# CHAPTER I

# INTRODUCTION

This chapter discusses background of the research, scope of the research, statement of the problem, objective of the research and the significance of the research.

## A. Background

Nowadays, social media has become the most important part of our life some people around the world spend a lot of time on this social media. Social media used through mobile phones and computers is intended to help people convey their ideas, collaborate, and communicate efficiently. In addition, people use social media for various purposes, such as seeking information, maintaining friendships, and expressing multiple identities (Shin 2018). The term social media refers to the use of web-based and mobile technologies to turn communities into interactive dialogues. Social media takes many forms including magazines, internet forums, weblogs, social blogs, microblogging, podcasts, photos or pictures, videos, and social bookmarking. With the world in the midst of social media revolution, it is more than clear that social media like Facebook, Twitter, Instagram, Whatshap, Youtube, Mycpace, Skype, etc., are used extensively for communication purposes. It is a free type of social media and easy to sign up for. It is also the reason why many people use it whenever and wherever they want.

Social media is indeed a topic of conversation because it can be used to find some of the sources that are most widely accessed by the public. In

Indonesia, the use of social media is increasing slowly. According to the latest data available on We are social in 2021, active social media users in Indonesia amount to 170 million (61.8%) of the total population in Indonesia) and the average time spent using social media through anything is around 3 hours, 41 minute. Not only that, Youtube is the most used social media platform with 93.8% of the total population. Compared to other social media such as Whatsapp, Instragram and Facebook.

Although social media is not created for educational purposes. However, the media is an attraction for educators, especially those who teach English. Because English is an international language which is used in all fields. Such as politics, economics, socio-culture and especially education.

Youtube is considered as a source of online material that can play a role in the field of teaching and learning. He became more popular with people, especially among adults. Youtube can be a platform for teachers to make the learning process interesting. This is because Youtube can be used as a learning medium that presents images and sound representations with various ideas or events in the classroom and also offers a learning experience with new technologies, which will be useful when students graduate. Its fast network can help students create, analyze, generate information and ideas more quickly and efficiently. Also, it provides interesting and creative features to use as teaching and learning resources. Therefore, implementing YouTube application-based learning, can encourage students to be independent in learning, and students will get used to thinking critically.

According to Balcikanli (2011), Youtube provides unlimited resources for language learning because it provides learners with various language resources such as songs, movie trailers, music videos, talk shows, lectures, conferences, and parodies. Furthermore, Youtube may be valuable to help meet the needs of learners in using language in the real world and their interest in discovering the world. In addition, McKinnon in Anggrarini & Faturokhman (2021) states that the scenes, movements, feelings, and movements presented in the Youtube video segment offer a significant visual impetus for language learning. Several other experts share the opinion of Ghasemi, Hashemi, & Bardine (2011) stating that including Youtube in language classes can reduce stress levels.

Furthermore, in the teaching and learning process, especially English, there are four important skills to be mastered, such as reading, writing, listening, and speaking. Mastering these abilities is not easy. Students need easier access to improve their abilities and one of important thing or has relationship with learning is students' attitudes. Students attitudes must be an important component of education and a teacher must be able to understand that. This is based on Gracella, Jessy & Nur (2020: 22) who explained that "If students have a positive attitude towards any subject, they can achieve a lot in certain fields. There is an interaction between language learning and the components of the environment in which students are raised. Negative and positive attitudes have a strong impact on language learning".

Therefore, perception becomes an important part in the learning process. According to Mulyana, perception is a response obtained from observing the five

human senses, which is also related to the truth values held by a person and influences the attitude to be taken. A person's perception is described as an interpretation of an object, event or information based on the life experience of the person who interprets it. Experiences will be interpreted by their brains against certain impressions that may differ from one another.

Moreover, in 2020, the Covid-19 pandemic has shaken all aspects of the world, including education. And the Indonesian government made a decision 2 years ago that all teaching and learning processes will be conducted online. And all teachers are required to be able to actively use or utilize the internet and social media in the teaching and learning process. In learning English, the use of social media, especially Youtube, is the most widely used platform by the community.

Based on the explanation, the researcher would like to conduct a research entitled "Students' Peception on Youtube Media in Learning English at English Language Education Study Program Khairun University".

## B. Scope of the Research

Based on background of the study above, the researcher makes a scope of this study. Students' perception on YouTube media in learning English at English Language Education Study Program Khairun University.

## C. Statement of the Problem

Based on the backround explain previously, the research formulates the problem as follow:

How are students' perception on YouTube media in learning English at English Language Education Study Program Khairun University?

**D. Objective of the Research**

The objective of the study is to find out students' perception on YouTube media in learning English at English Language Education Study Program Khairun University.

**E. Significance of the Research**

1. Theoretical Significance

   It is expected that the result of this research can contribute to the existing knowledge concerning as follows:

   a. Giving explanation about students' perception on youtube media in learning English at English Language Education Study Program Khairun University.

   b. The result of the research can be use as the reference for the other researcher who want to conduct further research on a similar problem.

2. Practical Significance

   It is expected that the result of this research can be benefit for teacher, students, and prospective research.

   a. To the teachers

      The result of this research are expected to contribute to the development of teaching skills using Youtube videos for English teachers.

   b. To the students

      Hopefully, they all of the students were more intersted to learn english by using social media especially youtube.

c. Prospective researchers

It is hoped that this study will contribute or would be of any value to
prospective researchers in conducting further research of the similar
topic.