

CHAPTER I

INTRODUCTION

A. Research Background

One of the most important aspect of learning English is developing Vocabulary. With a lack of vocabulary anyone will be in trouble in speaking, reading, listening, and writing. It means, first thing to be a master for language especially English is vocabulary. In other words, learning English Vocabulary is important. Yoga Permana (2020) Vocabulary teaching needs to be implemented as early as possible since elementary school. But in fact, the English skills of students' English are in low category. When learning a second language, vocabulary learning techniques can be viewed as a type of general learning techniques. There are many methods to teaching English vocabulary that could help students in improving and broadening their vocabulary. Since teaching vocabulary is difficult, especially in English, teachers must select an effective teaching strategy vocabulary without applying the right technique.

Vocabulary is important to improve the four language skills: listening, speaking, reading, and writing. There is really little can be said without grammar, without vocabulary, communication is impossible. When we only learn about grammar without understanding vocabulary, we are unable to communicate. It shows that English is taught differently that other languages in school, especially in junior high school. Graves (2018) said that vocabulary is crucial for reading comprehension, academic success across the board, and success outside of the classroom. Therefore, everyone find it simpler to communicate when they have a sufficient vocabulary.

It is implied in the Al-Qur'an surah Ibrahim verse 4:

وَمَا أَرْسَلْنَا مِنْ رَّسُولٍ إِلَّا بِلِسَانٍ قَوْمِهِ لِيُبَيِّنَ لَهُمْ فَيُضِلُّ اللَّهُ مَنْ يَشَاءُ وَيَهْدِي مَنْ يَشَاءُ ۗ وَهُوَ الْعَزِيزُ الْحَكِيمُ

From the implied meaning of the above verse, it can be broadly explained that humans are social creatuters who must interact with other

humans, therefore a lot of vocabulary is needed as a means of communication. And also in the Hadith narrated by Bukhari, which sounds:

خَيْرُكُمْ مَنْ تَعَلَّمَ الْقُرْآنَ وَعَلَّمَهُ

From the implied meaning of the Hadith, explained about the best of you are those learn and teach knowledge (Al-Qur'an). There are difficulties to understanding or teaching English, because English is not our first language. English and Indonesia language are completely different in aspects of pronunciation, grammatical structure, and vocabulary.

While creating effective and efficient English teaching is not an easy for teachers, the English teacher must be able to design teaching learning activities. They must present the material using an appropriate teaching style.

A good teaching technique makes students easier to understand. In reality for some people learning English especially memorize vocabulary is too boring. But a few people learn vocabulary on their own fun way for example watching their idols show on Youtube.

Talking about Idol must be fun for most people, especially talking about Korean Idols. It is undeniable that the influence of Korean idols is currently in Indonesia. Most of them has handsome and beautiful face and also has a sweet voice. Although most Korean idols come from Korea, not a few also come from citizens of other countries such as Thailand, Japan, America, and even come from Canada.

Therefore, before they learn Korea language the communicated each other by using English Language. After training for long time to able to debute be a Korean Idols. Their also still need English to communicate with their fans around the world, because most people think English is a language that is easier to understand than Korean.

For this discussion, the researcher take a sample of K-pop fandom named NCTzen, fans from Korean Boy group NCT.

NCT has 23 members, some of them came from outside Korea. NCT is a boy group under the auspices of SM Entertainment, many fans from various countries including Indonesia really idolize them.

Due to the large of fans, the agency also wants give the best to the fans by providing entertainment in the form of daily videos or idol activities that are intended so that NCT and NCTzen can interact more closely. The videos will be uploaded on Youtube. Not only for entertainment, their videos can also be a learning media for some people, for example during the JCC (*Johnny Communication Center*) segment hosted by Johnny Suh, a member of NCT, he is came from Chicago, Illinois, America.

In the segment, Johnny uses English to explain what he is doing, therefore JCC can be a media learning and Enriching vocabulary. Not only for listening skill, he also provides English subtitles for us, so we can find out what vocabularies he mentions.

Based on the research observation on social media especially Youtube and X (Twitter), many of NCTze are still in junior high school, senior high school even students collage watching JCC for learning and enriching their vocabularies. Maybe with a video content, English also can be fun for them.

With that media, some of them are more be motivated to learn English. This is why, the researcher wants to conduct a research with the tittle “*ENRICHING ENGLISH VOCABULARY BY USING KPOP IDOL’S YOUTUBE VIDEOS CONTENT (JOHNNY COMMUNICATION CENTER)*”

B. Definition of Key Terms

To clarify and explain the terms of the title to avoid the ambiguity in this study. The definition is as below:

- 1) Enrich students vocabulary master, the definition word enriching it is mean that the process to make more productive to become better. The ability to understand new words in a language is know as

vocabulary mastery. The researcher makes the conclusion that improving students' vocabulary master is a process that can help students get better at learning new words while learning a foreign language.

- 2) JCC (*Johnny Communaction Center*) is a youtube videos content present by SM Entertainment for NCTzen (NCT fans) that showing how Johnny explain something he does by using an English. The videos could be a learning media for enriching English vocabulary more be fun.

C. Research Question

- 1) Is Johnny's Communication Center able to enrich the students in vocabulary?
- 2) How impact of Johnny's Communication Center to enrich the students' in vocabulary?

D. Research Objectives

- 1) To find out the ability of of Johnny's Communication Center videos in enriching students' vocabulary.
- 2) To find out positive and negative effect of Johnny's Communication Center for enrich English vocabulary.

E. Research Significance

The findings of this study are supposed to be useful:

- 1) For the students, this videos became a good experience of vocabulary learning and also enrich their knowledge of learning vocabulary in an easy and fun way.
- 2) For English Teacher, who want to use this kind of teaching vocabulary, as an alternate strategy and get the new vocabulary teaching experience by use the video.
- 3) For the reseaechers, who interest in this study to get information about vocabulary learning.

For the readers who learn English, JCC (*Johnny Communication Center*) is one of media to enriching English vocabulary and it can be used as supporting information for speaking, reading, and writing.