

CHAPTER I

INTRODUCTION

In this chapter, the researcher explained the background of the study research questions objectives of the study significance of the study and the definition of key terms.

A. Background of Study

Language is a formal sign system or organized communication tool that is governed by grammatical rules to communicate meaning. This definition emphasizes the fact that the description of language used by humans is a closed structural system, which consists of certain sign and meaning relationships that are bound in a rule. Speaking is one of the four macro skills that must be developed as a means of good and effective communication, in the context of first and second language learning. The success of foreign language learning is measured by the ability to speak well using the foreign language (Larsen-Freeman, 2000).

Theoretically, one-to-one conversation helps learners to increase their confidence in speaking the language even though it is still influenced by their first language accent. Regardless of their age, it is easier for individuals to learn a second language using the same innate processes used to acquire their first language from the first days of exposure to a new language. To get it, it is better to study in the area of origin of the language. This will be very effective, because humans will naturally adapt to their environment, including

language. it is also one that will naturally remove the accent that the first language has, by communicating directly with native speakers. Language learning is considered as a habit formation process that results from positive feedback and reinforcement of a habit, negative reinforcement of mistakes. The learner is a blank canvas that learns language as a set of habits through imitation. Errors are seen as unwanted distractions from acquired habits with the learner's first language (Woozley, 2012).

In Indonesia, the level of ability and willingness to learn English, especially in the classroom and on various offline platforms, is very low. This makes Indonesian children less proficient in English. Quoted from *Warta Ekonomi*, in 2018 Indonesian people's English proficiency was ranked 51 out of 88 countries in the world, with a decrease in score to 51.58. This score was a slight decrease from 2017 with a score of 52.14. This score also puts Indonesia in the 13th position out of 21 countries in Asia and is below the Asian region's average English proficiency score (53.94).

Indonesia's ranking has remained at a low proficiency level since 2017 and is still below the rankings of other ASEAN countries, such as Singapore (68.63) at the Very High Proficiency level, the Philippines (61.84), and Malaysia (58.32) at the High Proficiency level. . In fact, Indonesia is below Vietnam (53.12) which is at the Medium Proficiency Level. This shows the importance of improving English language skills in Indonesia. Panggabean (2015) said that mastery of foreign languages, including English does not hinder or even strengthen mastery of mother tongue.

Many Indonesians think that using English is arrogant. This is what makes many Indonesian children do not get used to using English in their daily lives and cause anxiety in speaking English. Horwitz, & Cope (1986) claim that these anxious learners will exhibit runaway behaviors such as skipping class or procrastinating on home work. This environmental factor also affects the slow absorption of English in children in Indonesia.

During this pandemic, almost the whole world shifted the learning system in the classroom to learning using technology, including in Indonesia, So that the application of methods that are often used in offline classes is hampered. as Allah says in the meaning of Surah An-Nahl Verse 125

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ ۚ
إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Referring to this verse, it is necessary for us to use good and appropriate teaching in providing knowledge according to their level of intelligence. The concept of language learning using technology has enabled students to explore the effectiveness of online learning approaches. After the presence of teachers in a true sense, the internet will be a supplement and complement in making teacher representatives who represent important learning resources in the world (Tung, 2000).

There are many online learning resources available today. With the ease of the internet, it should make it easier for language learners to master the language in various skills, especially speaking. One's success in learning is

caused by factors that come from outside such as the willingness of learning resources, as well as those that come from within the students themselves, such as motivation and interest in learning something (Hamalik, 2013).

Today, technological advances help us to experience and create experiences around us by using audio and visuals available on the internet. One of the most famous internet platforms and one of the most recommended making this habit is Youtube. Youtube is an audio-visual platform that has many users from various countries, including countries that have native English speakers. Every month Youtube is visited by 20 million viewers with the majority of the age range between 12 to 17 years (Burke, Snyder, & Rager, 2009). This shows that how much influence will be displayed by Youtube as one of the platforms on the Internet.

Youtube can be a source of learning and learning media that can meet the demands of the needs of the digital generation. Youtube can increase interest and support the learning style of the digital generation. Youtube also offers learning experiences with new technologies that will be useful when they graduate (Burke, Snyder, & Rager, 2009). In addition, Youtube also provides hundreds of thousands of videos with various topics that can be integrated into classroom learning. Youtube will also be a huge library of free videos for learners that will encourage them to become independent learners. In this way, English learners should be able to learn English from native speakers without having to spend a lot of money.

Learning must aim to enable each individual to find, explore, and enrich his creative potential to uncover the treasures that exist within each individual (Suwartono, 2019). This means that in the process of developing habits and learning English using Youtube, it must be able to make each individual discover, explore, and enrich his creative potential.

In the world of Indonesian YouTube, there are lots of YouTube channels that make tutorials on how to speak good and correct English. However, only a few channels that provide English education are in demand and watched compared to other entertainment channels. By looking at the number of subscribers, as we know, there are 3 channels of person that provides education about English as its main content is Sacha Stevenson with the most subscribers reaching 1.3 million. Guruku Mr. D is in second place with 550 thousand subscribers and third with 470 thousand subscribers by Naila Farhana's youtube channel.

One of the youtube channels that teach us how to speak English is Guruku Mr. D. In this case, Sacha Stevenson is ranked first in the number of subscribers, this channel teaches English for medium to high skills, He corrects English words from Indonesian artists, teaches grammar, but good English skills are needed before he can understand the content it creates. While on Channel Guruku Mr. D teaches us from 0, even people who don't understand English at all can watch and learn English from this channel.

Mr. Dennis, the owner of the Guruku Mr. D youtube channel, also uses several methods that are rarely used in formal learning, but this is precisely

what makes this channel popular with many people. This is what makes researchers interested in researching the learning methods of this Channel, where he also uses the methods above to learn Bahasa. This channel is built by native English speakers from the US and the focus of the teaching it provides is speaking. He teaches us how to use English from formal to informal situations, from slang and idioms, simple grammar, and many other things. Based on the above background, the author is interested in taking and observing the language learning method from the Guruku Mr. D youtube channel. which can be a reference and applied by readers in the future.

B. Research Questions

Based on the existing background, the research problem can be formulated as follows:

1. What are the learning speaking methods from Guruku Mr. D Youtube Channel?
2. Why viewers from Indonesia love the way of learning provided by the Guruku Mr. D Youtube Channel?"

C. Objectives of Study

The purpose of this research can be stated

1. To find out what are the learning speaking methods from the Youtube channel of Guruku Mr. D works.
2. To find out why viewers from Indonesia love the way of learning provided by the Guruku Mr. channel. D.

D. Significance of Study

From this study researchers are expected to share theoretical and practical contributions.

1. Based on this theory, the researcher hopes that this research can find a learning method from Guruku Mr.D's youtube channel to master good English speaking skills in the hope of improving Indonesian speaking skills and helping students to easily master speaking skills, by using this method which has been served.
2. Practically, the researcher hopes that this research can help other people who want to improve their speaking skills better through the methods that have been found. This study is also expected to be useful for the world of education in the future as a supporting method for mastering English speaking skills.

E. Definition of Key Terms

In order to avoid mistakes that lead to misunderstanding, there are several keys in this study. Key terms used in this study are defined as follows:

1. Learning methods

Learning methods mean Methods that are applied to support and make it easier for people to learn and master some skills. On Channel Guruku Mr.D presents learning based on the learning methods he has applied in his daily life dan saat dia mengajar to get a second language.

2. Speaking skill

Speaking is an activity to explain someone in a certain situation or an activity to report something. the main purpose of speaking is to communicate or convey messages (ideas, information, thoughts).

3. Youtube

YouTube is a database containing video content that is popular on social media as well as a provider of various very helpful information. Youtube has a function to view videos directly. Youtube is designed as a video sharing site that is very popular especially among the younger generation and even YouTube as a site for sharing information in today's digital era. The younger generation almost mostly uses youtube in their daily life. This is why YouTube has such a big influence on today's life.