

**LEARNING ENGLISH THROUGH DIGITAL PLATFORM:
SUBSCRIBERS' RESPONSE ON THE ROLE OF
MMMENGLISH YOUTUBE CHANNEL**

**By
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**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
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**LEARNING ENGLISH THROUGH DIGITAL PLATFORM:
SUBSCRIBERS' RESPONSE ON THE ROLE OF MMMENGLISH
YOUTUBE CHANNEL**

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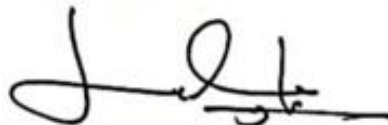
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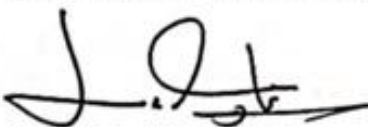
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MOTTO

“Allah Almighty does not burden a servant beyond his capability”

(Q.S Al-Baqarah:286)

Others won't be able to understand our struggles and difficult times, as they only want to know about our success stories. Keep fighting for yourself even if no one applauds. Later on, our future selves will be very proud of what we fought for today.

"No success without hard work. No achievement without collaboration. No ease without prayer."

(Ridwan Kamil)

DEDICATION

Thanks to Allah the Almighty who has given me everything so I can finish this thesis.

I dedicate this thesis for:

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ABSTRACT

Reni Nur Cahaya. 2023. *Learning English Through Digital Platform: Subscribers' Response on The Role of mmmEnglish YouTube Channel.* Thesis. English Education Department, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University. Advisors: (I) Dr. Hj. Raida Asfihana, M.Pd., (II) Afifah Linda Sari, M.Pd.

Keywords: Basic Competency, English Language Skill, YouTube

YouTube is a trendy online video platform used by people worldwide. Many videos are available on YouTube in English and can be accessed for free by users anywhere. Many studies have only focused on specific types of videos, such as grammar tutorials or listening comprehension videos. However, more in-depth research is still needed to explore the various types of videos available on YouTube and how they can be utilized for better English language learning. Based on the phenomenon, the researcher is interested to describe and analyzes the types of video content uploaded by the mmmEnglish YouTube Channel, the basic competencies in English, and how do the subscribers' response in the comments is whether the content is useful or not. The researcher acquired the data by documentation video content uploaded on mmmEnglish YouTube Channel and comments column. The study design was a case study and applied data analysis theory from Miles, Huberman, and Saldana (2014), which consists of three main stages: data reduction, data display, conclusion drawing, and verification. The resulting data revealed four aspects of basic English competence uploaded by mmmEnglish: (1) speaking, (2) listening, (3) pronunciation, and (4) vocabulary. Also, the subscribers' response in the comments column is enthusiastic, with 6,300 positive comments submitted by viewers and subscribers'. With so many comments, the mmmEnglish YouTube channel took the time to reply or just give a "like". This proved that this channel is beneficial for it is subscribers' in improving their English skills. In conclusion, using YouTube is beneficial for teachers, instructors, and others as a reference and tool for improving English language skills. The videos on YouTube provide interesting and engaging content for students, which can lead to increased enthusiasm and focus. However, there is still much to be researched regarding the types of YouTube videos that students or people commonly watch and the aspects of English that can be improved through watching them. Future researchers can use a quantitative approach to measure students' English competence by watching YouTube videos.

ABSTRAK

Reni Nur Cahaya. 2023. Belajar Bahasa Inggris Melalui Platform Digital: Respon Subscriber Terhadap Peran mmmEnglish YouTube Channel. Skripsi. Program Studi Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, Universitas Islam Negeri Antasari Banjarmasin. Pembimbing: (I) Dr. Hj. Raida Asfihana, M.Pd., (II) Afifah Linda Sari, M.Pd.

Kata Kunci: Kompetensi Dasar, Kemampuan Bahasa Inggris, YouTube

YouTube adalah platform video online yang populer digunakan oleh masyarakat di seluruh dunia. Banyak video yang tersedia di YouTube dalam bahasa Inggris dan dapat diakses secara gratis oleh pengguna di mana saja. Banyak penelitian hanya fokus pada jenis video tertentu, seperti tutorial grammar atau video listening comprehension. Namun, penelitian yang lebih mendalam masih diperlukan untuk mengeksplorasi berbagai jenis video yang tersedia di YouTube dan bagaimana cara memanfaatkannya untuk pembelajaran bahasa Inggris yang lebih baik. Berdasarkan fenomena tersebut, peneliti tertarik untuk menjelaskan dan menganalisis jenis konten video yang diunggah oleh mmmEnglish YouTube Channel, kompetensi dasar dalam bahasa Inggris, dan bagaimana respon subscriber dalam kolom komentar apakah konten tersebut bermanfaat atau tidak. Peneliti memperoleh data dengan mendokumentasikan konten video yang diunggah di YouTube channel mmmEnglish dan kolom komentar. Desain penelitian adalah studi kasus dan menerapkan teori analisis data dari Miles, Huberman, dan Saldana (2014), yang terdiri dari tiga tahap utama: reduksi data, tampilan data, penarikan kesimpulan, dan verifikasi. Data yang dihasilkan mengungkapkan empat aspek kompetensi dasar Bahasa Inggris yang diunggah oleh mmmEnglish: (1) berbicara, (2) mendengarkan, (3) pelafalan, dan (4) kosakata. Selain itu, respon subscriber dalam kolom komentar sangat antusias, dengan 6.300 komentar positif yang dikirimkan oleh penonton dan subscriber. Dengan begitu banyak komentar, mmmEnglish YouTube channel meluangkan waktu untuk membalas atau memberi "like". Hal ini membuktikan bahwa channel ini bermanfaat bagi subscriber dalam meningkatkan kemampuan Bahasa Inggris mereka. Sebagai kesimpulan, menggunakan YouTube bermanfaat bagi para pengajar dan orang lain sebagai referensi dan alat untuk meningkatkan kemampuan Bahasa Inggris. Video di YouTube menyediakan konten yang menarik dan menghibur bagi siswa, yang dapat meningkatkan antusiasme dan fokus. Namun, masih banyak yang perlu diteliti mengenai jenis video YouTube yang sering ditonton oleh siswa atau orang dan aspek Bahasa Inggris apa yang dapat ditingkatkan melalui menontonnya. Peneliti selanjutnya dapat menggunakan pendekatan kuantitatif untuk mengukur kompetensi Bahasa Inggris siswa dengan menonton video YouTube.

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