

CHAPTER IV

FINDING AND DISCUSSION

As mentioned in previous chapters, the study describes the use of digital platforms to solve problems in completing thesis. It presents research findings based on data from the mmmEnglish YouTube channel in its comments section. Therefore, researchers carry out analysis and evaluation to obtain detailed information about the use of YouTube by viewers to complete the thesis. The data analysis results are described below.

A. Findings

The section presents the findings based on the two research questions posed. Furthermore, based on the data obtained by the researcher, the findings are as follows :

1. Basic Competence Aspects of Learning English on the mmmEnglish YouTube Channel

The researcher obtained data by analyzed the video content of the mmmEnglish channel uploaded in the last 2 years. Researchers conducted documentation from November 2022 to 5 February 2023. In November to December researchers had just finished categorizing some of the videos they uploaded. Among them are 22 speaking videos, 3 listening videos, 19 pronunciation videos, and 13 vocabulary videos and the rest of the videos about questions and answers, building self-confidence, accents, and combined videos such as pronouncement and speaking. In the study the

researcher only took 4 video content with each different basic competencies, the researcher categorized it by looking at the video that was most in demand by subscribers' and the most interaction in the commented column, then the researcher also looked at the video in terms of the most interesting and unique to study, the researcher also saw from the video that it widely used but often mispronounced.

Basic competencies in learning English referred to the essential knowledge, skills, and abilities that a person must possess in order to communicate effectively in the English language. Basic competence in learning English refers to the skills and knowledge that learners need to acquire in order to communicate effectively in English. These competencies include speaking skills, listening skills, pronunciation, and vocabulary (Nofrika, 2019).

a. Speaking



Figure 4.1 Imitation Technique by mmmEnglish channel

The video content has been watched by 4.3 million people and commented by 3,5 thousand subscribers'. In Emma's video content, she practiced pronunciation and natural speaking skills in English imitation lesson entitled "Advanced speaking practice: English Imitation Lesson".

For people who want to improved their English fluency, in the video Emma wants to share how to improved speaking English clearly and confidently and help you to practice regularly, reduce your accent and pronunciation problems quickly, and develop the confidence to speak English, for instance: she provided techniques for learning speaking skills fluently by imitation, there are several steps that must be taken before she starts learning. The first step, Listen and Read what she said. The second step, Listen and Repeat what she said then there will be a pause given so that the viewers can repeat what he said, you just copy exactly what she said, we can do the repeatedly so you are copied to what she said. The third step, Shadow so we follow what she saying at the same time as we listen to our favorite songs, but at first it's hard to do when we get used to it, it's easy and we start to enjoy doing it. After that, Emma's tells about her trip to Portugal and the viewers or subscribers' must be prepared to imitate and repeat what she said (Emma, 2020a).

Based on the data that the researcher collected by observing the researcher got an interesting video for the researcher himself with the characteristics of the most likes, viewers and commented and

interesting video content. It turned out that from the data that the researchers examined on the YouTube channel mmmEnglish, there was a video about the basic aspects of English language skills entitled “Advanced speaking practice: English Imitation Lesson”. The video content has been watched by 4.3 million people and as many as 3,000 positive comments submitted by subscribers'. This proves that the channel is very useful for subscribers'.

b. Listening



5 Tips for Better English Listening Skills

Figure 4.2 5 Tips Better English Listening Skills by mmmEnglish channel

In the video, Emma's shared 5 awesome tips to improve English skills entitled "5 Tips for Better English Listening Skills" and has been watched by more than 289 viewers and commented on by 802 subscribers'. The video content was created by Emma's from the many problems that people experience when learning to improve their listening skills for instance, she always asked questions like What

worries you listening to English? and people's responses varied, including:

- Not Understanding,
Does not understand the words, maybe because they use slang.
- People talking too fast,
- It means that people speak quickly and don't pay attention to linking verbs, contractions and reduced forms.
- Unfamiliar accents
Not being familiar with or compatible with the accent.

Then she asked the subscribers' if they agreed with the and also asked questions to subscribers', What worried you most when you have to listen to someone speaking English? he asked him to answer in the comments column. How to Feel more confident to speak English, below:

- Joining conversations
- Meeting new people
- Communicating in English

Getting to the core of Emma's video content also shares 5 awesome tips for dealing with it, including:

1) Study Pronunciation

The one of the best things you can do to improve your listening skills. But, not to learn individual sounds. But rather focusing on the elements of naturally spoken English. Things like

contractions, reduced forms, sentence stress, intonation, all of these things, learning to hear and recognize the sounds of English as it's actually spoken, because English doesn't always sound like what you expect, but sounds blend together, they change, sometimes they're completely dropped. Example, What do you want to do? you can definitely understand it, while Whaddaya wannado? you must be confused what they say.

2) Reading and Listening together

She highly recommends doing these tips. She given advice to use Ted Talks because there are many native speakers that you can listen to in the videos and there are also scripts that you can read, so you can do both simultaneously using Ted Talks. You can listen to different types of English speakers.

3) Listening to different accents, voices and contexts

Here it's not just about accents but, it's also the tone of people's voice, the pace at which they speak and then of course, the context in which you're listening, background noise, you can also do multiple meetings in games and so on. that will help you to develop really strong listening skills.

4) Write what you hear

- Choose a section of a video/podcast

- Listen to that section a couple of times, you're not writing yet, you're just listening, you're getting used to their accent, used to the tone, and the pace of their voice.
- Listen, pause, write, listen to the next sentence, pause, write down what you hear

5) Watch without subtitles

Watched without subtitles (select favorite show/movie, prepare notebook, turn off subtitles, watch only one minute, and pause write, turn on subtitles and tick) (Emma, 2021).

c. Pronunciation

In the video, Emma's told about common pronunciation mistakes that most of people might mispronounced. The video has been watched by more than 183 thousand people and 551 subscribers' commented.



Kembali ke Dasar: Kata- kata Umum Bahasa Inggris Mungkin Kamu salah mengucapkan

Figure 4.3 Common English Words Mispronouncing by mmmEnglish channel

Here are some common words that are often spoken, the about tolded about people :

- 1) Child /tʃaɪld/ and Children /'tʃɪldrən/

If you look at the two words, they both start with 'chi' but the vowels are different. The difference lies in the second word “/tʃaɪld/” and “/'tʃɪldrən/”.

- 2) Woman /'wʊmən/ and Women /'wɪmən/

The first phonemic was the stressed syllable of the second unstressed syllable. The letters are the same but the sound different. Sound Woman /'wʊmən/, in vowels ʊ Emma's tells you to make sure your lips are rounded and your teeth don't touch them. So, the syllable stronger because it stressed. Whereas in the vowels ə Emma's says that the syllable unstressed which follows, with a soft

sound and almost non-existent low pitch. Then in the Women's sound /'wɪmən/, the vowels wɪ are pronounced wih, as in 'hit'. The strong or stressed syllable you need to put up the air to say women. Emma's exemplifies the sentence "I asked the women if she'd seen three women arrive in a red car". Emma's says these words are very simple that you can learn to improve your pronunciation skills.

3) Can /kæn/ and Can't

In the part, she also explained that even though they have the same letters, the sound and sound are different. Like Can /kæn/ vowels æ, try to open your mouth wide for this. Example: I can do that. When you say the word 'can' you have to emphasize it, when you say it like Emma's example in the video you can convince people that you really can do it. In can there are two reasons you can also say without stress like /kən/ now you can use both depending on the situation. If you need pressure, you can use the first vowels, if not with pressure, you can use the second.

Now English can be used with emphator not in English. The importance of pronunciation to make your language more natural. Whereas in the negative form can not can't, it often shortened in English originally from can not to can't /ka:nt/. She explained that in her accent it sounds like the word 'car' but with the ending *nt*. The example sentence given by Emma's "Sorry, you can't use the elevator today but you can use the stairs at the end of the hall."

4) Wednesday /'wenzdeɪ/

Emma's also believed that there are many common words that her students often use but hear mispronounced by her students the word wednesday. She confirmed that /'wenzdeɪ/ d not read. She often hears her students call the word wednesday. Example 1, in the sentence I'm working late on Wednesday night. Ex 2, They're open for dinner from Wednesday to Sunday. After she practiced the audience told to repeat what was said. Indirectly the audience increased their pronunciation skills.

5) Advise (verb) /əd'vaɪz/ and Advice (noun) /əd'vaɪs/

So the last words that she wanted to share and that people often mispronounce are advise (verb) /əd'vaɪz/ and advice (noun) /əd'vaɪs/. She explained in detail the difference between the sounds of the two in the final consonant sound (z and s), namely the sound that not voiced and the sound that voiced and heard.

Examples in the sentence she given me some advice (your turn), she shared three pieces of advice (your turn), My boss advised me that now not the time to apply for a new job (your turn). She always given examples of sentences that she will say and then the audience repeats them in order to train their fluency and fluency to improve their English skills.

For the last in the video, she shared that the words she given were very simple and often used but there were many

mispronunciations, mostly in singular and plural words. She also cautioned that it's important for subscribers' to take the time occasionally to check their pronounced. The slightly changed your bad habits, especially for those of you who are just practicing speaking English. She also reminded newcomers who join her channel to turn on her YouTube channel bell so they don't miss lessons every week.

Based on the data that the researcher collected by observing the researcher got a video that was interesting for the researcher himself with the characteristics of the most likes, viewers and commenteds and interesting video content. It turns out that from the data that the researchers examined on the YouTube channel mmmEnglish there a video about the basic aspects of English language skills namely, “5 Easy words people often Mispronounce!”. The video has been watched by 183 thousand people and as many as 500 more positive comments submitted by subscribers'. The proved that the channel very useful for subscribers'.

d. Vocabulary



Figure 4.4 Upgrade Your Vocabulary by mmmEnglish channel

In the learning video, Emma's showed the viewer how to stop using VERY and improve your English vocabulary. By avoiding the one little word as much as we can, the viewer will be forced to be more creative and enable other English words that are more interesting, intelligent and impressive. The video has been watched by more than 1.2 million people and more than 2 thousand subscribers' commented. Use better adjectives : Use lots of adjectives, don't just use boring words, avoid just one small word, including (Emma, 2020b) :

- Very

Ex : very happy, very good, very bad.

The vocabulary can be replaced with So, Such and Really. If you continue to practice it, indirectly you will realize your mistaked

when writing or speaking, you will even look for a better and suitable vocabulary, you accidentally add to your vocabulary.

- Very happy

Ex : She just found out she's pregnant. She's ~~very happy~~.

Overjoyed : She just found out she's pregnant. She's overjoyed.

Thrilled : She just found out she's pregnant. She's thrilled.

Ecstatic : She just found out she's pregnant. She's ecstatic.

Elated : She just found out she's pregnant. She's elated.

- Very sad

Ex : Hgirlfriend just left him. He's ~~very sad~~.

Disappointed : Hgirlfriend just left him. He's disappointed

Heartbroken : Hgirlfriend just left him. He's heartbroken.

Devastated : Hgirlfriend just left him. He's devastated. (sadness + shock/surprise)

Dejected : Hgirlfriend just left him. He's dejected.

Others : ashamed, melancholy, crestfallen,

- Very good

Ex : That's a ~~very good~~

Marvellous : That's a marvellous idea

Excellent : That's a excellent idea

Exceptional : I thought your performance was exceptional

And others words, amazing, fantastic, fabulous, magnificent, wonderful, splendid, , awesome,

- Very bad : it tasted ~~very bad~~

Awful : it tasted awful

Disgusting : it tasted disgusting (to food tastes really bad)

Terrible : The weather has been terrible lately.

Dreadful : It's been dreadful!

Atrocious : His behaviour was atrocious.

- Very big : we walked through a ~~very big~~ gate at the entrance.

Huge :

Enormous : we walked through a enormous gate at the entrance

Massive : the gate that we walked through was massive

Gigantic and monstrous are very very big-exceptionally large : some of the ships that pull in and out of the port near my house are monstrous!

- Very small : Paul was quite angry about the damage, even though the scratch on the car was ~~very small~~.

Tiny : Paul was quite angry about the damage, even though the scratch on the car was tiny.

Minuscule : Paul was quite angry about the damage, even though the scratch on the car was minuscule

Minimal : the chances of losing all our money are minimal.

- Very dirty : don't let that dog inside it's very dirty!

Filthy : don't let that dog inside it's filthy!

- Very clean : we were si impressed when we got home, the house was ~~very clean~~.

Spotless : : we were si impressed when we got home, the house was spotless!

Immaculate : : we were si impressed when we got home, the house was immaculate!

- Very pretty : she looked ~~very pretty~~ as she came down the stairs in a blue dress.

Beautiful : she looked beautiful as she came down the stairs in a blue dress.

Stunning : she looked stunning as she came down the stairs in a blue dress.

Elegant : she looked elegant as she came down the stairs in a blue dress.

Exquisite : she looked exquisite as she came down the stairs in a blue dress.

- Very ugly : some of the big houses up on the hill are ~~very ugly~~.

Hideous : their driveways are lined with hideous statues.

Grotesque : some of the big houses up on the hill are grotesque.

Based on the data that the researcher collected by observing the researcher got a video that was interesting for the researcher himself with the characteristics of the most likes, viewers and commented and interesting video content. It turns out that from the data that the

researchers examined on the YouTube channel mmmEnglish, there a video about basic aspects of English proficiency entitled "Upgrade Your Vocabulary Better Ways To Say VERY...Happy/Sad/Good/Bad". The video content has been watched by 1.2 million people and as many as 2,000 positive comments have been submitted by subscribers'. The video proved that the channel very useful for subscribers' and viewers. Then, the research found that YouTube videos gain confidence and new knowledge that subscribers' gain evidenced by how their subscribers' given positive comments in the comments section. Even though she provided simple vocabulary examples, it useful for them to practice vocabulary skills. She explained in great detail about the information she provided in her video content about improved vocabulary skills.

2. Responses From Subscribers' YouTube Channel mmmEnglish In the Comments Column to Improving English Skills

Based on the data findings above, the researcher collected several interesting, impressive and appreciative comments from other subscribers', in earnest the researcher chose the comments with the most likes, the most replies, and were replied to by mmmEnglish. Below a collection of comments from the video content of the mmmEnglish channel from several video aspects of basic English skills. Among them are speaking skills, listening skills, pronunciation and vocabulary.

a. Speaking

According to the viewers, the content very useful for improving their English skills, to saw from their commented.

“My time that I spent watching your videos worth it. I love that vibe and technique of your teaching that doesn't make me yawn. You are a part of my daily routine now. I believe my English will soon improve by keep watching your videos. Have a great day and stay safe, Emma!”
(Charry Landz's comment)

The was the most practical and effective speaking practice I ever did over my 16 years of studying English (Haliuka Aqua's comment)

Dear Emma, I stared to listen your classes recently, it's really amazing, your presentation style and speaking awesome. I really love to hear your classes it's very helpful for me. (Shaneesh Thayil's comment)

Hi Ema, I'm from Indonesia. I've been using you channel for my students to learn from the native speakers. Thanks. Really help them and me as well. (Imelda Stefanny's comment)

I am from Thailand. I love the ways you use to teach English learners to immitate for making the sound like native speakers. For me, I think it works. The most important thing you always smile all the time while you are speaking. It makes the lesson much more interesting. Thx 4 sharing excellent videos like this. (Kasem Phumphong's comment)

Thanks a lot for your lesson Emma and I'm absolutely sure that I can improve my English skills, especially speaking English fluently <3
(Choco.Strawberry's comment)

Thank you very much for your lesson Emma and I am absolutely sure that I can improve my English skills especially by speaking English fluently 😊😊😊 (Pitch Lockley's comment) (Emma, 2020a).

From the findings above, these results showed that their YouTube content very useful and their English improving. The subscribers' also very grateful for the information provided, they also like the learning method carried out by the mmmEnglish channel. Then, the YouTube channel doesn't hesitate to comment or even given suggestions to the audience, if it's not responded to, at least the audience likes to comment.

b. Listening

Viewers' interactions also agreed with the method given by Emma's and they also found it helpful to improve the listening skills provided by Emma's, saw to the commented of the subscribers'.

I've been training my listening for 5 months and now I can comprehend Native speakers and even faster, and some contractions, so the come-in handy lesson got me some tips to keep going with my listening abilities. So thank you so much, Emma, for what you are doing for all of us, that's much appreciated. A huge hug from Colombia. (Oscar Rivas's comment)

Thank you Emma, I have learnt something new. I think learning to write what you hear an incredible way to learn fast, and how you explained it really helpful. Thanks! (Professor Faddams's comment)

Hi Emma, I really understand each and every word. I really feel overjoyed after listening to your today's lecture. Thank you so much for your wonderful lesson. 🙏(Chandrakant Galave's comment)

Hi, Emma! I've just started listening audible while reading "The Curious Incident of the Dog in the Night-Time" (yes! One of your recommendations!) since yesterday. I'm glad to tell you that it's a whole new experience and I'm enjoying it! Thanks, Emma! Your last tip of today's lesson new to me, so I'll try it on the weekend. Answering your question... to be honest, it sometimes difficult for me to understand when I listen to children's talk. I'm not sure why. Maybe the vowels are not clear? Well, in my real life, I don't have any opportunity to talk to children in person, so I'm not in trouble, but I think the area I can improve (but of course I won't imitate them! Now I only imitate your accent to make strong basics)

Thank you for inspiring me as always. Stay safe and have a lovely week ❤️(Rie's comment)

Hello Emma, I am preparing for PTE exam for Australian immigration process so lately I am searching on the internet to improve my speaking, writing, reading and listening skills to pass my exam with great numbers. In addition, so today I just saw your video and I realised

that what a right time to view the video because it will help me a lot to improve my listening skills from general point of view and also which I can apply the same techniques for my listening part of the exam. BTW 'Write what you hear' technique the best of all. You are the real saviour of my life. One request can you please make a video in the same way for speaking, writing, and reading skills also. Oh I forgot to say as in the video you mentioned about really good Ted Talks link but I can't find it in the description so can you please paste the same links in the reply.
(Dhaval Raval's comment)

At first, I couldn't watch movies and series without subtitles. But I improved myself by watching videos on mmm English channel. And now I can watch what I want without subtitles. 😊 My English test approaching and I am not afraid of the listening test. Thank you so much Emma ♥ (Ecrin Turan's comment)

Hey there, Emma! So great to see you again! I have to be honest, I am so proud of myself after watching the amazing video! I've been watching everything in English without subtitles and I don't even notice. Now, my listening skills so awesome! Thank you so much Emma! Can't wait to see your next video and..Eating TimTam! (Hang Nguyen Thi Le's comment)

Well, the video really helpful for improving listening skills and to be very honest, as you told us in the video that, who watch any video with or without subtitles then i want to say that i watch videos with

subtitles little bit and i trying to further i will watch any video or clip without help of subtitles for understanding. And last one i want to say thank you ❤️ (Ashish___gill's comment)

Hi Emma, An interesting and unique lesson and how to improve your English listening skills. I sincerely appreciate your efforts and it truly useful for all who wants to improve their listening skills. Thanks and regards, (Manish Sharma's comment)(Emma, 2021).

From the findings that the researchers obtained, these results indicated that the mmmEnglish channel very useful for improving the listening skills of the audience. Many viewers also thanked and given appreciation for the information provided. Many of them are also grateful to have found the channel because they have long learned to listen with other media or other applications. They still found it difficult to listen without subtitles, but after finding the channel they can easily listen without subtitles because the information provided really helps them to improved their listening skills.

c. Pronunciation

In the video, Emma's told about common pronunciation mistakes you might mispronounced. She showed how to pronounce the several syllables and the stress each word has, showing the phonetic spellings that are often used but mispronounced frequently in singular and plural words. The content has also been watched by more than 183 thousand

people and 551 subscribers' commented. The enthusiasm of the subscribers' very diverse, even many subscribers' from native speakers themselves continue to watch from the channel. The comments column shows the findings.

Hi Emma, An interesting lesson about how to pronounce basics English words, I admire your suggestions and clear my doubt about 'advice' and 'advise'. And continue with practice these words from improve pronunciation skill. (Manish Sharma's comment)

Useful video I noticed that phonemic script are important too in order to improve our pronunciation. Thank you alot 😊 (BashirCodes's comment)

I love your videos! As a Spanish speaker from Latin America it really hard for me to tell the difference between S and Z sound... I'd love to see a video where you explain those two sounds with more detail, please!!! (Lea Palacios's comment)

I really mispronounced all of these words! You're great! You really help me and many other people with our understanding English language! Thanks a lot for all your lessons. They're very helpful ☺☺ (Olya Yuldasheva's comment)

👂👂Tha very important lesson , how lucky I am to watch it 😊 , thank you so much Emma ❤️, really we need to start from the basic to fix our horrible pronunciations! 😊 (Truth's comment)

*I can't believe I've pronouncing these words wrong all along.
Thanks so much for the help Emma. (Aperna Srijith's comment)*

*The pandemic has invaded the whole world. In Italy we have
been closed for three weeks, after the lock down approved by the
government . Emma's lessons are a sweet occupation and allow me to
improve my English. We are at the end of an era and the beginning of a
new one. (Guglielmo Centini's comment)*

*Initially I thought that I need only to be fluent in speaking. Then
I realised in the journey of learning that the proper pronunciation of
words and letters makes us more impressive and appealing ... That's
where the beauty of every language lies, I' d say.. Thanks *DEAR
EMMA* 🍷 (Zakiratun Qanitatun's comment)*


*I didn't know the diference between advice/advise untill now.
Thanks for the lesson, Emma. I have learned a lot with you and other
youtubers. Take care of yourself. Bye (Edmundo Olinda's comment)*

*Hi Emma. Thanks so much for these examples. I have difficulty
in a pronounced can and can't. Your explication was many useful.
(Daniel Silva Bernardo's comment)*

*Good morning Emma. In the presentation I understand that I
always say the word bad. Thank you for to explicated. In the moment I
practice very much in the pronunciation of the words. So I always tell
you, Emma a beautiful and smart teacher. Bye take care 😊 (William
Villacis's comment)*

From some of the commented above it can be seen that the content really helps them how to pronounced these words correctly, some even want to make a video about consonants S and Z in the commented "I love your videos! As a Spanish speaker from Latin America it really hard for me to tell the difference between S and Z sound... I'd love to see a video where you explain those two sounds with more detail, please!!!" Emma's replied the comments enthusiastically "Great suggestion, Leandra! I will consider it!". He will immediately make a video for it. It's extraordinary, she always tried to reply to commented from subscribers' and doesn't even hesitate to given likes if they don't get one of them. You can saw the interaction of the mmmEnglish channel with its subscribers', not only in the video but continued to the comments column, showed that she very professional towards its subscribers', and they feel a lot helped by the video content that Emma's uploaded.

d. Vocabulary

In the video, Emma's showed you how to STOP using VERY  and improve your English vocabulary. By avoiding the one tiny word as much as you can, you will be forced to be more creative and enable other English words that are more interesting, intelligent and impressive. According to the viewers, in the following mmmEnglish chanel comments column.

Hello Emma, the lesson phenomenal. Love you 🍷 but I have a small request, I don't know if the appropriate to ask but I feel like I do instead of making the same mistakes over and over 😊. If you could give a lesson on linking words and how it effects the logical flow of the sentence making it more readable, it will do a great help for me. Thanking you in advance 🙏 (Agent 117's comment)

Thanks for helping us improve our English and helping us to diversify our speech:) tha tremendously beneficial video 😊 (Zehra Yesilyurt's comment)

My stock of vocabulary words limited. I am trying to increase it the rough my favorite Teacher EMMA'S amazing vocabulary lesson. Her pronunciation clear and better to understand, and her style of sounding the word mmmEnglish brings JOY to us. We are with MMMENGLISH. We LOVE the language. (Shahi Prodhan's comment)

Your videos are great addition to my English vocabulary and fluency. Thank you Emma. (MusicRock's comment)

The channel awesome. It has been helping me so much with vocabulary, pronunciation, grammar. finally, she speaks clearly as well I can understand 70% I guess, even i have a poor level in English. (Work Jimenez's comment)

*Thank you for the amazing,excellent, fabulous, wonderful video
I learn new words and also it helps me to improve my English skills 😊
Keep up the good work 👍 (Christine Macasaol's comment)*

*Hey Emma. Thanks for the amazing lesson. It helped me a lot to
expand my vocabulary. I'm overjoyed. (Carlos Henrique's comment)*

*Awesome. I m exhilarated to see the video. It's truly annoying to
speak very always. I was terrible in vocabulary but with your videos I
have improved my vocabulary remarkably. thank you mam . Lots of love
(Anubhuti Pali's comment)*

*Absolutely amazing vid to improve your skills in English, I was
thrilled watching it. (Abrar Farooqui's comment)*

*Thank you Emm, It really Amazing vocabulary that most of them
I have never seen before. I really appreciate you . (yasi Abdulahi's
comment)*

*Thanks for improving our English with fluency and more
vocabulary. The video tremendous tq you guy (Janardhan's comment)*

In the video, subscribers' are very enthusiastic about the showed that Emma's given, many of them are grateful, appreciative, praising and grateful for her. They were also very grateful for helping her to improve their English skills, there were also those who praised her because she had a limited vocabulary he wanted to try to improve through vocabulary lessons from her. The results above show that the channel helps their subscribers' a lot to improve their English skills. The video

has also been watched by 1.2 million people and as many as 2000 more positive commented from their subscribers'. The proved that many people found the mmmEnglish channel helpful.

B. Discussion

Learning English basic competency on YouTube can be an effective and convenient way to improved your language skills. There are many channels and resources available on YouTube that can provide engaging and interactive lessons, from vocabulary and grammar to pronunciation and conversation practice. However, it important to choose reputable and reliable sources, such as channels run by mmmEnglish channel, to ensured that you are learning accurated information and proper language usage. Overall, YouTube can be a valuable tool in learning English, offering learners flexibility and accessibility in their language learning journey.

1. Basic Competence Aspects of Learning English on the mmmEnglish YouTube Channel

From this, researchers concentrated on using YouTube as a medium for learning English to improved English skills. The researcher discusses the findings based on four basic competencies based on theory from (Nofrika, 2019) that is speaking skills, listening skills, pronunciation and vocabulary. Basic competencies in learning English on the mmmEnglish channel there are several aspects in each aspect there are several steps of learning English that are carried out and not carried out by the mmmEnglish

channel to discuss findings effectively. First, there are several aspects uploaded by mmmEnglish based on the findings that researchers have obtained, including:

a. Speaking

Based on the findings suggest that Emma's video content on mmmEnglish channel has been successful in helping people to improve their speaking skills in English. The video has been watched by millions of people and received positive feedback from thousands of subscribers. The video focuses on pronunciation and natural speaking skills, and Emma provides techniques for learning speaking skills fluently by imitation.

Ranjbar and Zare-ee (2017) suggest that one of the most effective ways to improve speaking skills is through imitation. This technique involved listening to a native speaker and repeating what they say. The steps that Emma provides in her video align with this technique. The first step is to listen and read what she says, followed by listening and repeating what she says, and finally shadowing, where the viewer follows what she is saying at the same time as listening to their favorite songs.

Another important aspect highlighted in Emma's video is regular practice. She encourages the viewers to practice regularly in order to reduce their accent and pronunciation problems quickly and develop the confidence to speak English. This aligns with the theory of deliberate

practice, which suggests that in order to improve skills, individuals need to engage in deliberate and focused practice over an extended period of time (Ericsson, Krampe, & Tesch-Römer, 1993).

As a result, Emma's video content on mmmEnglish channel has been successful in helping people to improve their speaking skills in English by providing effective techniques such as imitation and encouraging regular practice. These findings align with the theory of imitation and deliberate practice, which are effective methods for improving speaking skills in a foreign language.

b. Listening

Based on the findings to improving listening skills is essential in mastering a new language. Emma's video "5 Tips for Better English Listening Skills" provides excellent advice to improve listening skills. In this video, Emma addresses common issues that people experience when learning to improve their listening skills, such as not understanding, people talking too fast, and unfamiliar accents. She also asks her subscribers to share their concerns in the comments section, which shows that she is interested in providing solutions that are tailored to her viewers' specific needs.

Emma's tips are based on the principles of Cusack and McCarter (2007) theory of improving listening skills. As per to the theory, to improve listening skills, one should study pronunciation, listen and read together, listen to different accents, voices, and contexts, write what you

hear, and watch without subtitles. Emma's tips align with this theory and provide practical strategies that viewers can use to improve their English listening skills.

First, Emma advises her viewers to study pronunciation. She suggests focusing on elements of naturally spoken English such as contractions, reduced forms, sentence stress, and intonation. By doing this, learners can learn to recognize and hear the sounds of English as it is spoken naturally, which is vital in understanding spoken English.

Second, Emma recommends reading and listening together. By using platforms such as Ted Talks, learners can listen to different types of English speakers while reading the scripts simultaneously. This technique helps learners develop their comprehension skills as well as their ability to recognize different accents and voices.

Third, Emma suggests listening to different accents, voices, and contexts. This approach is important as learners are exposed to a variety of accents and voices in real-life situations, and context plays a significant role in understanding spoken English.

Fourth, Emma advises learners to write what they hear. By choosing a section of a video or podcast, learners can listen to that section a couple of times, get used to the speaker's accent and pace, and then write down what they hear. This strategy helps learners improve their ability to distinguish sounds and identify unfamiliar words and phrases.

Lastly, Emma suggests watching without subtitles. This technique helps learners develop their ability to understand English without relying on the visual cues provided by subtitles.

As a result, Emma's video "5 Tips for Better English Listening Skills" provides valuable advice for learners who want to improve their listening skills. The tips align with Cusack and McCarter (2007) theory of improving listening skills, and Emma's practical strategies provide learners with tools that they can use to develop their English listening abilities. By following these tips, learners can build their confidence, reduce their anxiety, and achieve fluency in English listening..

c. Pronunciation

In the video, Emma's discussed the importance of proper pronunciation in improving English skills. She highlighted some common words that are often mispronounced by learners, such as child and children, woman and women, can and can't, wednesday, and advise/ advice. She explained the differences in the pronunciation of these words and gives examples of how to pronounce them correctly.

As per Celce-Murcia, et al. (2010), pronunciation is an essential component of language learning as it affects the learners' ability to communicate effectively. Learners who have poor pronunciation skills may not be understood by native speakers, which can result in

miscommunication. Therefore, it is crucial to focus on improving one's pronunciation skills to enhanced communication in English.

Emma's approach to improving pronunciation is to focus on common words that are often mispronounced and provide clear examples of how to pronounce them correctly. Her emphasis on stress and intonation, particularly in words like can and can't, highlights the importance of understanding the nuances of English pronunciation.

Moreover, Emma's method of repetition and practice is also in line with Celce-Murcia, et al. (2010) recommendation of providing learners with opportunities to practice their pronunciation skills. By repeating the sentences that Emma's provides, learners can train their fluency and accuracy in English pronunciation.

To sum up, Emma's video on improving English pronunciation provides valuable insights into the importance of proper pronunciation in effective communication. Her emphasis on common words and clear examples, as well as her approach to repetition and practice, can be helpful for learners looking to improve their English pronunciation skills.

d. Vocabulary

Based on the findings above to improving vocabulary is an essential aspect of language learning. In the video, Emma demonstrated how to enhance vocabulary by avoiding the use of the word "very." This approach is in line with Choi, (2019) theory that language learners need

to focus on finding ways to expand their vocabulary continually. According to Graves and August (2016), the more words that students learn, the more they can read, write, and communicate with others effectively.

Emma's video teaches learners to use better adjectives by avoiding the use of "very" and using more descriptive words. By doing so, learners can express themselves more effectively and make their writing more interesting and impressive. As learners practice using different adjectives, they will naturally add new words to their vocabulary.

For instance, instead of saying "very happy," Emma suggested using words such as "overjoyed," "thrilled," "ecstatic," or "elated." Similarly, for "very bad," Emma recommended using words like "awful," "disgusting," "terrible," or "dreadful." Emma's video provides learners with a variety of examples of how to replace the word "very" with better adjectives in different contexts.

Research indicates that watching videos such as Emma's can enhance language learners' vocabulary skills. The fact that the video has been watched by over 1.2 million people and received positive comments from 2,000 subscribers demonstrates its usefulness. YouTube videos can help learners gain confidence in their language skills and improve their knowledge.

As a final point, Emma's video is an excellent resource for language learners who want to improve their vocabulary skills. By avoiding the use of "very" and using better adjectives, learners can express themselves more effectively and make their writing more interesting and impressive. As learners practice using different adjectives, they will naturally add new words to their vocabulary, which will help them communicate more effectively in English.

2. Responses From Subscribers' YouTube Channel mmmEnglish In the Comments Column to Improving English Skills

Some of the characteristics of the subscribers' commented on the YouTube mmmEnglish channel that the researcher chose. First, the number of comments given by subscribers' on several videos can be an indicator of the level of user interaction and activity with YouTube mmmEnglish content. Second, the researcher choosed from the types of comments given in the form of support and suggestions. Third, the sentiments or feelings contained in comments, such as positive commented because they can provide insight to increase interest in learning English through YouTube. Fourth, in terms of the topics discussed in the research, namely improved the basic competence of learning English. In addition, these characteristics can be analyzed and evaluated to understand subscribers' preferences and measure effectiveness on the YouTube mmmEnglish channel platform.

Pursuant to Vygotsky (2012) sociocultural theory of learning, social interaction and collaboration play a crucial role in language learning. This theory suggests that learners acquire language skills through interaction with more knowledgeable others, such as teachers, peers, and media sources. Therefore, the mmmEnglish channel's interactive and collaborative approach to teaching is consistent with this theory and is likely to be effective in promoting language learning.

- a. Improving Speaking Skill: Many subscribers' of the mmmEnglish YouTube channel have mentioned in the commented section that the channel has helped them to improved their speaking skills in English. They have appreciated the practical tips and exercises provided by the channel, which have helped them to speak English with more confidence and fluency. Some subscribers' have also mentioned that the channel's lessons on sentence structure and grammar have helped them to construct sentences more effectively and speak more naturally.
- b. Improving Listening Skill: Several subscribers' have mentioned that the mmmEnglish YouTube channel has helped them to improved their listening skills in English. They appreciated the way the presenter spoke clearly and slowly in the videos, which made it easier for them to understand and follow the lessons. Some subscribers' also mentioned that the channel's lessons on common English expressions and idioms have helped them to understand English better and improved their listening comprehension.

- c. **Improving Pronunciation:** Many subscribers' of the mmmEnglish YouTube channel have mentioned in the comments section that the channel's lessons on pronunciation have helped them to improved their English accent and speak more clearly. They appreciated the way the presenter explained how to position the mouth and tongue to produce different sounds, which has helped them to sound more natural and confident when speaking English.
- d. **Expanding Vocabulary:** A lot of subscribers' have mentioned that the mmmEnglish YouTube channel has helped them to expand their English vocabulary. They appreciated the way the channel presented new vocabulary in a clear and concise way, with examples of how to use them in sentences. Some subscribers' also mentioned that the channel's lessons on synonyms and antonyms have helped them to use English words more effectively and communicate more clearly.

In summary, the subscribers' of the mmmEnglish YouTube channel appreciate the channel's comprehensive approach to learning English and the practical tips and exercises provided to help them improved their English skills. They also appreciate the engaging and fun presentation style that makes learning English an enjoyable experience.

The results of the study are also in line with the results of previous studies that examined video content uploaded by the interactive YouTube channel on the interaction of viewers or subscribers' to improved English skills. As the results of research conducted by kusuma et al regarding "The

Role of The Interactive English YouTube Channel In Improving English Language Skills" The research found that the interactive English channel uploads five aspects of Basic English competencies, namely speaking, vocabulary, pronunciation, listening, and grammar. The interaction of the subscribers' was enthusiastic, with 400 positive comments submitted by the subscribers'. With that many commented, Interactive English channel took the time to reply or just to given a "like". It proveds that the channel very useful for its subscribers' in improving their English language skills. Furthermore, the research found that YouTube videos gained our confidence and new knowledge, provedn by how their subscribers' given positive commented in the comment section.