

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

English Language is the language used all over the world to communicate. It has long evolved and has occupied in every country (Rao, 2019). Rabiah (2018) Points out that communication is the most important thing in the life of the state. In addition, everyone working, traveling, or conducting business relations, etc., need communication. When learning language English, there are four abilities that we must master in order to communicate effectively. Listening is usually the first skill learned when learning a new language, followed by speaking, listening and lastly pronunciation. The four "linguistic skills" are as follows: Listening, speaking, pronunciation, and vocabulary are four crucial abilities to develop when learning the English language. Speaking is one of the four skills taught in the English class as a means of communication. The ability to speak is thought to be the most significant skill. For foreign language students, learning to speak has become the most important goal.

People's lives at the moment technology is very close to technology because it is very important to help deal with everything every day (Kusuma et al., 2020). [Anderson](#) (2018) claimed that information technology is very useful for knowledge all over the world and not only students but teachers also take

advantage and stay abreast of the latest developments. Information technology is essential, for accurate knowledge and information sharing, teaching and learning.

Technology provides various tools to promote various media or data. Media has important roles in teaching and learning process in the classroom (Gunada, 2017). The two goals of IT are to simplify activities and solve various problems. Kusuma, Dermawan, and Susanto (2020) stated that the Internet has developed rapidly, and now everyone has access to many useful materials for their own development. Many students are interested in reading and accessing various information found on the internet, which can be used for teaching materials and teaching materials through the public internet which are more up to date. YouTube is one of the learning media in question.

YouTube, as the second most popular site in the world is also a site that helps improve English language skills (Kusuma et al., 2020). In accordance with the survey, about 100,000 videos are watched daily on YouTube. Burke, Snyder, and Rager (2009) argue that every 24 hours there are 65,000 new videos uploaded to YouTube and every month YouTube is visited by 20 million viewers with the majority aged between 12 and 17 years old. This service immediately received a positive response from users. Burke, Snyder, and Rager (2009) state that YouTube also offers a learning experience with new technologies that will come in handy when they graduate. In addition, YouTube also provides hundreds of thousands of videos on various topics that can be integrated into classroom learning. YouTube will also be an extensive

library of free videos for students that will encourage them to become independent learners (Ruslan, (2021).

Given these circumstances, the authors explain that the goal of this study is to examine some of the video content available on the mmmEnglish YouTube channel, as well as the interactions and comments of the viewers or subscribers' with the video content they upload, and the role of mmmEnglish channels in improving English language skills, as well as what video content has the most viewers. Be pointed the comments and interactions of the viewers, the author will observe numerous remarks submitted by the viewers and subscribers' in their video material in 2020 to 2022, whether this channel really helps us develop our English skills or not.

Optimize your learning outcomes according to the learning styles and interests of the digital generation with careful planning for learning purposes and video integration. YouTube users need to be creative to create video content in English, watch videos and allow multiple people to subscribe to their channel. This creativity of course, requires YouTubers to create content that is as attractive as possible, so that the characteristics that determine YouTube video content stand out (Kusuma et al., 2020)

English is an international language that is universal, English has been agreed as the language used to communicate by almost everyone in the world (Fitriani, 2022). Several countries, such as the United States, United Kingdom, and Singapore, have English as their first and official language. As mentioned by the following Surah Al-Baqarah verse 151:

كَمَا أَرْسَلْنَا فِيكُمْ رَسُولًا مِّنكُمْ يَتْلُوا عَلَيْكُمْ آيَاتِنَا وَيُزَكِّيكُمْ وَيُعَلِّمُكُمُ الْكِتَابَ  
وَالْحِكْمَةَ وَيُعَلِّمُكُم مَّا لَمْ تَكُونُوا تَعْلَمُونَ

Based on the verse above, this verse explains that clear learning is needed for perfection in communication. Related to the context discussed by the author in this study. Rao (2019) argues that English is the language used all over the world to communicate. It has long developed and has occupied in every country. Be pointed Rabiah (2018) argues that communication is the most important thing in state life. In addition, everyone who works, travels, or conducts business relations, etc., certainly needs communication. In communicating using English we need to learn to improve English skills. There are many ways that can be done to improve English language skills today, one of which is by learning through social media.

"MmmEnglish" is a YouTube channel that tries to help English learners in various fields, including speaking, pronunciation, vocabulary and listening. MmmEnglish is an Australian-based English learning channel founded in September 2015 by Emma, who is also a Content Creator. The channel had 216 million views and 5.38 million followers on YouTube as of Desember 2022. (Emma, 2015). The MmmEnglish channel, like other English learning channels, is very popular, often being nominated for YouTube channels recommended by certain websites to improve our English skills. However, they have their own originality; if we look in the comments column, we can see that they response to almost all comments and questions, and it is great that they

already have a playlist, so that we can easily find video content related to what we are looking for.

This present study aims at identify the strategies of English Skills found in the mmmEnglish YouTube Channel and find out the subscribers' response in the comments column on the mmmEnglish Channel related to English Skills. Therefore, this will bring many advantages for digital learning. Starting from this problem and studying previous research, the writer is interested in analyzing a mmmEnglish Channel. They upload various kinds of content that contain some English language skills and see how useful the content they present is for their viewers and subscribers' through comments in the mmmEnglish YouTube comments column.

Based on the explanation earlier, the researcher is interested in conducting the research on: "Learning English Through Digital Platform: Subscribers' Experience on The Role of mmmEnglish YouTube Channel" in order to identify the aspects of English Skills offered by the YouTuber and to find out the subscribers' response in the comments column on the mmmEnglish YouTube channel related to English Skills.

## **B. Definition of Key Terms**

To avoid misunderstanding in this study, the researcher give some definitions of key terms that are important to understand as follows:

### 1. Learning English

YouTube is an English language learning media that is currently being used by teachers, students, colleges and others. Learning English through YouTube is fun, interesting and not boring. “mmmEnglish” is a YouTube channel that attracts the attention of researchers to analyze whether the channel is useful or not for improving English skills.

## 2. Digital Platform

In this research, YouTube is an English language learning media that is currently being used by teachers, students, colleges and others. Learning English through YouTube is fun, interesting and not boring. “mmmEnglish” is a YouTube channel that attracts the attention of researchers to analyze whether the channel is useful or not for improving English skills.

## 3. Subscribers

The subscribers of this research are subscribers’ and viewers of the Mmmenglish YouTube channels. Subscribers’ are also referred to as those who provide interesting comments and are well response to by Emma (Account owner mmmEnglish YouTube channels) on several of her YouTube videos which contain several aspects that researchers have examined.

## 4. YouTube Channel

In this study, there are four aspects of English competency released on the mmmenglish YouTube channel, including speaking 22 videos, listening 3 videos, pronunciation 19 videos, and vocabulary 13 videos, and the rest is about videos with quiz content, english slang, motivation, tips and

trick, and question and answer. MmmEnglish is an account managed by Emma or a native speaker from Australia. Emma has created a mmmEnglish YouTube channel account since September 6, 2015. This account has 5.38 million subscribers and 216.5 million viewers (Emma, 2015).

### **C. Research Question**

Based on the background above, the questions of this study that would be discussed are as follows:

1. What are the basic competency of learning English on the mmmEnglish YouTube channel?
2. How do subscribers' response in the comments column on the mmmEnglish YouTube channel related to English skills?

### **D. Objectives of Study**

1. To describe the basic competency of learning English on the mmmEnglish YouTube channel.
2. To analyze the subscribers' response in the comments column on the mmmEnglish YouTube channel related to English skills.

### **E. Significan of Study**

1. For the subscribers'

They will know the aspects of English language skills that are explained in their YouTube content to support learning to speak English and

make it easier for them to determine what channel is good to improve their skills.

2. For the teachers

In the classroom, the YouTube application in terms of improving English language skills will make it easier for them to teach because the interesting content of the video will make students feel not bored with learning in class.

3. For the students

Because of the interesting video content, students will be more interested in learning to use YouTube videos. Furthermore, students will be more likely to concentrate on the video of their choice.

4. For the researcher

As a reference for further research. Other researchers can gain insight into learning English language skills through the YouTube channel.