

CHAPTER 1

INTRODUCTION

A. Background of Study

The evolution of information media in the era of modern technology has had a considerable impact on supporting operations. The media refers to the channels or means of communication used to transmit information to a larger audience. The media's primary role is to inform the public about current events, facts, and knowledge. There are several sorts of information medium, including print, electronic, and digital. Electronic media includes any type of material that is created, consumed, or delivered digitally. YouTube is one of the most popular digital communication platforms. Ramaiah & Saraswati Rao, (2021).

In the rapidly evolving digital world, the YouTube application has emerged as one of the most prominent examples of online content consumption. As the world's largest video media platform, YouTube not only delivers limitless pleasure but also serves as a source of information, inspiration, and education for millions of people worldwide. YouTube's diverse content makes it possible for anyone to freely express their talents. Viny Christanti et al., (2020). YouTube allows for a wide range of content, from personal vlogs to skill lessons to instructive videos, which may be appreciated by people of all ages. Aside from being a source of entertainment, YouTube is also a platform for the worldwide diffusion of knowledge. Experts in a variety of professions freely share their knowledge with the worldwide community via educational channels. Thus, YouTube is more than simply a place to have fun; it is also a medium for the global exchange of ideas and knowledge. YouTube stands out as an effective tool

for boosting English language skills. With a variety of content spanning from educational to entertainment videos, YouTube provides a dynamic and engaging environment for students to study English and improve their English competency Poeryono et al., (2021).

Improving English language competency is becoming increasingly important in today's global world Alexandre & Tsvara, (2022). . English proficiency opens up a variety of options, including academic and professional advancement, cultural exchange, and worldwide communication. As a lingua franca, English acts as a bridge linking individuals from varied language backgrounds, encouraging cooperation and understanding across borders Yi et al., (2019). In this era of digital connectedness and intercontinental collaboration, being able to communicate effectively in English has become a key skill that allows people to confidently and competently traverse the complexity of an interconnected world. In this discourse, we analyze the necessity of developing English language competency, evaluating the different benefits and tactics that may be employed to gain proficiency in this widely spoken language. Wedyan et al., (2022).

The study by Sari & Wahyudin (2019), titled "The Use of YouTube to Improve Students' Speaking Skills," demonstrates that the utilization of YouTube significantly enhances students' speaking proficiency in Indonesia. The research reveals that students experience improvements in fluency and confidence when speaking English after incorporating YouTube into their learning methods. These findings provide robust support for the effective use of YouTube as a learning tool to develop speaking skills in the Indonesian educational context.

The purpose of the research entitled "Students' Perceptions of YouTube to Improve English Language Competency: Case Study at Muhammadiyah University of Ponorogo" aims to explore how students view YouTube as a conducive tool for improving their proficiency in English. This research seeks to explore students' perceptions, attitudes and experiences regarding the use of YouTube as an additional resource to improve their English language skills. Additionally, this investigation is primarily focused on understanding how students at Muhammadiyah University of Ponorogo, a special education institution located in Ponorogo, Indonesia, engage with and interpret the role of YouTube in their language learning efforts.

B. Statement of the Problem

The statement of the problem in this study are:

1. What are students' perceptions towards using YouTube as a media to improve their English language skills?
2. What are the challenges and limitations faced by students in using YouTube as a tool to improve their English language competency?

C. Purpose of the Study

Based on the statement of the problem above, the purpose of the study is:

1. To identify what are students' perceptions towards using YouTube as a media to improve their English language skills
2. To identify does the challenges and limitations faced by students in using YouTube as a tool to improve their English language competency

D. Significance of The Study

This study offers several significant benefits to various stakeholders, including students, educators, and educational institutions.

1. For the English Student's

The study highlights the potential of YouTube as a supplementary learning tool, showcasing its effectiveness in improving English language competence. Students can leverage this insight to enhance their learning strategies, incorporating diverse and engaging multimedia resources into their study routines.

2. For the Educator

By understanding students' perceptions of YouTube as an educational tool, educators can better integrate digital platforms into their teaching methodologies. This can lead to more dynamic and interactive classroom environments that cater to the needs and preferences of modern learners.

3. For the other Researchers

The study adds to the growing body of literature on the use of digital platforms in education. It provides empirical data and insights specific to the context of English language learning in higher education, serving as a reference for future research and studies in similar domains.

E. Scope and Limitation

Based on the research background, this research has scope and limitations. The scope of this research is students' perceptions of YouTube to increase English competence a case study on English Department Student's Muhammadiyah University of Ponorogo.

F. Definition of Key Terms

Preceptions : The process by which individuals organize and interpret the sensory information they receive to give meaning to their environment. In this process, the brain processes stimuli received from the five senses such as sight, hearing, touch, thought, and feeling, then integrates them with previous experiences and knowledge to form a coherent understanding of the world around them Quadt, (2017).

Youtube : YouTube is a global online video-sharing media where users can upload, view, share, comment on, and interact with videos. It hosts a wide variety of user-generated and corporate media content, including music videos, educational content, vlogs, short films, and live streams. YouTube is accessible through its website and mobile apps, and it supports both public and private sharing of videos Joa et al., (2023).

English Competence : Refers to the ability of an individual to effectively communicate in English, encompassing skills in listening, speaking, reading, and writing. It includes proficiency in grammar, vocabulary, pronunciation, and comprehension, as well as the ability to use

English in various social, academic, and professional contexts. English competence is often measured through standardized tests and practical language use Purnama et al., (2021).

