

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

#### **A. Findings**

YouTube is a video sharing site that was founded in February 2005 by Chad Hurley, Steve Chen, and Jawed Karimyang, the three of whom were former Paypal employees. A year after its establishment, YouTube was bought by Google Inc. and YouTube is headquartered in San Bruno, California, United States.

Because of its function as a social media application, YouTube makes this application very popular in the community. YouTube has a huge influence on people's lives, both in the social, religious, cultural and even educational fields. Apart from being an entertainment medium, YouTube is also used to provide access for user countries to interact and exchange opinions about government, politics and economic issues.

YouTube as a social media uses one of its functions for the community, namely as a means of education. On YouTube, we find many channels that focus on learning as the material. One of them that is quite attractive is the YouTube channel related to learning English.

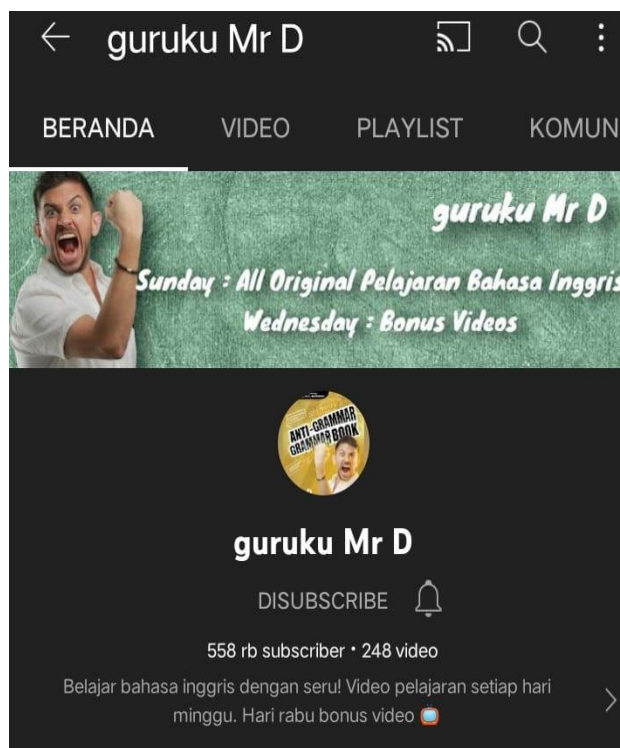
In Indonesia, English is a second language which is mandatory to be studied in schools. So that makes students have to look for more and good sources to be used as personal learning materials to increase their English language skills.

Based on observations, researchers found several YouTube channels that made learning English the main material, such as Guruku Mr. D, Sascha Stevenson, Aaron's English, Betterfly English and Sarah Johnson.

### 1. Guruku Mr. D

The Guruku Mr.D YouTube channel is a channel created and run by Deniso Perez, an American who lives in Indonesia to teach English.

Guruku Mr.D's YouTube channel was created on October 21, 2016 and now has 14,679,028 views from a total of 248 videos uploaded and has 558 thousand subscribers.



*Figure 1. Home view of Guruku Mr. D YouTube Channel*

In this channel, Mr. D focuses on providing direct learning materials related to English learning materials, such as grammar, vocabulary, phrases, pronunciation, and even intermediate concepts such as diphthongs

and idioms to the audience. In addition to providing direct English material, this channel also broadcasts other types of videos to help viewers understand English better. The types of videos include:

a. Sketch

Their videos are funny situations by combining English. The main purpose of this show is to entertain.

b. Meme Review

The video where Mr. D reviews a collection of *memes* related to the misuse of foreign languages. This video gives viewers insight into the language as well as entertaining.

c. Podcasts

Podcasts are alternative media that allow users to enjoy audio content. Today's podcast is a medium that is very loved by the community, so that many content creators are now using podcasts to influence their audiences.

The video where Mr. D brought in various guests and chatted casually with them. In these videos, Mr. D very often speaks in English with his guests. This is an opportunity for the audience to practice their English listening skills.

Since its inception, the Guruku Mr.D channel has been focused on English learning media. The material is relatively light and can be used for everyday conversation. Besides that, Deniso's way of carrying on his

YouTube channel is different from the way of carrying on other YouTube channels.

Deniso presents it by saying it over and over again, writing translator sentences under the video, attractive video display, humorous demeanor and many more so that this YouTube channel is in demand by students of various levels. Especially during the Covid pandemic, students are required to study independently at home and only meet teachers occasionally. So it can be said that the Gururku Mr.D YouTube channel is very helpful for students in learning English, especially helping to train students to speak.

The following is an explanation of some of the videos that the author took as material for analysis, namely:

- a. Video entitled “”Olahraga”” dalam bahasa Inggris! Pake yang mana?”.

This video was uploaded on January 24, 2021, liked by 698 people and viewed 9,970 times. In this video, Deniso explains the various uses of the term “sport” that most people use. According to him, people prefer to use the word "sport" rather than using the name of the sport itself. Such as the use of fitness sports, soccer, badminton and others.

Deniso explained that actually the use of English for the word "sport" which is usually used by most people is still wrong and has an inaccurate meaning.

## 1) Gym



The word game is a word that is used to indicate the location or place where the sport is done. So it is not appropriate to use the word "gaming". The word "game" can be used for the word "Go to the gym". The letter "y" in the word *gym* is read "i".

## 2) Sport



Sport can be interpreted as a sport that takes the form of a team or group or has opponents, and has a specific purpose. The word sport usually uses the -s suffix or it may not. The correct word if you want to

ask someone about your preference for playing sports is to use the phrase " *Do you like any sports?*". Meanwhile, if you want to ask about watching people play sports, you can use the word " *Do you like sport?*". Deniso uses the subject and object pronoun " you" to direct the question to one person.

### 3) Workout



Workout is defined as a sport that requires more energy and is harder than other types of exercise. Such as lifting weights, rock climbing and others. The word *workout* can be used for both verbs and nouns.

- b. The video entitled "Gururku Mr D Reacts: English Meme #3" was uploaded on October 10, 2021. Liked by 386 users, and has been watched 6,019 times. In this video, Deniso comments on the memes that have been circulating in the community, most of the mistakes in the memes lie in the use of words that are similar in English but have a much different meaning when changed in Indonesian. So in this video

Deniso provides corrections for the use and placement of the wrong English in these memes.

1) *child*



*Face* means face and *child* means child. If used in one vocabulary, this word is not used correctly, because it produces a ambiguous meaning. Moreover, this meme image shows an object in the form of a face shield for medical personnel or even by the public during the COVID-19 pandemic, namely the "face shield". So the correct use of the word is.

2) *Go slow accent porn area*



The word "porn" in this meme is inappropriate. Because it has a very strange meaning. Deniso explained that he should have used the word "prone" for the exact meaning of the sentence.

### 3) *My mom is my angle*

The word "my mom is my angle" if interpreted has a very ambiguous meaning, because it has a very far meaning from the sentence in question. According to Deniso the correct use of the word is the word "angel" not "angle"



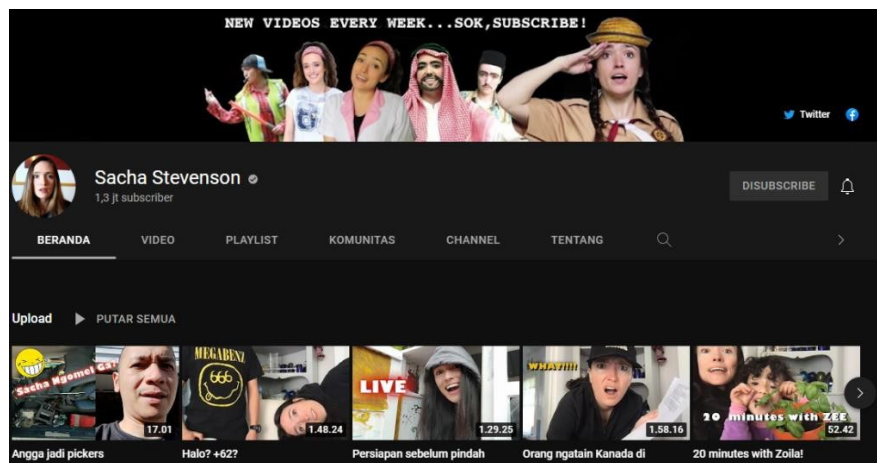
## 2. Sacha Stevenson

In accordance with the name of the channel, this channel is run by Sacha Stevenson, or commonly known as Sasa Seno who was born on January 21, 1982. Sacha is a Canadian citizen who has lived in Indonesia.

The content of this channel is the Sacha Stevenson channel, the majority of the videos are in the video log or vlog format. In the videos, Sacha broadcasts her daily life. Besides vlogs, this channel also often makes sketch videos where Sacha is in funny situations. Now, Sacha has



1,300,000 subscribers, and his videos have been watched as many as 137,094,822 views since joining YouTube since December 21, 2009.



*Figure 2. View Home of Sacha Stevenson YouTube Channel*

However, there are also types of videos that he makes that are close to English material, namely the Seleb English video series. In this series, Sacha discusses various celebrities in Indonesia and also teaches grammar and vocabulary at the same time. In the three types of videos, Sacha speaks in Indonesian and English. Seeing the videos in it, this channel is suitable for viewers who want to see the daily life of an English native speaker who lives in Indonesia and who also wants to learn English in a real context.

Sascha's YouTube channel contains videos that describe her daily activities with her husband and children. In this video, Sascha often communicates in Indonesian, whether in Indonesia or in Canada, to her family and to some of the acquaintances she meets.

On this channel, Sacha presents his vlog videos very lightly and runs as they are, because they have a video vlog concept. Since creating a YouTube channel for the first time on December 21, 2009, Sascha

Stevenson's YouTube channel has had 1.3 million subscribers, and has uploaded 461 videos and was viewed as many as 13,7075,297.

The following is an explanation of several videos that the author took as material for analysis of Sascha Stevenson's YouTube videos, namely:

- a. The video entitled "Gita Wirjawan-Seleb English" is Sascha's content which discusses the English fluency of several Indonesian celebrities who live in Indonesia and abroad. In this video, Sascha comments on the use of the English language used by Gita Wirjawan. Gita Wirjawan is a native Indonesian living in England and an educated person. This video was uploaded on September 25, 2020, liked by 6600, and views as many as 200,923.

- 1) Aggregate demand

Sascha said that the word "aggregate demand" spoken by Gita Wirjawan had no meaning. "I read the meaning but didn't find the meaning" as Sascha's affirmation of the English expressed by Gita. Gita also commented that Gita Wirjawan's English is very fluent in his language, even reaching 99%. But according to Sascha, Gita's English has a variety of accents. Grammatically, Gita Wirjawan also has good skills.



## 2) Rejig



Sascha also commented on the word “Rejig” which was spoken by Gita. Because in the video shown, Gita presses on the second syllable “re-JIG”. According to Sascha, it is better to emphasize the two words.

The video entitled "The 300 most important words in English" is a video that contains the first 300 words spoken by Sascha's son in communicating in the family. In this video, Sascha mentions the correct pronunciation of the 300 words one by one. Sascha explained that she collected these 300 words from her child who is

learning a language like a native speaker and is only 2 years old. This video was uploaded on September 20, 2020 and has been viewed 45,525 times.



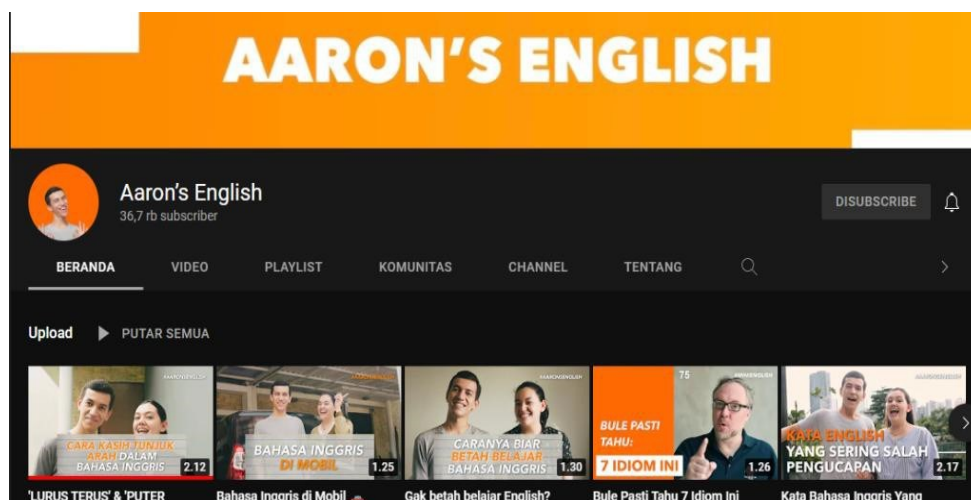
Sascha explained that her son uttered the word “farted” more often than the word “fart” because “farted” was the language that Sascha spoke.

### 3. Aaron's English

This YouTube channel is run by Aaron O'Brien. This channel focuses on bite-size videos that provide viewers with short English lessons every day. In these short videos, Aaron discusses various things such as vocabulary, word pronunciation, idioms, phrases of the day, and so on. This channel is suitable for millennial audiences who don't have a long focus.

The channel is suitable for millennials who really like short and dense videos. So that in the past year Aaron has used the YouTube short feature on YouTube as its content.

Aaron joined YouTube on March 31, 2019, and has 36,700 subscribers and uploaded 154 videos with a total of 1,379,733 views.



*Figure 3. Home view of Aaron's English YouTube Channel*

Aaron's English YouTube channel is a short and meaningful English learning channel, so it is very suitable for students to watch as English learning material.

According to the author, Aaron's English YouTube channel is good to watch for students who want to learn English. Because Aaron's character in his videos is very interactive to the audience. In every video that is uploaded, Aaron only explains a little vocabulary, which is then followed by examples of using the vocabulary, so that the audience will understand quickly. There are several types of videos that Aaron uses, such as using the YouTube short feature.

- a) The video is entitled "Straight On and Back and forth in English". In this video Aaron discusses three ways that can be used to ask directions in English. Aaron in this video is accompanied by his

colleague who is tasked with assisting him in providing explanations and examples. This video was uploaded on March 3, 2022, it has 149 likes and 1,665 views.

Overall, this video is good for students who want to know the correct vocabulary sounds, the right question words, and vocabulary references in communicating. Because Aaron and his friends present it in a fun and simple way because it is in a short video, so students can easily understand English.

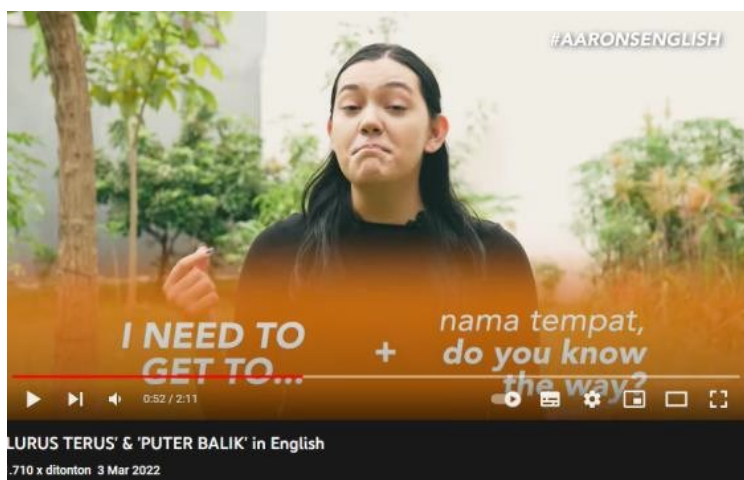
1) Which is the best way to the + place name

Aaron's first sentence exemplified by asking for a place in general like most people. Aaron gave an example, we can put the name of the place we are going to at the end of the question when asking using the sentence "Which is the best way to the + ..", like the word "Which is the best way to the restaurant?"



2) I need to go to + place name + do know the way ?

In the second question sentence, Aaron gave an example with the sentence “I need to go to the park, do know the way? “. This sentence is also commonly used when you want to ask for the direction of the destination.



3) Go straight ahead, until, turn left, turn right, on your left, on your right, you will pass, a cross from, behind, next to/beside.

In the third example, Aaron and his friends provide ten vocabulary words that can be used to ask for directions or respond to directions using words that indicate position. These ten words are usually used by the third person to indicate the intended direction. Here Aaron and his colleagues take turns saying it in Indonesian, English and Indonesian.





- b) The video entitled “‘titip salam’ dalam bahasa Inggris” in this series of short YouTube videos, Aaron provides three sentences that can be used to say when we want to greet someone but with the help of others. In Indonesian culture, this term is referred to as "Titip Salam". This video was uploaded three months ago, it has over 10,000 views. Times and liked by 458 people.

Short YouTube video entitled “Titip Salam” with three example sentences, Say hello to...for me, send my regards to...Tell ... I said hi.

These three sentences are common sentences used by people when they want to greet others with the help of others. Because this communication is done indirectly. Aaron gave an example that we can fill in the blanks in the sentence with the name of the person being addressed.

This video is good to watch because it is simple and simple.





- c) The video entitled "How to use: Could, would, should" is an English mini video that Aaron made on his YouTube channel. This video discusses the use of the word "could, would, should" in terms of meaning, when to use it, the level of politeness and gives examples of these words in sentences that can be used.

This video includes a simple video and is very easy to understand, so it is good to use for student learning materials because it uses Indonesian, English and gives examples of vocabulary in detail. This video was uploaded on 29 April 2021, it was viewed 10,459 times and 875 likes.

- 1) "Would"

For examples 1. Yesterday I thought we 'would' be late. 2.

'Would' you please help me lift this table? 3. I would help you if I

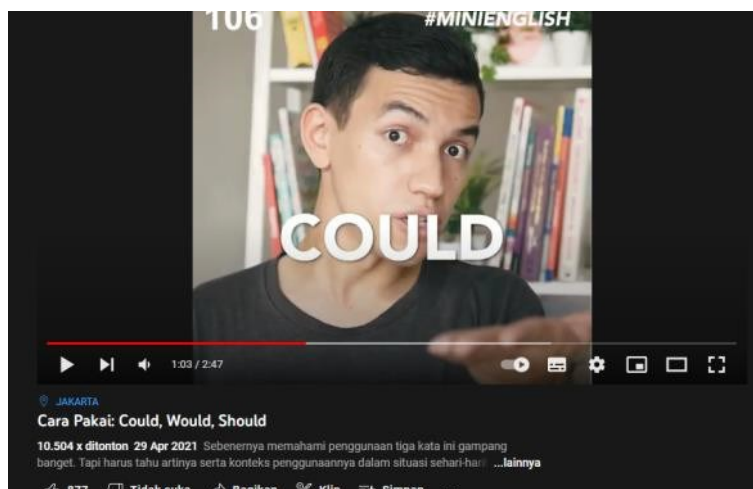
got some luck. In this video, Aaron explains the use of the word "would". First, it can be used instead of the word "will / will" which is indicated for the past time. Second, for a polite request. Third, the use of sentences to express the word "if".



## 2) "Could".

For example 1. I 'could' already climb trees when I was 5 years old  
 2. The tree 'could' fall if there is wind all the time  
 3. 'Could' you please help him with his homework?





In this second type of word, Aaron uses the same explanatory pattern as exemplifying the word “would”. First, the word "could" can be used for the word "can / will" in the past tense. Second, the word "could" can be used for something that might happen. Third, this word can be used to express a polite request.

### 3) “Should”.

For example, 1. My friend 'should' be here by 1 pm 2. 'Should' we have used hand sanitizer before? 3. You 'should' exercise often. "Should" means should. In this video Aaron explains that this word can be used to express predictions, ask questions, give advice or suggestions. It uses Indonesian, English and gives examples of vocabulary in detail. This video was uploaded on 29 April 2021, it was viewed 10,459 times and 875 likes.

## 4) “Would”

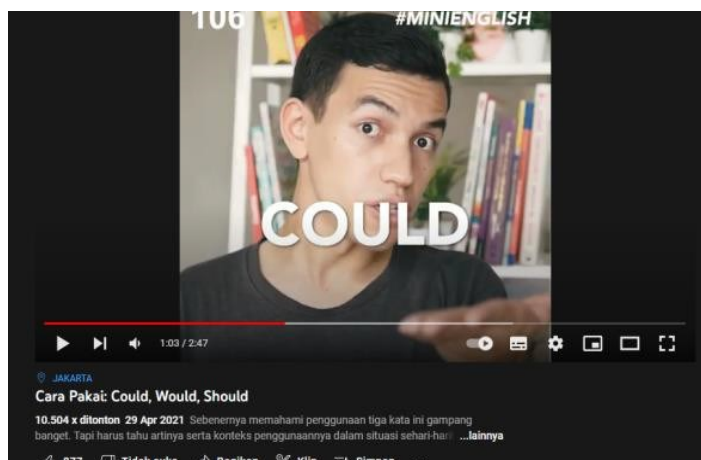
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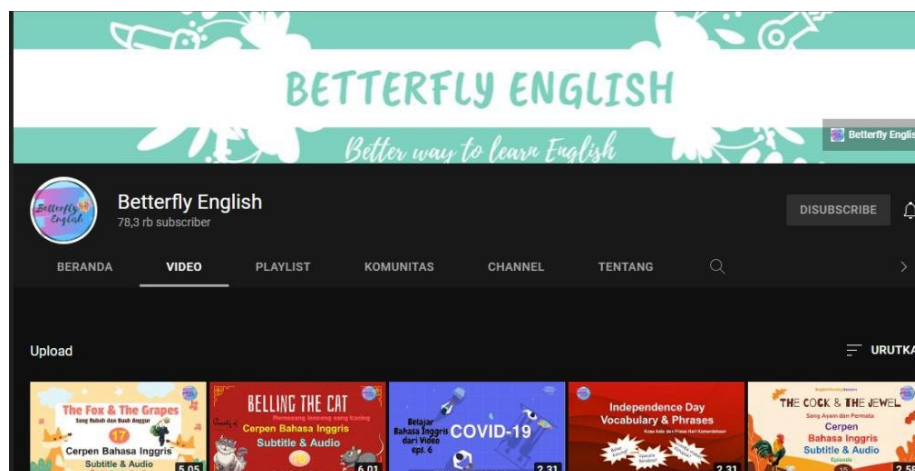
#### **4. Betterfly English**

The Betterfly English channel is different from the type of English learning channel that the author described earlier. Because the videos on this channel use text, audio and animation in English and Indonesian without showing who owns the voice.

This channel broadcasts videos of English material with a blend of animation. Unlike the previous channels as well, this channel accommodates various types of English learners. This can be seen from the various series owned by this channel such as analyzing the use of English in daily dictionary series from various fields, short stories, film clips, and from other books. Where every audience is ordered to memorize and practice the language.

This channel has advantages in the video animation used, Indonesian and English narration written side by side and the sounding of the vocabulary mentioned, so that it can make it easier for viewers to understand the material presented.

Betterfly English has joined YouTube since November 18 2018, with 78,300 thousand subscribers, and has been watched 2,891,840 times out of a total of 101 videos that have been uploaded.



*Figure 4. Home view of betterfly English YouTube Channel*

Without showing voice actors and only relying on animation, audio and text, the videos on the Betterfly English YouTube channel are different from the English learning videos on other channels.

The Betterfly English YouTube channel, according to the author, is appropriate to use as material for learning English, especially for school students, because it is presented with simple materials and examples, such as Daily Vocabulary content where viewers who are beginners are given new vocabulary to memorize, the Learning English from News series for practical audience, and finally Learning from Story for viewers who like to read stories.

- a) The videos are entitled “Independence vocabulary and phrases” and “40 kitchen vocabulary. Various kinds of vocabularies in English” is a playlist content containing vocabulary. This video deals with all vocabulary related to independence day.

According to the author, this vocabulary group video is quite good to use as English learning material, because it uses both English and Indonesian. This video has been viewed 2683 times since it was uploaded on August 16, 2021.

1) Independent day

'Independent day' in English sentences is written in black. While the translation uses red letters. In this video Betterfly English presents vocabulary by providing examples of using the correct vocabulary in one sentence. It's just that according to the author, the English learning method in the Betterfly English account is not suitable if it is used as teaching material for elementary school children. This is because the audio delivery is too fast, and the text is too much.



2) In the video vocabulary 40 kitchen vocabulary. Various kinds of vocabularies in English" are the same videos as before, only there are differences from other videos, namely in this video the



vocabulary has translations, example sentences, sentence meanings and pronunciation sounds.

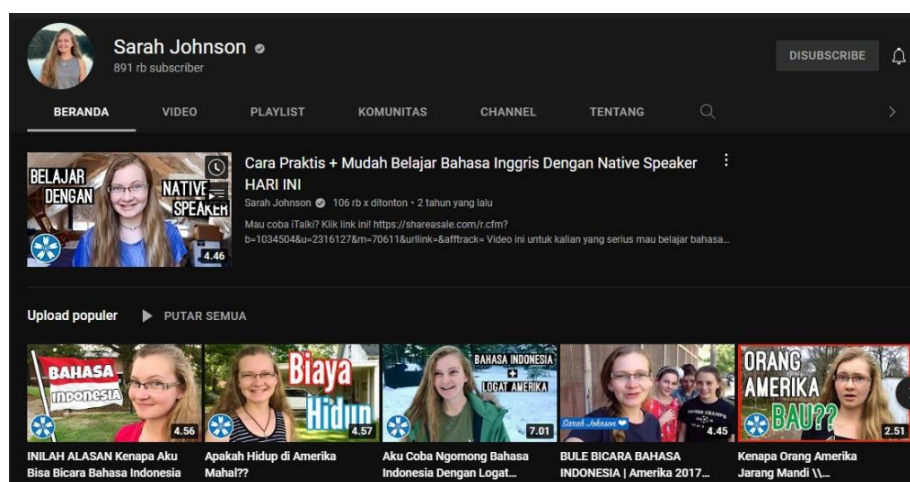
- 3) Videos entitled "English short stories, audio and translation (eps-9) The Young Crab and His Mother" and "Eps-5 The Fisherman and the little fish" are types of videos that contain short stories from various references for children -child. Apart from this title, Butterfly English has also uploaded other short stories in English with various titles. The content of learning English through English short stories is not only reading the story, but when the story is finished, they have some vocabulary that they have just learned.



## 5. Sarah Johnson

This channel is run by Sarah Johnson, an American woman who used to live in Indonesia. This channel is similar to the Sacha Stevenson Channel, which mostly videos are in vlog format. But the vlogs on this

channel are different because Sarah always discusses various cultures in Indonesia and America. This type of vlog gives the audience exposure to foreign culture and the culture of the Indonesian state itself from a foreigner's perspective. This channel has several videos that provide English material, but the broadcast frequency is inconsistent.



*Figure 5. Home view of Sarah Johnson YouTube Channel*

Sarah Johnson is an American YouTuber who is fluent in Indonesian. Sarah uses this fluency as the main language she uses when speaking on her YouTube channel. On her YouTube channel, Sarah provides gradual English learning by speaking in one direction. Since joining on April 21, 2016, Sarah's YouTube channel has had 891,000 subscribers and has 44,759,430 video views.

There are several videos belonging to Sarah that can be used as material for learning English, because in the content, Sarah explains in detail based on the views of a native speaker. Such as the video titled “How to tell the difference between can and can't pronunciation” which

has been watched as many as 12,000 times, and the video titled “How to read See, Sea and She” has been shown 7,900 times.

## **B. Discussion**

The findings section provided insight towards each channels’ main priorities regarding English and the types of videos they created. This section aims to explain further each channels’ demographics and their apparent influence towards their audience.

### **1. Guruku Mr. D**

The channel is run by an American, therefore, it possesses an advantage regarding English since the host is already assumed to be a native speaker of the language. This advantage is exemplified by the topics and discussions chosen by this channel on its videos. The videos are decidedly friendly towards Indonesians who spoke little English and aims to improve their speaking ability. In essence, the channel is dedicated to more speaking-English than written-English. Several videos touch on topics regarding grammar, however the topics tend to veer towards differences between known idioms and expressions.

The channel itself formats its videos with vlog-esque aesthetics. The appearance of the channel is distinctly similar to most vlog channels albeit with English as its main content drive. This appearance helps the content to reach more casual audiences not aiming to improve academically. Corroborating this idea of a casual yet informative channel

is the podcast and the “Nge-les Sama Muridku” series (i.e., a talkshow-esque series), as the format is more accessible to audiences only listening to the content rather than those actively watching.

All in all, the channel seems to gear itself towards a young-adult audience. The style, presentation, and channel metrics seem to orbit those demographics as well as beginners to intermediate English speakers.

In respect towards studying English as spoken language after the COVID-19 pandemic, the channel could be used as supplement material by teachers still using online-based learning as a way to teach regular everyday English. The essence of this channel is to familiarize one’s English skills and put it in speaking terms. Therefore, with the curriculum shifting ever so slightly towards a more online form, the skills absorbed from this channel might prove useful. Noted by Fay & Matias (2019) that teaching English by using YouTube as its medium should still follow traditional approach and beliefs.

## **2. Sacha Stevenson**

Sacha Stevenson is a channel primarily showcasing a Canadian living in Indonesia. Although the channel’s focus shifts towards a more livestream-heavy content, and vlogs unrelated to pure English studies, this paper focuses its lens more along the videos made where Sacha discusses Indonesian celebrities’ English.

Regarding the content itself, Sacha made an extensive list of celebrities which she would talk about their English and how accurate it is. The format lends itself standing on English learners since they can compare their knowledge and English skills to an established character or personality. Though, technically speaking, the format doesn't translate well into academic English since the nuance of everyday English muddies the academic value of such comparisons. Situations wherein the critique and comparison lies also took part in establishing that the content is strictly for casual learning, since most Seleb English doesn't show an academic or professional setting, and Sacha herself made the distinction because her formatting of picking apart speech patterns does amplify certain areas of English, just not an academic one.

Overall, the channel is definitely aimed at casual audience. Young to young adult demographics would enjoy the vlogs and everyday-life vibe of the channel. People who wanted to learn English by imitating a native speaker could benefit from watching this channel's livestreams and vlogs. This observation concludes that regarding studying English using this channel as substitute after COVID-19 pandemic is not advised for students, rather this channel's content could be filtered as extra lessons regarding common grammatical mistakes and speech quirks with examples from famous celebrities students can relate to.

### 3. Aaron's English

This channel primarily talks about differences and synonyms in English, and sometimes gives its audience tips and tricks regarding learning English. The entire concept of the channel seems to directly inform and teach its audience about English and its casual usage. Unlike the Guruku Mr. D channel, the channel doesn't vary its format much. This formatting made it so that the channel could become a one-stop learning channel where Indonesian native speakers attracted to English could binge watch the channel to gain knowledge (i.e., similar to reading a book than enjoying a show).

In terms of pedagogic, however, the channel doesn't have the contents enough to satiate an academic English student. The topics brought by this channel mainly focuses more towards actions and words one has to say while travelling, for example. Therefore, the channel is suited more towards casual learning than academic learning.

This channel is aimed at beginner to intermediate English speakers. Students training to speak English for everyday and travel situations would benefit from watching the channel since its topic touched a lot on word usage, situational learning, and more.

In regards of studying from this channel as substitute on teaching to speak after the COVID-19 pandemic, the channel suits some certain topic from the curriculum. The channel definitely helps building a surrogate for explanations about know-hows regarding speaking in casual

situations, but not much else. However, the information about that topic in particular is enough as substitute for proper learning.

#### **4. Betterfly English**

Betterfly English is a channel geared towards a younger audience. Its appearance and video format clearly aims itself towards children and teenagers' needs regarding English, this includes stories, short lessons, and categorical examples. The format of each video is akin to educational videos rather than vlogs, therefore the channel is more focused and less available to casual viewers.

Regarding the academical value of the channel, instructors of elementary school to middle school could use some materials in this channel as part of the learning experience. The channel is less nuanced and most of its videos are straight explanations and stories with English language learning in mind. Betterfly English seems to be a channel for young audience that only started speaking English and teachers or instructors wanting supplemental materials.

#### **5. Sarah Johnson**

Sarah Johnson is primarily a vlog channel with tidbits of English language lessons in the form of "X in Indonesia" series where the channel would often compare living experiences between Indonesia and the USA. The channel has two advantages regarding English, that is 1)

the host is a native speaker; and 2) the host has an experience living both in Indonesia and abroad. This channel doesn't offer direct English lessons such that could be found in Guruku Mr. D or Aaron's English. However, Indonesians learning English could gain some knowledge about living abroad and its customs from this channel.

The channel doesn't direct its audience towards academic learning at all since in conception, the channel is primarily a vlog channel. However, learners wanting to study casual English spoken outside of Indonesia could see those examples directly from this channel.

The audience of this channel is assumed to be casual learners and intermediate speakers wanting to broaden their horizon regarding English spoken outside of Indonesia. Therefore, with respect to using this channel as a speaking tutor after COVID-19 is advisable only as surface level conversations. Academically, one should seek other, more traditional, and pronunciation focused channel. However, if one's objective is to gain knowledge about accents etc., this channel could be considered supplemental material.