

CHAPTER I

INTRODUCTION

A. The Background of Research

Learning English for children called English for Young Learners (TEYL) is developing in various parts of the world, especially in developing countries including Indonesia. This policy started in Indonesia since the implementation of the KTSP Curriculum, and until now its implementation continues to be improved. This is related to the government's efforts to prepare reliable and quality students, who will be able to compete at the national and international levels.

The age of students who are classified as children (6 to 12 years) is a golden age where their brains are able to quickly absorb various linguistic knowledge which directs them to acquire the target language being studied. To be able to understand the language learning, it is very necessary for students to understand the basics of the language they are going to learn. One of the basic things that must be understood is vocabulary, because vocabulary is the basic foundation of language so that someone knows what we are talking about (Bimrew Sendekie Belay, 2022). Vocabulary is the main tool that a person must have because vocabulary functions to form sentences, express thoughts and feelings

perfectly, both orally and in writing. In language, vocabulary is an important component.

Vocabulary is important for students to support their four language skills. A rich vocabulary makes listening, speaking, reading and writing skills easier (Nation, 2015). Vocabulary is one of the most important language components in learning English. Vocabulary is a number of English words that are taught to students in the teaching and learning process which are in line with the four English skills. By increasing vocabulary, students' ability to better understand listening, speaking, reading, and writing will most likely increase (Br Simamora & Oktaviani, 2020). In addition, various media can be used to train students' current abilities, including music, videos, films, etc. English films can provide a great opportunity for students to learn English vocabulary in a relaxed and fun way.

One effective way that has been used to encourage language students to develop their language competence is through English films (Albiladi et al., 2018). Film is an animated graphic that contains color and sound to capture and maintain students' attention (Sharjeel & Dadabhoy, 2013). They also added that students' emotions and behavioral adaptation strategies will be affected through films because emotions are presented in an accessible way. Watching films in English also makes it easier for students to identify

something new, such as students being able to understand vocabulary, immediately recognize it, and have the opportunity to "translate" the life history of films into their own lives.

However, learning vocabulary is still considered less important. Many people are lazy to memorize vocabulary even though they already know the impact. So one of the tactics in vocabulary mastery is that learning vocabulary in class must be really entertaining, unique and other things that are done repeatedly until students master it, moreover until students are able to pronounce the learned vocabulary with the correct intonation in accordance with language culture (Khotimah et al., 2020). (Ebrahimzadeh & Alavi, 2017) has suggested that more emphasis should be placed on teaching vocabulary as opposed to grammar in language classes. Realizing this, placing proper vocabulary knowledge in language teaching and learning by giving adequate emphasis is expected to be able to develop students' vocabulary skills.

Learning that is done for vocabulary mastery must be supported by the methods and strategies used in the learning process. Application in utilizing technology can be used to support the vocabulary learning process. One of which is animated videos that can be taught to children through interesting media such as YouTube etc (Afriansyah & Arwadi, 2021). Vocabulary learning using animated cartoon

video in youtube media is expected to be able to fulfill young learner students' simple understanding of spoken text the meaning and function of each vocabulary obtained from watching videos in the form of youtube animated cartoons .

Based on preliminary observations made by researchers, it was found that students felt so bored during the lesson. A small portion of them understand and have mastery of familiar vocabulary and some others find it difficult and think English is a very difficult subject. when examined further, the students there only used student worksheets during the teaching and learning process. however, when the researcher asked them to learn to understand vocabulary by using objects around them, the students were very enthusiastic and very excited to scramble to answer what the English vocabulary was from the objects around them. Because seven grad junior high school students are still classified as young learners, where the most dominant characteristic of young learners students is playing, teachers are also required to be able to design learning material into a game.

Furthermore, from the results obtained by researchers during interviews with English teachers at the school, information was obtained that students during learning hours did not focus on learning and some other students were busy playing with their classmates. The teacher added that if

students are given learning media other than books, students are very enthusiastic but also make the learning media into a game media which causes students to only continue playing and ignore the material or learning during the teaching and learning process.

Regardless of this fact, judging by the Ministry of Education, Culture, Research and Technology decision to abolish English as a compulsory subject in junior high schools, it is inversely proportional to the mandatory curriculum in these schools. Based on the results of interviews conducted by researchers with English teachers and principal at the school, it was found that the reason they held English lessons was because young learners student was the initial level of education. In this early education the teachers need to provide a solid foundation to move on to the next level of education. For this reason, teachers need to provide interesting English learning experiences so that children feel happy and interested in learning English whose speech and writing are still foreign to them. because of the phenomenon that the researcher found at this time, the researcher tried to investigate the possibility of using technology in the form of video cartoons in youtube through scientific methods to increase students' vocabulary achievement. The advantage of using cartoon videos in teaching English vocabulary is that children enjoy learning

languages with cartoon videos (Makasau, 2017). Cartoon videos are an effective way to learn body language and build children's confidence through repetition (Ridwan Abdullah Sani, 2022).

Furthermore until students are able to say the vocabulary learned with the correct intonation according to the culture of the language. To be able to easily convey the meaning in the learning process to young learners, of course, learning media is needed that can attract students' interest, in this case an animated video on the YouTube channel "English SingSing" which is used to improve the pronunciation of young learners. YouTube channel provides useful learning content that can train students' English skills in speaking, writing, pronunciation, and listening. In this case, by watching live learning videos, it is hoped that it can improve the pronunciation skills of young learners. Based on interview, the researcher is interested in conducting a research entitled *"THE EFFECT OF ENGLISH SINGSING YOUTUBE CHANNEL ON YOUNG LEARNERS' VOCABULARY MASTERY"*.

B. Identification of The Problem

From several things that have been behind the problem of determining this research, then the author finds several identification problems including the following:

1. Many students have a limited vocabulary

2. Many students have low motivation to learn English. Students have the view that learning English is difficult.
3. Students can enjoy the learning process

C. The Limitation of The Problem

In order to avoid understanding and clarifying the problem, it is important to define the problem boundaries. The researcher limits the study to teaching English which involves increasing vocabulary by using the English SingSing Youtube channel for seventh graders of SMPN 13 Bengkulu.

D. Research Question

This research was conducted to answer the following question: is there any significant effect of using English SingSing Youtube Channel to increase students' vocabulary of 7 grade of SMPN 13 Bengkulu?

E. Objectives of The Study

Based on the problem of research, the objective of the research: to find out the significant effect of using English SingSing Youtube Channel to increase students' vocabulary of 7 grade of SMPN 13 Bengkulu.

F. Significant of The Research

This research is expected to be useful for all parties, both for teachers, students, schools, and researchers. The benefits that can be taken are as follows:

1. Teachers

English teachers can obtain information about the effect of English SingSing Youtube channel on young learners' vocabulary mastery

2. Students

After doing this research, it is hoped that students can improve their vocabulary mastery.

3. Other Researchers

The result of this study can be used as a reference for making new thesis that related with their theme. And this research can give imagination to the new researchers how to conduct a good research

G. Definition of Key Terms

In order to clarify the key terms used in this research, some definitions are put forward:

1. Vocabulary Mastery

Mastery of English vocabulary is the ability that exists within a person to be able to explore and understand a word contained in English and become the basis for communicating that is known by everyone both orally and in writing, so that it can give meaning when using that language.

2. English SingSing Youtube Channel

English SingSing is the channel where children around the world can joyfully play with English and learn

English. English SingSing channel program on youtube which provides educational facilities and knowledge that motivates students to learn with the English SingSing channel program on youtube

