

CHAPTER I

INTRODUCTION

A. Research Background

Language serves as a fundamental tool for communication, enabling humans to connect and interact in their daily lives. Across the globe, thousands of languages are spoken, each reflecting the rich diversity of cultures and communities. With the rise of globalization, foreign languages have spread widely, influencing societies far beyond their origins. Among these, English stands out as a dominant international language. Its role extends beyond casual conversation, serving as a bridge for business, education, and numerous other fields. English enables people from different corners of the world to engage with one another, fostering collaboration and understanding. In today's interconnected world, the significance of English is so profound that it is almost impossible to overlook its impact. Indonesia is one of the countries that teaches English in schools. Indonesia started teaching English due to increasing global influence. According to Gerhand in (Nuri, Erlik 2011) "English is studied by people who live in different place where it is not the first language of that people who live in".

Learning a foreign language, such as English, requires a solid foundation in vocabulary as it is the key to effective communication. Without an extensive vocabulary, learners may struggle to express their thoughts, ideas, and knowledge, making it challenging to engage in meaningful conversations or produce coherent language. Rai (2010) mentions vocabulary is a list of words, usually given in

alphabetical order. In order to master English well, students have to master English vocabulary. In this context, vocabulary plays a critical role in building language proficiency and facilitating expression in various real-world situations. Language learning is a complex and continuous process that requires constant practice and exposure to different language forms. In teaching English as a second language, it is essential to incorporate various techniques and strategies to enhance students' learning experience.

In today's era, technology has become an integral part of everyday life, influencing almost every aspect, including education. The rapid development of the internet has transformed how individuals access information, from job opportunities and political updates to educational resources and global events. This technological advancement has necessitated adaptation, pushing individuals to enhance their digital literacy and leverage technology for personal and professional growth. In education, the internet offers unparalleled ease in accessing a wealth of learning materials and resources, enabling students and teachers to engage with content more interactively and effectively.

One platform that has gained prominence as an educational tool is YouTube. Known for its vast repository of audio-visual content, YouTube provides a wide range of materials, including tutorials, music, news, and educational videos. For English language learners, YouTube offers numerous channels focused on vocabulary acquisition and language skills, often presented through engaging and visually appealing content. This makes learning not only accessible but also enjoyable and effective.

The unique combination of audio-visual learning on YouTube creates a dynamic experience for students. Videos can be paused, replayed, and revisited, allowing learners to absorb information at their own pace. This flexibility is particularly beneficial for vocabulary acquisition, as students can practice pronunciation, understand word usage in context, and reinforce retention through repetition. Additionally, YouTube's user-friendly interface and free access ensure that learning is not restricted by time or place, making it a convenient resource for students worldwide. Moreover, YouTube enriches the traditional learning experience by offering diverse and creative content that might not be available in a standard classroom setting. Students can explore topics that align with their interests, from travel and culture to science and art, all while building their English vocabulary. Teachers, too, can incorporate YouTube into their lesson plans, using its resources to create more interactive and engaging learning environments. Incorporating YouTube as a learning medium fosters a non-monotonous and stimulating approach to education. Students gain exposure to authentic language use, cultural insights, and interactive content, which can enhance their understanding and retention of vocabulary. In this way, YouTube serves as a valuable tool for learners and educators alike, transforming the way English is taught and learned in the digital age.

Saraswati, et al (2021) conducted that YouTube videos are an effective medium to improve students' speaking skills improvement and can be applied as an alternative medium for the independent speaking learning process. As Almurashi (2016) said learning through youtube can change the learning environment positively. Teachers must also design activities that promote active engagement and

interaction among students. Using YouTube as a learning tool allows students to expand their educational experience beyond the classroom, giving them the flexibility to learn anytime and anywhere. This accessibility encourages students to utilize YouTube as an effective medium for acquiring knowledge. Among the many YouTube channels available, Kampung Inggris Language Center stands out as an excellent resource for learning foreign languages, offering engaging and practical content tailored to language learners.

As in the word of Allah which says, Surah Az-Zumar (39:18)

الَّذِينَ يَسْتَمِعُونَ الْقَوْلَ فَيَتَّبِعُونَ أَحْسَنَهُ ۗ أُولَٰئِكَ الَّذِينَ هَدَاهُمُ اللَّهُ ۖ وَأُولَٰئِكَ هُمْ أُولُوا الْأَلْبَابِ

This verse highlights the importance of listening carefully to speech and discerning the best aspects of what is said, which relates well to the idea of analyzing and improving vocabulary from content such as Youtube.

This research is using qualitative content analysis. Qualitative content analysis method is chosen because it allows for an in-depth analysis of the words in youtube channel in context. Through this approach, the research can explore the meaning of words, and word structures that may enhance vocabulary. This method also offers flexibility in data interpretation, providing room to understand how words are used in cultural and emotional contexts. Additionally, this approach aligns with the research objective of identifying how the part of speech in youtube channel contribute to vocabulary improvement.

B. Definition of Key Terms

1. Content Analysis

A research metode used to interpret and systematically analyze the

content of communication (such as text, media, or music) to identify patterns, themes, or specific characteristics, such as the frequency of particular words or phrases. According to Barelson (Zuchdi, 1993, p. 3) content analysis is a research technique to produce objective and systematic descriptions of the content contained in communication media. In this research means researchers analyze the content of words from several videos in Youtube Channel Kampung Inggris LC to identify types of content words.

2. Youtube Channel

YouTube is an American online video sharing platform that allows users to upload, view, share, and comment on videos. The platform supports a wide range of video content, including music videos, vlogs, educational tutorials, and live streams. Users can create personal channels to showcase their videos and interact with their audience through subscriptions, comments, and likes. YouTube channel is essentially a personalized section on the YouTube platform where users can showcase their videos, engage with their audience, and manage their content. In this research means researchers use youtube channel from kampung inggris LC as the learning media for improving vocabulary .

3. Vocabulary

Vocabulary is a list or set of words for a particular language or a list set of word that individual speaker of language might use (Hatch and Brown, 1995). In this research, it refers to the specific words learners

acquire or improve through studying parts of speech in the youtube channel, consist of verb, noun, adjective, pronoun, adverb, conjunction, preposition, and article.

C. Research Questions

1. How many types of parts of speech are found in Youtube Channel Kampung Inggris Language Center?
2. How many types of learning methods to enhance vocabulary in Youtube Channel Kampung Inggris Language Center?

D. Research Objectives

1. To identify types of parts of speech are found in Youtube Channel Kampung Inggris Language Center.
2. To describe types of learning methods to enhance vocabulary in Youtube Channel Kampung Inggris Language Center.

E. Research Significance

1. Students

For students, this study highlights an enjoyable and relevant approach to vocabulary building. By focusing on content words in youtube channel, students can enhance their language skills while enjoying the learning process, making it a more enjoyable and effective experience.

2. Teachers

This research provides valuable insights for educators on innovative methods to enhance vocabulary acquisition among students. By analyzing

content words in Youtube Channel Kampung Inggris Language Center, teachers can incorporate youtube channel into their curricula, making vocabulary learning more engaging and relatable. The findings may encourage teachers to connect with students, fostering a more interactive and effective learning environment.

3. Researchers

This study adds to the understanding of how Youtube Channel can support vocabulary learning. By analyzing content words in Youtube Channel Kampung Inggris Language Center, it explores a practical method for improving language skills. Researchers can use these findings to investigate how popular culture influences language acquisition and to develop new teaching strategies.