

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The trending that currently emerges among people in this technology era is the use of application and software as daily needs. Internet, can be used easily to receive, share, buy and pay stuff that they want as an example. It seems like people can see the world outside and achieve what they seek without even leaving the house. This includes all information in form of texts and videos. But recently people tend to prefer to watch and learn from the videos rather than text. This brings many creative and skillful people to create and share their knowledge through video which they upload it on the internet.

Students mostly face a hard challenge when it comes to the matters of learning English. They are struggling to master some of aspect of the language while they are still in fact following the English class activities. The reason these is all the environment that they live in most is not English environment. Raja and Selvi (2011) found in their research that Environment is the leading cause for the problem in learning English as perceived by students while comparing it with the other two dimension namely “Attitude” and “Teacher Competence”. Entwistle and Tait (1995) stated that learning environment as a whole learning situation related to a course, including lectures, assignments, tests and a variety of learning resources. In another definition, Entwistle et al. (2003) have referred to the same concept in a wider sense to include several other aspects of the learning environment such as course design and organization, staff–student relationships and student cultures. In this case, the learning environment that researcher concerns are related to students learning resources and students’ cultures.

Byrne, Hattie and Fraser (1986) explain that the ideal learning environment as the one where maximum learning and achievement take place in. Zedan (2010) explains an equivalent description that the desirable learning environment as being supportive, egalitarian, democratic and organized according to pre-determined rules and regulations. Most of the students in English Education Department Muria Kudus University consider the learning technology resourcesuch as internet and visual website in the same way as broadpractical, user-oriented, and accessible of exploration media which is considerable as ideal media for students with each own individual

requirement for desirable additional support in their learning environment. This may affect their learning achievement as well.

College students such as English Education Department students who are in process of gaining a great quantity of knowledge material and achieving degree in Muria Kudus University, utilizing the technology media communication is a definitely course of action. It is believed that the use of preferred mediator as a communication tool will increase the enjoyment and motivation of students to participate and be proactive in learning (Erjavec, 2013).

The perspective of nearly all English Education Department students of Muria Kudus University is different from the lecturer regardless of same learning environment. Bakhrudin (2015) describes the students' perception as what and how they learned and how they were taught, including classroom activities, material, and teacher's presentation. Some students may find that how their learning is effective with reading, gathering material and asking questions with the lecturer while another finds that watching an interactive and communicative video as media for learning is suitable and helpful for their learning. Maness (2004) stated that learners can gain positive indicators when they watch authentic and real life clips.

While studying in English Education Department Muria Kudus University, researchers observe and find that many students love to watch videos from a website called YouTube. Many students watch video from YouTube for many different purposes. YouTube has become one of the most popular websites in the world. (Alexa, 2011). Many students around the world especially English Education Department students Muria Kudus University recently use YouTube as their learning media and learning aid. YouTube nowadays has become a culture for learning purposes. For example, a video titled "Learn English Listening Skill" has reached beyond eight million views. You can see it at <https://www.YouTube.com/watch?v=ssuiqtreiBg>. This arises so many English experts to make a learning video with simple and enjoyable content then upload it on YouTube. The fact that English Education Department students use as their learning source is the students struggle that they are facing when learning with traditional method when it comes to learning English since most of them think that there is no enjoyment. As complex language to learn and to teach, the students desire for simpler yet helpful lessons. YouTube itself has helped many students to understand the English better. Almurashi (2016) found in his research that incorporating YouTube into English classrooms can improve performance and enhance their level in English courses and also give an essential influence on students' understanding of English.

There are various contents in the every topic and many of those allow people to choose a video and even use it as their own purpose such as an educational purpose. Many teachers nowadays take and use some videos from You Tube as their teaching media and method. But bear in mind that this still makes no guarantee as an efficient teaching method nor media. But at least the thing teacher may able to do is provide a lecture the students to turn the You Tube site as media to build the students critical thinking. Build their critical thinking to make a precise selective criteria information source as a beneficial educational purpose.

In this sophisticated 4.0 era, as technology information are getting more modern and easily achievable, the students tend to acquire their knowledge from many modern media such as You Tube videos which contain so much variety of knowledge that tend easy to comprehend and enjoyable. This impacts to many teachers as a demand to be more flexible to their media and their method for teaching the students. The old fashion way seems not suitable for the students which they are not passionate about and require more than just a “sit and listen”. For learning a foreign language such as English, students nowadays feel like a teacher lecture is not enough to fulfill their crave knowledge of English skill. They tend to learn from a friend and eventually watching a You Tube video as their method to learn English. The unsupported facilitation of English environment impact toward the students and the utilization of usual old fashioned, boring media now has to be changed for the reason of students’ interest that are now desired for fun and enjoyable learning. Especially for student of English Education Department Muria Kudus University who are studying English for educational purposes.

Therefore in this research, the researcher is going to conduct a research within title of: “The Students’ Perception on You Tube as Learning Media in English Education Department Muria Kudus University.”

## **1.2 Statement of the Problem**

Based on the background of the research above, the following problem can be formulated as :

1. How are the students’ perceptions on You Tube as learning media?
2. What reasons do the students choose You Tube as learning media?
3. What channels did students ever access on You Tube as learning media?

### **1.3 Objective of the Research**

Based on the statements of problem above, the objectives of the research are

1. To know the students' perception of You Tube as learning media
2. To know the reasons the students choose You Tube as learning media
3. To know the channels the students ever access on You Tube as learning media

### **1.4 Significance of the Research**

The researcher expects the research will be useful for the people as follow:

1. The researcher

This research hopefully will be useful for the next researcher who want to conduct a similar research

2. The Teacher

For the teacher, this research may be beneficial for their teaching to use a good media to improve good and effective learning.

### **1.5 Scope of the Research**

In this research, the researcher will try to limit the focus and specifically on students' perceptions on You Tube as learning media in English language to prevent broader research issue and the researcher will limit the subject only on the students of English Education Department of Muria Kudus University in 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> semester in academic years of 2019/2020.

### **1.6 Operational Definition**

1. Students perception

Students perception is a opinion and their thought toward a You Tube as learning media

2. You Tube

You Tube is a site to upload, watch and share a video that contain so much variety of content of learning

3. Learning Media

Learning Media is a support device for students to teaching and learning

4. English Education Department of Muria Kudus University

English Education Department of Muria Kudus University is a department

