



## STUDENT'S PERCEPTION OF BBC ENGLISH YOUTUBE CHANNEL FOR LEARNING VOCABULARY MASTERY

Meita Lesmiyati Khasyar <sup>1\*</sup>, Annisa Lutfi Sabila <sup>2\*</sup>

<sup>1</sup>English Education Department, STKIP Muhammadiyah Bogor

[meitaismia@gmail.com](mailto:meitaismia@gmail.com)

### ABSTRACT

This research was qualitative research. The objective of the research was to investigate student's perception of BBC English YouTube Channel for learning vocabulary mastery. The subject of the research was tenth grade students of SMK Putra Pelita, located in Cibitung Tengah-Tenjolaya. There were 10 participants in this research. The data collecting technique used by the writer were questionnaire and interview. The writer did the research by sharing questionnaire in form of Google form. The result showed that students felt easier when learning English by watching video. The participant agreed that BBC English Channel video was easy to understand because the pronunciation was clear. Then, the participant can learn a lot of vocabulary that they did not know before after watch the video. It also increase their language aspect especially grammar. Besides, the result of the questionnaire and interview showed that the result was positive. Participants agreed that using BBC Channel on YouTube can help them in learning vocabulary mastery. Furthermore, this media can be an alternative way for teacher to teach English especially vocabulary mastery. Thus it can be concluded that learning vocabulary mastery using BBC English YouTube channel has proven to be effective in increasing students' vocabulary mastery.

Keywords: perception, learning, vocabulary.

## Introduction

The new era assigns new challenges and duties on the modern teacher. The tradition of English teaching has been drastically changed with the remarkable entry of technology. Technology provides so many options as making teaching interesting and also making teaching more productive in terms of improvements. Technology is one of the most significant drivers of both social and linguistic change. Graddol explains that technology is main of the globalization process; affecting education work and culture. The use of English language has increased rapidly after 1960. At present the role and status of English is that it is the language of social context, political, sociocultural, business, education, industries, media, library, communication across borders, and key subject in curriculum and language of imparting education.

YouTube is considered a source of online material that can play a key role in the teaching and learning field. It has become more popular with people, particularly among adults. This website can provide students with everyday videos and authentic situations that may help them improve their understanding and performance in English language lessons. The use of YouTube videos to teach English classes as supplementary material will provide students with good understanding and knowledge of their lectures. In addition, it is likely to make the learning process more fun and meaningful. Furthermore, it gives students the opportunity to memorize their lessons more easily.

Vocabulary is one of those essential parts in foreign language learning. The root of the matter is that without plenty of vocabulary, the English language learners cannot comprehend written texts; nor can they convey communications to others. Relating to Harmer, vocabulary is the heart in English language, he said that vocabulary is like the vital organs and the flesh in language structures. While Thornburry argues that if students spend their time to studying grammar, their language development will not improve, they can communicate about anything with other people if they learn a lot of vocabulary. And when communicate with other people they use very little grammar.

In learning a foreign language vocabulary is very important. Based on the writer experience when teaching english in senior high school, students feel diifficult to learning English especially vocabulary mastery. because English is a foreign language and they do not use the language in daily life.

YouTube BBC Learning English was created in 2008 as an educational channel to help students in learning the English language. The British Broadcasting Corporation (BBC) is the biggest broadcasting corporation in the world. BBC Learning English has a significant role on helping people learn English language. BBC Learning English has various features in order for them serving English Language Learner. One of the media that they use for teaching English Language Learner is by using video. It consists of many topic area which can be chosen by the students. Its mission is to enrich people's lives with programmes that inform, educate and entertain. It is a public service broadcaster, confirmed by a Royal Charter and funded by the licence fee that is paid by UK households.

The language learners can get the utterance and visual stimuli simultaneously, which can improve their language learning skills as well as their vocabulary comprehension. In addition, using videos to increase student's vocabulary acknowledgement and comprehension provides language learners the exposure to authentic content and context, thus students can enhance their language abilities.

## **Research Methods**

The research took place at SMK Putra Pelita Tenjolaya that was located on Jalan Rd. Abdul Fatah Km 07, Desa Cibitung Tengah Kecamatan Tenjolaya. The subject of the research was class X BDP students of SMK Putra Pelita. This research used qualitative research. According to Gillis, Leininger and Jackson qualitative research incorporates the methods and techniques of observing, documenting, analyzing, and interpreting characteristics, patterns, attributes, and meanings of human phenomena under study. Lincoln argues that qualitative methods are realistic, participatory modes of investigation that reveal the lived experiences of individuals. Streubert and Carpenter explains that the purpose of qualitative methodology is to express and understand, rather than to predict and control. The subject of the research was class X BDP students of SMK Putra Pelita. The instruments in this study was questionnaire and interview.

This research used qualitative data analysis techniques. Analysis of data was a process of inspecting, cleaning, transforming, and modelling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis was a complex and contested part of the qualitative research process, which has received limited theoretical attention. The writer used several data analysis steps; data reduction, data display, and make conclusion or interpretation.

## **Finding and Discussion**

### ***Finding***

The finding of the researcher based on questionnaire and interview can be described as follows:

#### **1. The Result of Questionnaire**

Data that presented in this research is data from a questionnaire that were spreading to students at the Tenth grade of BDP about student's perception of BBC Learning English channel on YouTube in learning vocabulary mastery. Every questionnaire contained 10 questions that have to answered by students.

Point 1 shows that most of the participants (90%) said they agreed that the content of BBC Learning English Channel was helping them to be an English language learner and some small part of participants state no (10%). Thus it can be concluded if they agreed that BBC Learning English Channel can help student to be an English language learner.

The next is point 2, it shows that more than half portion of participants (80%) said they agreed that BBC Channel help participants to increase their English language aspect and there were (20%) participants that states no. So it can be concluded if participants agreed that BBC Channel can help them to increase their

English language aspect.

Meanwhile, point 3 indicates that a half of participants (50%) disagreed that BBC Channel can help participants to increase their grammar and also a half of participants states yes (50%). Thus it can be concluded that a half of participants agreed that BBC channel can increase grammar meanwhile a half of participants disagreed about it.

Then, point 4 shows that there were more than half portion of participants (70%) states that BBC Channel can help participants to increase their vocabulary. And a small part of participants states no (30%). So it can be concluded that participants agreed that BBC Channel can help them in increase their vocabulary.

Furthermore, point 5 shows that more than half portion of participants (60%) states that they feel difficult in learning vocabulary mastery by watching BBC Channel and nearly half of the participants said no (40%). Thus it can be concluded that participants feel difficult when learning vocabulary mastery by watching BBC channel.

However, point 6 indicates that a half of students (50%) states that participants feel difficult in understanding the content of BBC Channel. But there were also a half of participants (50%) said no. So they did not feel difficult to understand the content of BBC video.

The next is point 7, it shows that there were more than half portion of participants (70%) that never visit BBC Channel video on YouTube. And a small part of participants (30%) states that they have ever visit BBC Channel video on YouTube. So it can be concluded that mostly participants never visit BBC Channel video on Youtube.

The last is point 8, it indicates that more than half portion of participants (80%) said agreed that BBC Channel can help participants in learning vocabulary mastery. And there were small part of participants (20%) that said no. Thus it can be concluded that BBC Channel video can help participants in learning vocabulary mastery.

Thus it can be concluded that BBC Channel video can help participants in learning English. And most of the participant state that watching BBC Channel on YouTube can increase their language aspect such as grammar and also their vocabulary mastery.

## 2. The Result of Interview

The writer interviewed 10 students of tenth grade at SMK PUTRA PELITA Tenjolaya, to know more about their perception about BBC learning English Channel on YouTube for learning vocabulary mastery. The writer gave five questions to each participants.

The result of the interview, the writer concluded that mostly the tenth grade students of SMK Putra Pelita thought that BBC Learning English Channel on YouTube can help students for learning vocabulary mastery. They can learn vocabulary from the video and understood about the content in the video. It can be known from the answer of participant 10 and participant 9.

Nonetheless, the participant still have other trouble in understanding the video especially for learning vocabulary mastery because they did not understand what the meaning of the words in the video and they though that the video is too fast so

they cannot understand what is said in the video, It can be known from the answer of participant 4 and participant 6. In the other word, they still have so many lack of vocabulary, and lack of understanding on grammar.

### ***Discussion***

Teaching is not a simple activity. It is not only transferring knowledge from the teacher to students, but also the process how students' behavioral changes. In teaching, the teacher must consider their roles towards students' development in learning, especially in teaching vocabulary.

In teaching and learning process, students' perception about the subject and how the teacher delivered the lesson also important. Because teacher need to take students' preferences into consideration before they come up with teaching materials and lessons. If students have positive perception they will have positive thought and they will accept the lesson easily.

Based on the result of questionnaire and interview above it can be concluded that the most students have positive perception of the use of BBC Channel video on YouTube for learning vocabulary mastery. More than half of students (90%) stated that using BBC Channel Video can help them as a language learner. And they also agreed that BBC Learning English Channel can help them for learning vocabulary mastery. They added that they can easy to understand the vocabulary in the video.

This result is in line with Prasad et al that in teaching English, the video has been popularly used as a media to support students' learning. In terms of acceptance, outcomes and learning motivation, for today's digital culture, data suggest that video and computer applications significantly improve English proficiency and are effective tools for enhancing language learning and motivation. Most of the research study usually has a positive perception towards the use of YouTube channel for learning English especially vocabulary mastery. Even there was a participant who perceives negatively but because of the majority of the participant perceived positively thus the writer concluded as positive perception.

However, based on the result of questionnaire and interview, besides the student who have positive perception, there were also students with the negative perception of the use of BBC youtube channel for learning vocabulary mastery. They stated that the video is too fast so they cannot understand what is said in the video and they also stated that there is no indonesian subtitle so they felt difficult to understand the video.

Furthermore, there was no best method, technique, approach and media usage in teaching and learning process. Each of them has their strenghts and weakness. Using BBC youtube channel may be a good technique for teaching vocabulary mastery for student that like to learning english by watching video. While this technique might not be a good technique for students who did not like to learning english video by watching video. Thus, it is important for teacher to use different media and technique while teaching. In order to make students enjoy the lesson so they can learn the lesson easily.

## Conclusion

Based on the result of research above it can be concluded that the most students had positive perception of the use of BBC Channel video on youtube for learning vocabulary mastery. More than half of students (90%) stated that using BBC Channel Video can help them as a language learner. And they also agreed that BBC Learning English Channel can help them for learning vocabulary mastery. They added that they can easy to understand the vocabulary in the video.

However, based on the result of research, besides the student who had positive perception, there were also students with the negative perception of the use of BBC youtube channel for learning vocabulary mastery. They stated that the video is too fast so they cannot understand what is said in the video and they also stated that there was no indonesian subtitle so they felt difficult to understand the video.

## References

- Adeniran AO. 2019. *Application of Likert Scale's Type and Cronbach's Alpha Analysis in an Airport Perception Study*. Sch J Appl Sci. p.2.
- Alfianto, Septiyas Ihsanul. 2019. *The Roles Of Joesin Translation Youtube Channel Videos In Improving Students' Perception In Learning English*. Other thesis, IAIN SALATIGA,p.26.
- AM Kazi, W Khalid. 2012. *Questionnaire designing and validation*. Journal of the Pakistan Medical Association.p. 514.
- Arndt, H. L., & Woore. R. 2018. *Vocabulary learning from watching YouTube videos and reading blog posts*. Language Learning & Technology, 22(1), 124–142
- Bates T, 2015. *Teaching in a digital age*. In: *BC Open Textbooks*. BCcampus. Available via BC campus Services.
- BF Akinyode, TH Khan . 2018. *Step by step approach for qualitative data analysis*. Faculty of Built Environment, Universiti Teknologi Malaysia. p.4.
- B Kawulich. 2012. *Collecting data through observation*. Doing social research: A global context. p. 1.
- Brook, J. 2011. *The affordances of YouTube for language learning and teaching*. Hawaii Pacific University TESOL Working Paper Series 9(1, 2). p. 42.

- Cathy MacDonald. 2012. *Understanding Participatory Action Research: A Qualitative Research Methodology Option*. Canadian Journal of Action Research Vol 13. p.34.
- C. R. Kothari, 2014. *Research Methodology : Methods and Techniques*, (University of Rajasthan, Jaipur, India : New Age International (P) Ltd), p. 96.
- Dale H. Schunk and Judith L. Meece, 2012. *Students Perception in the Classroom*. New York and London : Routledge. p. 1-8.
- Dwi Heriyanto, *The Effectiveness of Using Youtube for Vocabulary Mastery*. Semarang: ETERNAL (English Teaching Journal) Vol 6, No 1, 2015), p.1.
- Bruce Goldstein. 2010. *Sensation and Perception*. Canada : Wadsworth, Cengage Learning, p. 8.
- Bruce Goldstein and James R. Brockmole, 2017. *Sensation and Perception*, Canada : Cengage Learning. p. 4.
- Hendryadi, 2011. *Jumlah Sample Penelitian Kualitatif*. Accessed from <https://Teorionline.wordpress.com/2012/04/23/jumlah-sample-penelitian-on-23-of-apr2012>
- Iker Etikan, Sulaiman Abubakar Musa, Rukayya Sunusi Alkassim, 2016. *Comparison of Convenience Sampling and Purposive Sampling*. American Journal of Theoretical and Applied Statistics. Vol. 5, No. 1.
- Jain S, Dubey S, Jain S. 2016. *Designing and validation of a questionnaire*. Int Dent Med J Adv Res; 2:1-3.
- Jamshed S. 2014. *Qualitative research method-interviewing and observation*. Journal of basic and clinical pharmacy 5(4). p.1.
- Jones, T. & Cuthrell, K. 2011. *YouTube: Educational potentials and pitfalls*. Computers in the Schools, 28(1), 75.
- Mia Febriana. 2017. *Building Early Childhood Learner's Vocabulary By Using BBC Learning English Video*. ISELT FBS Universitas Negeri Padang. p.99.
- McGuirk, P. M. & O'Neill, P. (2016). *Using questionnaires in qualitative human geography*. In I. Hay (Eds.), *Qualitative Research Methods in Human Geography* (pp. 246-273). Don Mills, Canada: Oxford University Press.