

THE EFFECTIVENESS OF “KARTUN ANAK” YOUTUBE CHANNEL AS A
LEARNING MEDIA TO TEACH VOCABULARY

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Info Artikel	Abstract
Artikel Masuk: 3 Agustus 2024 Artikel Review: 9 Agustus 2024 Artikel Revisi: 11 Agustus 2024	Vocabulary is the most important component for improving language skills. Teachers need tools or media to support learning during the learning process. Learning media is anything that can be used as a tool for teaching. For the vocabulary learning process in this study used the “Kartun Anak” YouTube channel. The aims of this study is to determine the effectiveness and students engagement in the use of the “Kartun Anak” YouTube channel as a learning medium to teach vocabulary in the fourth grade students of SDN 1 Cikaduwetan. This study used quantitative pre-experimental methods with a pre-test and post-test one-group design. The population and sample in this study were students in the fourth grade, for a total of 35 students. This sampling technique used saturated sampling. Data collection used instruments pre-test, post-test, observation, and documentation. The results showed that the use of the “Kartun Anak” YouTube channel as a medium for learning vocabulary in the fourth grade is effective in improving students’ vocabulary mastery. This can be proven by the mean post-test score (82.42), which is higher than the mean pre-test score (51.57). “Kartun Anak” YouTube channel has a good effect on students. The reason this YouTube channel can help improve students’ vocabulary is because the results of observations show that student engagement is positive and very interesting to make students enjoy in learning vocabulary.
Kata Kunci: Effectiveness, Youtube Channel, Vocabulary	

Introduction

Language is a very important component to learn because it serves as a means of communication in everyday life. English is regarded as an international language and is one of the most widely spoken languages in the world. Many people are motivated to learn English because they are the aware of the importance of the language. In general, a language has several language components consisting of grammar, vocabulary, and pronunciation. Vocabulary is the most crucial element to grasp in order to improve English language proficiency. In line with (Zahro and Dkk, 2020), vocabulary mastery is very important in life, especially in communication. Therefore, children should be taught English vocabulary immediately. As revealed by (Purnaningsih, 2017), the Indonesian government is working to enhance English language proficiency by implementing an early English language curriculum that begins in elementary school. Elementary school students in the age range of six to twelve years have an amazing period of growth and strong memory. Therefore, their surrounding environment needs good stimuli to help them achieve optimal growth and development. Education can provide examples and good habits to instill good behavior in children. Teaching English vocabulary is one way to train a child's memory. Elementary school students have a vocabulary that is classified

as very low. So, it takes a learning strategy that encourages the spirit of students to learn.

Learning is the process of interaction between students, teachers, and other learning resources in an educational setting. An appropriate medium is required for the learning process in order to help students understand the material being taught. In general, learning media can be considered as tools for learning. Learning materials are available in print, audio, visual, and audio-visual formats. In addition to learning media, student engagement is needed in learning activities. Student engagement means that students actively participate in learning activities, they follow rules, try new things, take things seriously, focus, pay attention, and use self-regulation techniques while feeling good about themselves. Student engagement is considered very important, in line (Fikrie, 2021) who says that students who have low motivation and learning achievement start with student disengagement in the classroom.

Therefore, it served as the foundation for the researcher conducted this study. The “Kartun Anak” YouTube channel was utilized by the researcher to teach elementary school pupils vocabulary in English. “Kartun Anak” YouTube channel offers a wide variety of children stories illustrated by cartoons. In addition, the channel provides cartoon animation videos with various kinds of English vocabulary and translations that make it easier for students to understand. Researcher hope that using the “Kartun Anak” YouTube channel can create a fun learning atmosphere, foster students’ enthusiasm for learning, and improve their English vocabulary.

Research Method

This study used quantitative as a research method. Sugiyono (2017: 107) states that Research techniques called experiments are used to determine how specific therapies affect other people in regulated environments. This study used a pre-experimental research design pretest-posttest one group. Pre-experimental is the simplest research design, because it only examines one group with two measurements and one measurement. According to Sugiyono (2014: 73-79), pre-experimental designs are referred to as pre-experimental designs because they have not been tested in real life. The independent variable does not completely affect the results of the experiment, which is the dependent variable. The lack of a control variable and the non-random sample selection allow for this to occur. There are various kinds of designs used before experiments. One-shot case study, one-group pretest-posttest design, and intact-group comparison are the first three methods. A unique protocol has been implemented for this investigation to guarantee data accuracy. There are three steps in this procedure: the pretest, the treatment, and the posttest. Pretest is the first step to measure the ability and understanding of students before the treatment. Furthermore, treatment by using YouTube media in learning English Vocabulary. Finally, students did a posttest to measure students understanding of English vocabulary after the treatment. All data obtained from pretest and posttest are processed using statistical techniques. Statistical techniques SPSS version 29.

Morissan (2012: 19) in Jabbar et.al (2023) says that the population is made up of several concepts, variables, phenomena, and subjects. Each member of the population can be examined by the researcher to learn more about its features. The population in this study used students of fourth grade at SDN 1 Cikaduwetan with a total of 35 students who are in the village Cikaduwetan Luragung District. Researcher used a sample of fourth grade students of SDN 1 Cikaduwetan with a total of 35 students. Researcher used the technique of saturated samples. According to Sugiyono (2017), each member of the population is taken as a sample in the saturated sampling technique. So that researcher took population data used as sample data consisting of 35 students.

The researcher used test and non-test instrument for data collecting technique. According to Abdul and Dicky (2020:1) tests can be tests of knowledge, attitude, or skill. Tests are usually used to obtain data or information about a particular person or object. In this study, a pretest has been done to determine the initial ability of students. Then, students were given treatment for three meetings, after which they were given a posttest. The pretest and posttest are both done in the form of multiple-choice with 20 questions. According to Sugiyono (2018), observation as a data collection method is unique compared to methods such as interviews and questionnaires. These methods allow constant communication with the individual, so that observation is not limited only to people but also to other objects of nature.

Result and Discussion

Result

The results of the experimental class showed a pretest score of 51,57 and a post-test score of 82,42. The highest score before pretest was 40, and the highest score was 75. After the pretest and posttest, the researcher obtained an average score of 30,85. Students who received treatment using “Kartun Anak” YouTube channel had a higher average post-test than the average pretest before using “Kartun Anak” YouTube channel. The significant score is greater than 0,05 ($0,543 > 0,05$), as shown by the table above, because the significance of the Shapiro-Wilk normality test is 0,543. Thus, the data is distributed normally as H_0 receives it. The significant score is greater than 0,05 ($0,127 > 0,05$), as shown by the table above, because the significance of the Shapiro-Wilk normality test is 0,127. Thus, the data is distributed normally as H_0 receives it.

Table 4.1 shows the score and achievements of students in the experimental class. The number of students is represented in the first column of the table, and the pretest and Post-test scores are represented in the second and third columns of the table, and the gains from the pretest and after-test are in the last column of the table.

Table 4. 1 The students’ score

Students (S)	Pre-test Score	Post-test Score	Gained Score
S-1	75	95	20
S-2	55	90	35

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S-3	50	90	40
S-4	50	75	25
S-5	75	85	10
S-6	65	100	35
S-7	55	75	20
S-8	45	70	25
S-9	55	90	35
S-10	50	95	45
S-11	40	75	35
S-12	50	80	30
S-13	60	80	20
S-14	45	80	35
S-15	55	85	30
S-16	45	75	30
S-17	60	85	25
S-18	55	90	35
S-19	55	80	25
S-20	45	80	35
S-21	45	80	35
S-22	50	85	35
S-23	55	75	20
S-24	45	85	40
S-25	40	75	35
S-26	45	80	35
S-27	60	75	15
S-28	65	95	30
S-29	45	75	30
S-30	40	75	35
S-31	50	80	30
S-32	40	75	35
S-33	55	85	30
S-34	40	75	35
S-35	45	95	50
Total	1805	2885	1080
Average	51,57	82,42	30,85

The analysis data distribute by the normality test of pre- test and post test. The significant score is greater than 0,05 ($0,543 > 0.05$), as shown by the table above, because the significance of the Shapiro-Wilk normality test is 0,543. Thus, the data is distributed normally as H_0 receives it.

**Table 4. 2 Normality of pre-test
Test of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Pretest	,131	35	,139	,973	35	,543

The significant score is greater than 0,05 ($0,127 > 0,05$), as shown by the table above, because the significance of the Shapiro-Wilk normality test is 0,127. Thus, the data is distributed normally as H0 receives

**Table 4. 3 Normality of post-test
Test of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Posttest	,119	35	,200*	,952	35	,127

For the hypothesis testing (T-Test) it calculated the data to investigate the hypothesis that there is a significant difference between the vocabulary mastery and the YouTube channel before the pre-test and after the post-test. By using the formula below:

$$N \text{ Gain} = \frac{\text{Posttest Score} - \text{Pre-test Score}}{\text{Ideal Score} - \text{Pre-test Score}}$$

Table 4. 4 N-Gain Score

The N-Gain Score	
N-Gain Value	Categories
$g > 0,7$	High
$0,3 < g < 0,7$	Medium
$g < 0,3$	Low

Source : Melzer dalam Syahfitri,2008:33

Table 4. 5 N-Gain Score

N-Gain Effectiveness Interpretation Category	
Percentage	Interpretation
< 40	Ineffective
40-55	Less Effective

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56-75	Quite Effective
>76	Effective

Source : Hake,R.R,1999

Table 4. 6 N-Gain Score Test Calculation Results

No.	Students (S)	N-Gain Score (%)
1.	S-1	80.00
2.	S-2	77.78
3.	S-3	80.00
4.	S-4	50.00
5.	S-5	40.00
6.	S-6	100.00
7.	S-7	44.44
8.	S-8	45.45
9.	S-9	77.78
10.	S-10	90.00
11.	S-11	58.33
12.	S-12	60.00
13.	S-13	50.00
14.	S-14	63.64
15.	S-15	66.67
16.	S-16	54.55
17.	S-17	62.50
18.	S-18	77.78
19.	S-19	55.56
20.	S-20	63.64
21.	S-21	63.64
22.	S-22	70.00
23.	S-23	44.44
24.	S-24	72.73
25.	S-25	58.33
26.	S-26	63.64
27.	S-27	37.50
28.	S-28	85.71
29.	S-29	54.55
30.	S-30	58.33
31.	S-31	60.00

32.	S-32	58.33
33.	S-33	66.67
34.	S-34	58.33
35.	S-35	90.91
	Mean	64.0438
	Minimum	37.50
	Maximum	100.00

The N-Score test showed that the average score using the “Kartun Anak” YouTube channel was 64.0438, or 64%, included in the quite effective category with a minimum N-Score of 37.5% and a maximum of 100%.

As shown in Table 4.6, the researcher concluded that was quite effective because it showed a significant difference between the results achieved before and after treatment by using “Kartun Anak” YouTube channel to teach vocabulary in learning English vocabulary at fourth grade students of SDN 1 Cikaduwetan.

In this study, researcher make observations using assessment criteria that include indicators such as very good, good, medium, less, and very less. After the researcher observed, the results obtained were very less 0%, less 10%, medium 0%, good 70%, and very good 30%. For more details, see Table 4.7. Then the researcher used descriptive statistical analysis techniques to analyze the percentage of observation results. Furthermore, after descriptive statistical analysis, it is known that the calculation of the percentage result is 70%. Based on the scale indicator criteria in Table 4.8, it can be concluded that the percentage of observation results are categorized as good, because the percentage results are 70%.

Table 4. 7 The Result of Observation

No.	Aspects That Are Observed	Description				
		Very Less	Less	Medium	Good	Very Good
1.	Students show up to class on time.				√ 28 students	
2	Students pay attention to the teacher's explanation during the lesson.				√ 30 students	

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3	Students ask questions about subject matter that they do not yet understand.				√ 24 students	
4	Students answer questions from the teacher.				√ 21 students	
5	Students actively argue or criticize.				√ 25 students	
6	Students orderly during learning.				√ 22 students	
7	Students avoid interactions other than learning.				√ 21 students	
8	Students avoid conversations with friends except for discussing of material.		√ 8 students			
9	Students show a sense of fun and interest in learning activities.					√ 32 students
10	Students are able to mention the vocabulary they have learned a minimum of five.					√ 35 students
Total		0%	10%	0%	70%	20%

In this study, in determining the percentage result using the formula from Arikunto 2021, as follows:

Analysis Descriptive Formula

$$P = F/N \times 100\%$$

Description:

P = Amount of percentage

F = Frequency of response

N = Total Number

Table 4. 8 Percentage Calculation Criteria

Scale	Indicators
80%-100%	Very Good
70%-79%	Good
60%-69%	Medium
50%-59%	Less
0%-49%	Very Less

Source: Suharsimi Arikunto, (2016:245)

Discussion

1. “Kartun Anak” YouTube channel effective to teach vocabulary.

In this research, the researcher used “Kartun Anak” YouTube channel to teaching English vocabulary for the fourth grade students of SDN 1 Cikaduwetan. The researcher took one group class that contains 35 students as the experimental class. The purpose this research is to know the effectiveness “Kartun Anak” YouTube channel to teach English vocabulary.

1. Pre-test

Data of pre-test was obtained by test measuring instrument consisting of 20 questions multiple choice. Then the questions were given to 35 students. The test conducted before the students get treatment using “Kartun Anak” YouTube channel in learning English vocabulary. Based on the results of pre-test, it can be seen that the students score still low. The highest score in pre-test is 75 there were only two students who reach score 75. The lowest score is 40 with the mean score of pre-test is 51.57.

2. Post-test

Post-test was conducted after the students get treatment using “Kartun Anak” YouTube channel in learning English vocabulary. The result of post-test, the students mean score increased to 82.42. The highest score in post-test is 100 there was only one student who reach score 100, and the lowest score in post-test is 70. The data of post-test score indicated that there was improvement on students score.

The mean of post-test is higher than pre-test ($82.42 > 51.57$) that means “Kartun Anak” YouTube channel in learning vocabulary was effective. From the result, it showed that there was a significant effect of students scores before and after getting

the treatment. This data shows that there is a positive influence from the using “Kartun Anak” YouTube channel.

3. Hypothesis Test

Before testing the hypothesis, the researcher conducted a normality test of data analysis. The purpose of normality analysis is to determine whether the data in the study are distributed normally or not, the results of normality can be seen by comparing a significant score with 0.05. In the normal analysis of the results showed that the pre-test and post-test is distributed normally. According to the test criteria, significant pre-test score is (0,543) and significant post-test score is (0,127) higher than 0,05. This indicates that all data is normally distributed.

Based on data test of hypothesis, the researcher knows the result to answer the formulation of this research problem is whether the use of “Kartun Anak” YouTube channel is effective to teach vocabulary in fourth grade students. The value of N-Gain test shows that the average value of 64.0348 or 64% is included in the category of quite effective with a minimum n-Gain score of 37.5% and a maximum of 100%.

Thus the T test of one sample for the value of the acquisition score N is guided by the sig value contained in the table of assumed equation variants. Based on the one-sample test for the N-gain score table, the known sig value is $0.001 < 0.05$ and the result, hypothesis H_0 is rejected. The hypothesis H_a is accepted. So it can be concluded that there are significant differences in effectiveness (realitas) between before and after the use of “Kartun Anak” YouTube channel.

The result can be concluded that “Kartun Anak” YouTube channel was effective for teaching vocabulary to students at fourth grade students of SDN 1 Cikaduwetan. Because it was an interesting media that can be used in teaching English vocabulary for beginner level. In the treatment, students are very enthusiastic and interested in learning English vocabulary, so that the increase in student achievement can be evidenced by the post-test scores are higher than the pre-test scores. So, the treatment done and can be said to be successful in teaching vocabulary. Using the “Kartun Anak” YouTube channel in teaching vocabulary is one alternative media to make students more excited, interested and make students active in the teaching and learning process.

2. Students engagement in learning vocabulary used of “Kartun Anak” YouTube channel.

To measure student engagement with the use of the “Kartun Anak” YouTube channel in learning English vocabulary in SDN 1 Cikaduwetan, researcher used a checklist observation sheet as an instrument in this study. The Checklist observation sheet contains ten statements that will be used as guidelines when observing classes with a total of 35 students. Based on the table 4.10 above, it is known that there are 1 point that is categorized less than the statement number 8 “Students avoid conversations with friends except for discussing of material” with a percentage 10%. Because based on the time of observation, the researcher saw from the students in the class there were still some

students who had conversations with their friends, so the researcher gave the less category for the eight statement. Furthermore, there are 7 points that are categorized good. There are in the statements number 1, 2, 3, 4, 5, 6, and 7 with a percentage of 70%. In the first statement “Students show up to class on time”. Researcher give it a good category because there are some students who are late for class, but there are fewer of them than students who arrive on time.

After the researcher conducted a descriptive statistical analysis on the results of their observations, made known the percentage of 70%. So, it can be concluded that the result is good. Then students engagement in learning vocabulary by using the “Kartun Anak” YouTube channel in this study it can be argued good.

Student engagement in learning has a good role in improving student achievement in school. According to Klem and Connell (2004), that students engagement in the learning process improves student performance and achievement. Student engagement has different components, according to Fredick, Jennifer, and Wendy Mc Colskey (2012) in Pramisjayanti and Khoerunnisa (2022) student engagement consists of three components: behavioral, cognitive, and emotional engagement. Emotional engagement concentrates on the level of positive and negative reactions to school activities, teachers, and classmates. Not the same as cognitive engagement, which is an attempt by students to use their entire abilities to master difficult skills and understand complex concepts. Student behavioral engagement means participating and engaging in academic, social, and extracurricular activities that involve behavior and effort. Meanwhile, student engagement in learning, according to Connell (2004), is a positive emotion shown by students when completing learning activities. This engagement is demonstrated by behaviors such as curiosity, enthusiasm, and concentration. The cognitive component of engagement includes understanding students reasons for doing what they do in learning activities and surviving in difficult situations.

According to the data findings along with some theoretical research by experts on the components and even the important role of student engagement in learning, then based on the results obtained from the observations that have been made, the highest results obtained by 70%, using percentage calculation criteria according to Suharsimi Arikunto, (2016:245) it can be concluded that the students engagement in learning vocabulary using “Kartun Anak” YouTube channel can be said to be good.

Cocnclusion

The present research is about the use of “Kartun Anak” YouTube channel to improve student vocabulary mastery. Based on the research which have been conducted at SDN 1 Cikaduwetan, especially in fourth grade as the population also sample with a total 35 students. After the research was finished, the researcher found the data from pre-test and post-test in the class that have been described in each of chapter. The conclusion of the research as follows:

1. The use of “Kartun Anak” YouTube channel for the fourth grade students of SDN 1 Cikaduwetan is effective to improve their English vocabulary. It can be proven by the

findings that the mean of post-test scores was higher than pre-test scores. The mean of post-test was 82,42, while mean of pretest was 51,57. The percentage of improvement is 30,85.

2. “Kartun Anak” YouTube channel was gave a good effect for the students in learning English vocabulary. It can increase students’ engagement and the students more interested in learning English vocabulary, because it uses interesting video for children. It can be seen on the observation result showed more positive engagement than negative by the students. As the conclusion of the whole chapter, it would be interpreted that the effectiveness of “Kartun Anak” YouTube channel as a learning media to teach vocabulary was significant, especially for fourth grade students of SDN 1 Cikaduwetan in the 2023/2024 academic year.

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