

CHAPTER IV

FINDING AND DISCUSSION

This chapter reports the research findings and discussions of the analysis of booster and hedges in thesis abstracts. It is intended to answer the problem of the study. The findings are based on the data which were taken by observation and interview.

A. Findings

In this chapter explain the research findings and discussion of the analysis data research. It is intended to answer the problem of the research question of the study. The findings are based on the data which were taken by observation and interview.

The finding of this research is to find the result of the research questions, and the result divided into two sub-topics. Based on the interview result the participant's response who joined the WhatsApp group "NCTzen Kal-Sel". The participant were interviewed to get information about the research question.

The first research question is able Johnny's Communication Center youtube video content to enriching English vocabulary. This chapter presents findings on data analysis of Enriching English Vocabulary by Using Idol's Youtube Videos Content (Johnny's Communication Center). JCC is a Youtube videos content present by something Johnny's does by using an English, example when Johnny goes to the album factory, goes to his hometown in Chicago, and share the moment of interaction with another NCT members. JCC first aired on November 20, 2018. JCC has 37 episodes which are freely accessible via NCT daily Youtube channel.

This study analyzed the effectiveness use JCC for Enriching English Vocabulary. The subject of this research is sample of several NCTzen (NCT

fans) based on South Borneo (Tabalong & Banjarmasin) who use social media X/ twitter.

Observation and interview were utilized to investigate the research questions. The data of this research were taken a sample from group fanbase of NCT (NCTzen) from Kal-Sel. After that, the researcher analyzed what JCC is able to enriching the students English vocabulary.

NCT is a boy group band from South Korea was debuted on 2016 under the auspices of SM Entertainment. NCT was included by several units, they are NCT U, NCT 127, NCT Dream, and WayV. NCT has Youtube Channel for uploaded their content videos. One of the content is JCC (Johnny's Communication Center).

NCT fans called NCTzen was created on June, 12th 2017. Many NCTzen around the world included Indonesia. Most parts of Indonesia there is an NCTzen fanbase, such as NCTzen Kalimantan Selatan. NCTzen Kalimantan Selatan has a WhatsApp group named NCTzen Kal-Sel, that WhatsApp group created on August, 2022. In that group NCTzen interact each other and shared many information of NCT.

In this research, there was some people from WhatsApp group became the subject of this study. The result of the findings are classified based on the research question of the study.

1. Using Kpop Idol's Youtube Videos Content for Enriching English Vocabulary

To answer the first research question about what JCC is able to enriching the students in vocabulary the researcher held the research by used an interview to field facts that were already written there based on theory in Chapter II page 11.

Youtube content videos of Kpop Idol are very interesting things for their fans, including NCTzen (NCT fans). They are always waiting for JCC new videos. A lot of them use JCC as a learning media to enriching their

English vocabulary because there is an English subtitles that can read or write.

Tabel 1: The Result of Interview by Asking the Question:

1. Is Johnny's Communication Center able to enrich English Vocabulary?
2. Is Johnny's Communication Center able to be learning media for English?

No.	Name	Gender	Age	Education/ Last Education	The Answer
1.	YL	Female	24	Bachelor Degree	Yes
2.	ST. M	Female	24	Bachelor Degree	Yes
3.	AR	Female	22	Student of Senior High School	Yes
4.	BR	Female	23	Students of Senior High School	Yes
5.	DN	Female	17	Student of Vocational High School	Yes
6.	RR	Female	24	Master Degree	Yes
7.	LR	Female	19	College Student	Yes
8.	SJM	Female	19	College Student	Yes
9.	SL	Female	19	College Student	Yes
10.	MA	Female	19	College Student	Yes

Based on the observation done by the researcher, Johnny's Communication Center using a subtitles for make it easier for students to read and remember the new vocabulary with the procedure below:

1. Choose the interesting video by Johnny's Communication Center on Youtube.
2. Watch it and make sure the students' pay attention to every part of the video.
3. Read through the subtitle and check the vocabulary you have seen before and take a note and make a list of vocabulary.
4. Then find the meaning of new vocabulary that you get by read the subtitle on Johnny's Communication Center video on dictionary.
5. Continue this process when you get obstacle of remembering new vocabulary.

After followed the procedure above and it shows that watching Johnny's Communication Center is able to Enrich English Vocabulary. The students took the new vocabulary by listen the audio and read the subtitles.

In addition, on the interview the students explain what Johnny's Communication Center able to enriching their English vocabulary, below are 10 participant from sample that researcher took of the interviews:

a. YL, 24 years old.

"I liked K-Pop since 2012, I like the music and the visual of every members on the group. I know JCC since 2022 and I think JCC's content is very interesting because it show the activities that Johnny does and presented in English, so it easy to understand and I can also learn to enriching my English vocabulary."

b. DN, 17 years old.

"My hobbies are dancing and singing, so that is way I liked K-pop. I watch JCC since 2018, besides Johnny is my idol, I watch JCC because it can be improving my English skills and enriching my English vocabulary"

c. SJM, 19 years old.

“At the time I liked watching V-log on Youtube if I bored. On Johnny’s Communication Center there is my bias. Based on the videos I learned a lot new English vocabulary.”

d. RR, 24 years old.

“Johnny’s Communication Center is educational contents for enriching English vocabulary, and that is the fun way learning media”

e. BR, 23 years old.

“2 years ago I started to watch Johnny’s Communication Center and it was fun for learning and enriching my English vocabulary”

f. ST. M, 24 years old.

“In my opinion, learning and enriching English vocabulary is important, that is way I need some interesting learning media like Johnny’s Communication Center”

g. BR, 23 years old.

“I interested to watch Johnny’s Communication Center because of Johnny is a native speaker, and so far I did not get diffuculties for understand because there is a subtitle and clear pronunciation”

h. LR, 19 years old.

“Since senior high school I already interested to find a fun way to learning English, because I am K-Popers, I found the media learning presented by my Idol, Johnny’s Communication Center, when I got trouble to remind new vocabulary, I tried to taking a note first, and then I search a meaning of the word, so I got a new vocab”

i. SL, 19 years old.

“First thing before I watch Johnny’s Communication Center I prepared a headset and notebook for write new vocabulary,

because that habit I have a lot of vocabulary in my head, thank you Johnny's Communication Center"

j. MA, 19 years old.

"I watched Johnny's Communication Center for killing time, and I turn English subtitle and I realized Johnny's Communication Center can be my learning media for English. JCC is the one of my favorites video of NCT. JCC is good for enriching English vocabulary and also for listening practice."

By using media like video in learning English, especially for enriching English vocabulary, the students were excited because the media that related to their era, and very enjoyable.

1. Improving Students Vocabulary after Watching Kpop Idol's Youtube Videos Content.

The improving of this research means the implementation of using K-pop idol's Youtube video content (Johnny's Communication Center) will affect the good tools for enriching student's vocabulary. The researcher used the same data which is interview to investigate the research problem.

From the researcher's perspective, the students' can enrich their English vocabulary through the visual media such as video and make the students more creative also increase their interest in learning. In this digital era, the students very easy to find out fun learning media especially for English. The students can learn anywhere and anytime.

By using Johnny's Communication Center for learning media, the students easily to understand because the students can see the facial expression, the gesture, and the information of physical background additionally given. Learning by using Youtube video also more attractive to get student's attention.

During the interview, the researcher find the students likes kind of that media, and Youtube videos content is one of the effective tools for enriching English vocabulary. The students can easily remember and

practice the new vocabulary in their daily life. One of the students also said that using Johnny's Communication Center is a best media for enriching English vocabulary:

“JCC content is fun media learning for me, apart of entertaining JCC also contains education content. Especially for improving my English skill.”

Recognizing how importance English vocabulary in communication
Based on data the researcher get from questions:

1. Is able Johnny's Communication Center enrich English vocabulary?
2. Is able Johnny's Communication Center be reference or learning media for English?

The answer is 100% participants agreed that Johnny's Communication Center able to enrich English vocabulary based on subtitles provided on the video and they also said Johnny's Communication Center able to be reference and kearning media for English.

Based on data the research get there was 50% practice the new vocabulary on participants daily life and another 50% used the vocabulary sometimes. From watching Johnny's Communication Center and practice the new vocabulary, indirectly influence for enriching English vocabulary. Based on interview, 66,7% interviewers said watching Johnny's Communication Center is able to help enrich English vocabulary on English learning process. Meanwhile 33,3% said watching JCC is very able to enriching English vocabulary.

2. How Impact of Johnny's Communication Center to Enrich The students' in Vocabulary.

First, Youtube can help the student to enriching their vocabulary. Second, Youtube always give interesting English content for student. The

finding on positive and negative effects of enriching English vocabulary with Johnny's Communication Center youtube video content. In the result of interview the researcher gave two question is that about positive and negative effect that the participant get after watching the video. The impact of Johnny's Communication Center explained below from the question:

- What are the positive impact did you get from watched Johnny's Communication Center?

Some of the participants answer beside an entertaining show Johnny's Communication Center can be learning media for developing and enrich their vocabulary because they get the new word and some others said Johnny's Communication center can also improve their listening skill.

- What are the negative impact did you get from watched Johnny's Communication Center?

The participant 2, 7 and 10 answer too much screen time can decreased enthusiasm for learning because the learning focus is often shifted by other things. They also explained how they get confused and not able to manage time well.

B. Discussion

This section reviews those findings by displaying some theories connected to each following problem. Thus, discussion is classified based on the research question of the study. After describing enriching English vocabulary using Johnny's Communication Center and how Johnny's Communication Center can improve students vocabulary, the researcher also find the positive and negative effect after watch it.

There are the explained by researcher. The researcher findings will explained below.

1. Using Kpop Idol's Youtube Videos Content for Enriching English Vocabulary

According to the theory above, teaching vocabulary by using Youtube video is quite fun, because of the vocabulary itself, students can have the opportunity to learn and practice their vocabulary skills base on exiting rules. For example, using K-pop Idol's Youtube videos content for enriching English Vocabulary.

Sherman (2003) states that video allow us to know any aspect of real life into the language learning environment. In addition, video also provide combination of picture and sound also text which is a good for media learning to make students improve their vocabulary easily because the media is fun.

Youtube is a web service where the users are able to search several videos and upload their own video (Srinivasacharlu, 2020). The several video search on youtube such as music videos, tutorial videos, educational videos, etc. Nasution (2019) states that Youtube is not only providing fun videos to entertain, but also can be used as a learning media, especially for English media learning.

Shafira Firdausi Fatah (2022) in her thesis mention in era globalization, learning vocabulary can be using the technology of social media such a Youtube. She stated supported by the advancement of culture between countries, vocabulary learning can be done through various types of content in a video log. Johnny Suh, an American who is the member of famous K-Pop group, NCT 127 made this happen as the fans called NCTzen, take advantage of Johnny's content to increase students knowledge of the language at the same time.

This special segment called Johnny's Communication Center or JCC. JCC is packaged in a creative, light, and fresh way, making NCTzen or anyone watch the videos feel the impact of the learning they are doing.

Using JCC for English learning media is a good way, students can access the video for learning everywhere and anytime. Students can practice their English vocabulary not only at classroom but also at home.

As the researcher found, this media learning is being used to enriching English vocabulary is effective because students can learn in a fun way. Students can be more focus and become interactive in learning.

From the find out the participant in the interview, watching Johnny's Communication Center students' helped for improving students. JCC can be motivate students to enriching English vocabulary by enjoyed way. The researcher knows many students in this era use K-pop Idol's youtube video content for learning, one of the video is Johnny's Communication Center. With, an attractive content video, and easy explanation and clear pronunciation, students easily to understand what Johnny's said.

As the researcher found, this media can be used to improving the students' English vocabulary at the same time enriching it. The learners will get new vocabulary and knows how to pronounce it. In addition, Johnny's Communication Center can improve and enrich students vocabulary skills.

From this, it can be concluded that Johnny's Communication Center not only for entertain but also can be learning media for enriching English vocabulary. Both of the researcher and the participant agree that Youtube, especially Johnny's Communication Center is an effective learning media that can help students for learn and understand English especially on improving students' vocabulary mastery. Youtube has improved the student ability to recognize and comprehend the vocabulary properly.

2. Johnny's Communication Center Positive and Negative Effects for Enrich English Vocabulary.

In interview there are seven participants mentioned about positive effects of Johnny's Communication Center video for learning media to enrich English vocabulary. It can be concluded that:

a. Positive effect Johnny's Communication Center for Enrich English Vocabulary.

1. Youtube can help students' to enrich their vocabulary after read some new vocabulary they get after watch Johnny's Communication Center. Also improved their listening skill.
2. With fun media learning like Johnny's Communication Center they easily to remember the new vocabulary.

b. Negative effect Johnny's Communication Center for Enrich English Vocabulary.

In interview of question "What the negative effect of Johnny's Communication Center?" there are three participants said they get negative effect such as decreased enthusiasm for students' learning. Because they have not been able to manage time and focus on learning. Youtube addiction, too much screen time and playing phone make them sleep late