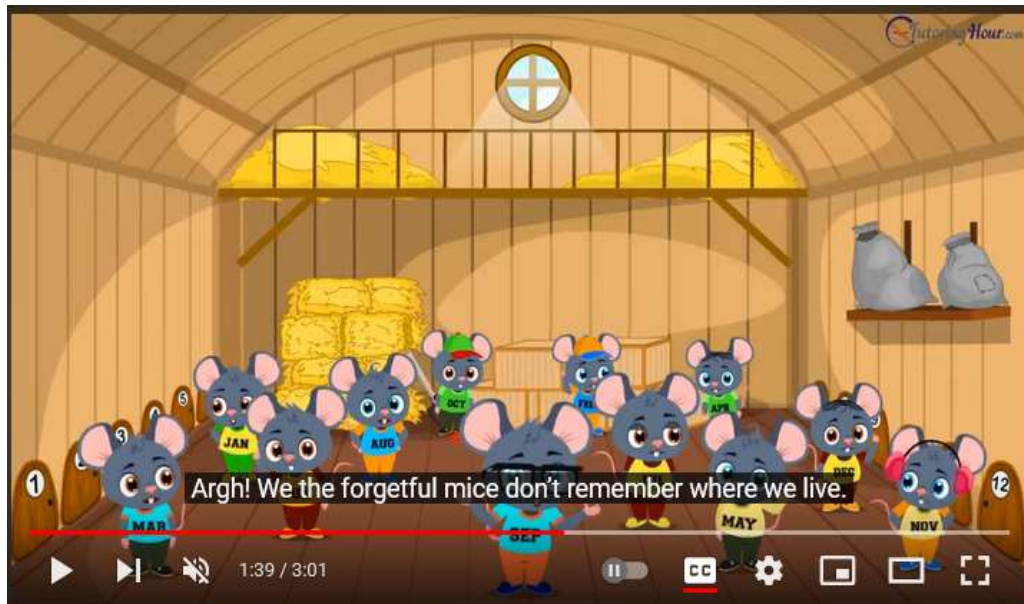


Figure 4.17 The narrator will start a game to find houses for the mice who have lost their way home.



Figure 4.18 The narrator mentions to sort the door number of the mice's house by the names of the rats (which are named after the names of the months).

This video is suitable for children in grades 4 to 6 elementary schools. Because this video has a more complicated story concept with 1 exercise that aims to train children to solve the problems in the story.

4. Unit 13 My Home - Story 1: "Welcome To My Home" by Alyssa Liang

This video was uploaded by the TigerCub Learning channel on January 16, 2019 and has been watched 50,696 times. The following figures (figure 4.19- 4.28) showed the Ben's Home and the exercises/ activities on the video.



Figure 4.19 The initial display of the video in the youtube window.

This is one of four stories in Unit 13 of TigerCub English about Ben's home. "Welcome To My Home" is the title of this piece by Alyssa Liang. Children discover what Ben's home contains. There are five activities at the conclusion of the story

This video aims to introduce the names of the rooms in a house along with the activities that are carried out in these rooms. This video also enriches vocabulary, then guided to read it with the right pronunciation with a reading session with the narrator.



Figure 4.20 The name of the room (dining room) and what can we do there.



Figure 4.21 The name of the room (living room) and what can we do there.



Figure 4.22 A picture showing a room and its name (kitchen).



Figure 4.23 A picture showing a room and its name (study).

Then this video includes 5 types of exercises to stimulate their memory of the material that was presented earlier.

Starting from the first exercise in the form of coloring the pictures listed, then asking questions about 1 picture, namely what picture is it?



Figure 4.24 Activity 1.

The second exercise are helping Ben (the narrator) to find where his bedroom and what room he passed on the way to his bedroom or what he see on the way to his bedroom.



Figure 4.25 Activity 2.

The third exercise are to draw lines to the rooms in Ben's house and what can be done in those rooms.



Figure 4.26 Activity 3.

The fourth exercise are Letters G and g, say the name of the letter and sound, colouring the letters G and g, tracing the letters G and g.



Figure 4.27 Activity 4.

The last exercise is say the name of each picture. These exercises also make children indirectly learn while playing.



Figure 4.28 Activity 5.

This video is suitable for children in grades 4 to 6 elementary schools. because this video not only introduces the name of the room and its function, but also has a variety of training activities to remember longer the material that has been conveyed before the training activity. and also the concept of the exercise in this video is quite complicated when compared to the material for grades 1 to 3.

5. Unit 27 Garden - Story 2: "Yummy Vegetable Soup!" by Alyssa Liang

This video was made by the TigerCub Learning channel on April 16 2019 and has been watched 1,693 times. The following figures (figure 4.29- 4.34) showed the vegetables and the exercises/activities on the video.



Figure 4.29 The initial display of the video in the youtube window

In the video, Aunt Cathy, the owner of a garden, is featured, along with Ben and Timmy, who assisted her in gathering a variety of vegetables, such as tomatoes, broccoli, peas, potatoes, and onions. Ben and Timmy then took the harvested vegetables to Aunt Cathy's kitchen

to make vegetable soup. Children learn what grows in a vegetable garden. It includes 5 activities at the end of the story.



Figure 4.30 Showed that Aunt Cathy was in her garden.

The purpose of this video is to introduce the 5 kinds of vegetables in Aunt Cathy's garden and how to harvest them so they can be used as food ingredients. In the video, it is told that there are 5 vegetables in Aunt Cathy's garden. The story is about how to eat tomatoes, broccoli, peas, potatoes and onions

We can also find out the characteristics of the 5 types of vegetables when they harvest them.

Then the vegetables Ben and Timmy harvest are brought to Aunt Cathy's kitchen to be made into 1 type of food, this automatically tells them that the 5 types of vegetables can be made into vegetable soup.

For example, at 00:41 until 00:43 second of the video Ben asks Timmy "Do you know what we can do with the tomatoes?" and Timmy replied "We can make tomato salad."



Figure 4.31 Shows that Ben and Timmy are harvesting tomatoes in Aunt Cathy's garden.

And this story mentions the characteristics of the potato at minute 2:15. The characteristics of the potato is brown on the outside, but white on the inside.



Figure 4.32 It shows that Ben and Timmy are harvesting potatoes in Aunt Cathy's garden

This video is good for learning media compared to other videos because this video provides 5 types of simple exercises or activities that aim to make it easier for children to understand the material that has been conveyed through stories. In addition, these exercises or activities also aim to improve children's memory of the 5 names of vegetables in the story along with their characteristics and how to eat them or make them into edible food ingredients.

The examples of activities in this video are like activity 1 which instructs children to draw lines on the right pictures to make vegetable soup. And activity 5 which reconfirms the child's understanding of the

story by showing a picture of Aunt Cathy's garden which is grown with 5 kinds of vegetables like the ones in the story that was told before and mentioning the vegetables in the picture again.

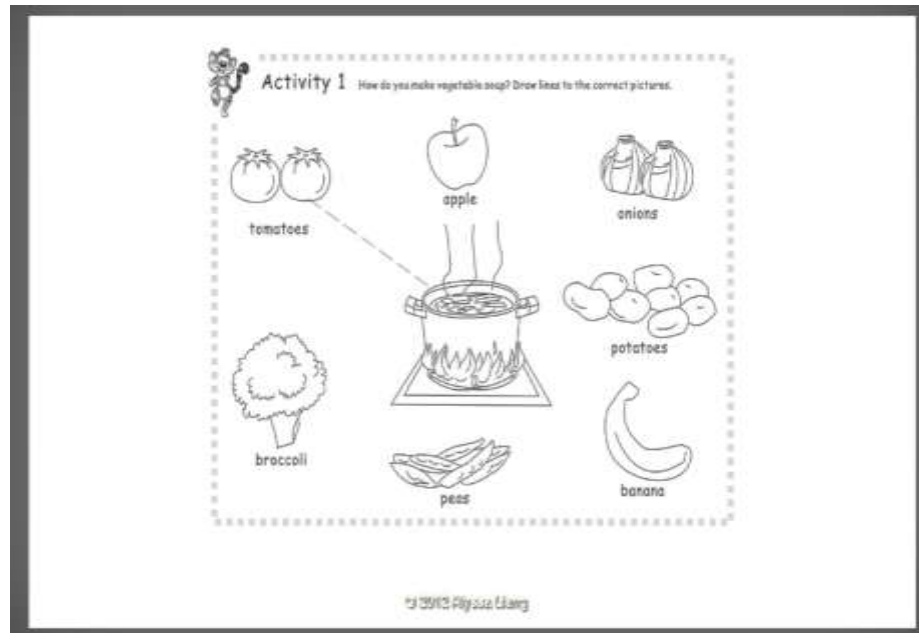


Figure 4.33 Activity 1.



Figure 4.34 Activity 5.

This video is suitable for children in grades 4 to 6 elementary schools. because the same as video 4, this video has a rather complicated concept of training activities. The story material in this video also not only introduces the vegetables in Aunt Cathy's garden, but also introduces children that vegetables can be made into healthy food.

B. Discussion

The findings suggest that YouTube, as a social media application, has a significant impact on various aspects of people's lives. YouTube's popularity among the community is attributed to its function as a platform for users to engage and exchange thoughts on various topics, including government, political, and economic concerns. In particular, YouTube serves as an educational resource for students in Indonesia who are required to learn English in schools.

Digital storytelling is identified as an effective way to help elementary school children learn English. The characteristics of a good digital storytelling approach include promoting critical reading and writing skills, fostering creativity, engaging learners, and building language and literacy skills. The researchers suggest that effective digital storytelling should have a clear narrative structure, allow for creative expression and experimentation with language, be visually appealing and interactive, and provide opportunities for children to practice their language and literacy skills through engaging activities.

The study also identified five YouTube videos that primarily focus on teaching English. These videos include counting numbers, sea animals, months of the year, and stories about home and garden. These videos serve as valuable resources for English language learners, particularly elementary school children.

Overall, the findings highlight the importance of YouTube as an educational resource for English language learners. The study's recommendations for effective digital storytelling can guide educators and content creators in developing engaging and effective resources for language learning. The identified YouTube videos can serve as models for content creators and educators to create similar resources for English language learners.

Future research could investigate the effectiveness of digital storytelling in language learning in more depth. Researchers could conduct experimental studies to compare the effectiveness of digital storytelling with other language learning approaches. Additionally, research could explore the potential of other social media platforms, such as Instagram and TikTok, as educational resources for language learning.

In conclusion, the findings of this study suggest that YouTube serves as an effective educational resource for English language learners, particularly elementary school children. Effective digital storytelling can play a crucial role in improving language learning outcomes. The identified YouTube

videos can serve as valuable resources for content creators and educators to create similar resources for language learners.