CHAPTER I
INTRODUCTION

1.1 Background of the Study

In today's era, everyone has lived in an era of globalization where almost everything has been converted to digital. The internet is now used for transaction processing, communication, and even learning, especially during the COVID-19 pandemic. Education has become one of the most talked about topics since the pandemic. In a situation like this, higher-ups in terms of education are very concerned about how their students continue to study even at home. The internet has made it easier for people to do anything and anywhere. People are now more "starting to live" on the internet. They can communicate and chat with people around the world without meeting them, and students can study and submit their work without being in school. Both positive and negative impacts on society. All circles, including the educated, can feel this impact.

Educational websites have become one of the most essential learning resources in the digital era, facilitating children's learning experiences (Ihmeideh, 2019). The way we communicate, socialize, and study has altered as a result of technology advancements (Reyna, Hanham, & Meier, 2018). The internet is now used for transaction processes, communication, and even learning. People are starting to live on the internet, especially with the coronavirus still around the corner. According to (Ahmad, Alvi, & Ittefaq, 2019), Millennials are the most active social media and Internet users. The internet has made it easier for people to do anything without really doing anything. People now can buy something just by clicking on the item and waiting for it to be delivered. They can also communicate and chat with people worldwide accessible without really needing to meet them in person, and the students can learn and submit their work without being at the school. Internet has both a positive effect and a negative effect on society. All circles, including educated circles, can feel this impact. Social media is familiar to people from all walks of life. One type of online media that is very easy to access is social media. Users can easily interact, participate, share and express their ideas. Social media tools have been observed to play an important role in the transformation of traditional teaching and learning practices all over the world (Vivakaran & Neelamalar, 2018). (Abrahim, Mir, Suhara,

Mohamed, & Sato, 2019) Said that social media platforms provide a plethora of unique opportunities for people from all walks of life in a variety of ways.

According to (Alwehaibi, 2015), Information technology is extremely beneficial and offers numerous solutions to educational problems all over the world. The internet is also something that students are familiar with because they use it every day, making it easier for teachers to approach learning styles using the internet as a media (Bakar, 2019). Most of the people in the world have social media, and of course using their time mainly on the internet. The internet now has become a platform for all the gender, status, and types of work. (Jones & Cuthrell, 2011) Said that The majority of people use social media to share personal and professional information, photographs, artistic works, opinions, and videos. Social media allows people to interact in a variety of ways. Even in Indonesia, social media is likely the most popular and widely used mode of communication.. From the very beginning of our communication on social media, we can be sure that our goal is to communicate and interact. At least we hope to get information from our social media activities. Apart from getting information, social media can also be used for various things, such as learning.(Dziuban, Graham, Moskal, Norberg, & Sicilia, 2018) Said that Another of the promises of internet technology is that they will increase access to nontraditional and underserved students by introducing a wealth of teaching opportunities and experiences to others who may have limited access to on-campus-only higher education. It is not an impossible thing for a teacher and student to then meet on social media. Compared to learning English in class, learning English through social media is more fun. It can be said that learning English through social media will be more interesting because it has many functions that can stimulate our minds and make them happy. In general, students believe that social media and mobile devices are inexpensive and convenient ways to obtain relevant information (Abdul, Ansari, & Khan, 2020).

To recent global events, the learning process is no longer limited to the classroom (Wang, Chen, Wang, & Chen, 2019). The learning process can be done even though the teachers and the students do not share the same room. The difference in the media and the method of learning makes the teachers searching for the most effective way to deliver their lesson. According to (Almurashi, 2016), Youtube is considered critical media that helps learn online, especially when learning the English language. Alternatively, no matter how many benefits it has in higher education settings and learning skills, it will fail (Zamorano et al., 2021).

The difference between this research and previous research lies in the research method, namely by using YouTube as a medium for learning to English speaking, because by using

YouTube, researchers can see directly the progress of students in learn English speaking from the material they get on YouTube. And researchers also find it easier to see the effectiveness of using YouTube in learning for students and get comparison results in learning to English speaking for students when students learn to use books or familiar school materials and learning with YouTube. Therefore, researchers are interested in taking the title "The Effectiveness of Learning to Speak English Through Youtube Social Media Between Easy English and English Singsing Channels of Students SMPN 69 Jakarta Barat". This title attracts the author's attention because the current phenomenon makes it difficult for students to speak English when they are studying at home or studying online and it is important to find out whether YouTube has an effect on the effectiveness of students' speaking learning abilities and to find out how it develops. The hope of this research is to be able to find out how the students' ability to use YouTube for learning media to speak English and how their responses to YouTube are used as learning media to speak English.

1.2 Research Question:

Based on the background above, the interest of this study is to answer of these question below:

1. What are the influences of youtube channel "Easy English and English SingSing" in learning English in SMPN 69 Jakarta?
2. How do students use youtube channel "Easy English and English SingSing" for self-study in online learning?

1.3 Research Objectives:

The purpose of this research are to explain the influence of youtube channel "Easy English and English Singsing" in learning english in SMPN 69 by utilizing the media, it is expected that maximum interaction between teachers and students will occur in order to achieve learning outcomes that are in accordance with the objectives and how do student use youtube channel "Easy English and English Singsing" for self-study at home regarding to the regulation of the government that requires all school students to study at home there are no restrictions on when the media may be used, but it is strongly advised that teachers choose and use the media appropriately. In general, the teaching method is used to help students in writing information or subject matter to their students, making messages more reachable, interesting, and enjoyable for students.