

CHAPTER I

INTRODUCTION

A. Background of Study

Today, English is the most important language as a communication tool in the world. Almost all people from various countries in the world use English as a tool of communication. The area of English will always become a special interest due to the importance of the English language in every scope of our lives. The top position in the international language ranking is English. Apart from this, in career development, English language competence is also important. Therefore, to increase self-confidence for students in facing global competition, they can be trained by understanding and using English in today's global era, where competition is getting tighter.

As humans who are essentially social creatures, of course we need communication because communication is very necessary for establishing relationships between human beings in our daily life. As an important part of verbal communication, people need to interact with others to express their feelings or share ideas and thoughts as the definition of communication itself. To communicate, we will automatically learn our native language through speakers around us since childhood. But in this global era, to communicate at an international level, of course we must be

able to communicate in an international language such as English. Apart from the four English skills that we know, we need oral skills, which consist of speaking skills and also good listening skills as the basic skills needed to communicate in two directions. Effective communication is highly dependent of a person's skills in sending and receiving messages. Conversation will not form successfully without good speaking and listening skills.¹

Throughout the history of teaching languages, a number of different teaching approaches and methodologies have been tried and tested with some being more popular and effective than others. In chapter 2, the writer will describing the most common learning methods or the traditional methods used by a teacher for learners. But as time goes by and technology develops, there are now new learning methods that can be practiced at home by learners. Even without the involvement of others, which is often called self-taught. Thanks to the sophistication of technological developments, now learning english is not only limited to formal education rooms such as formal schools or courses or tutoring institutions. Now there are various kinds of learning method that are very easy and also more practical to practice at home, even wherever and whenever. So there are some new learning methods that easier for learners to learn english with as much material as possible, so that learners can mastering english more quickly.

¹ A. Howatt and J. Dakin, *Language Laboratory Materials*, 1974.

In today's modern era which goes hand in hand with increasingly advanced technological developments, learning English is so easy. People can do this by their selves. Social media is the hottest topic of conversation because of its usefulness to find information through mobile devices, which of course, makes it easier. 97.4% of Indonesians have access to accounts social media.² Talking about technology and social media, this has also entered the field of education, which is referred to as an electronic learning system, or e-learning which can shorten the schedule of learning targets. Currently, there are a lot of learning media that students can access through their mobile devices, especially in this modern era, almost everyone has a smart phone. Nowadays, social media is certainly not a new thing. Talking about social media which has been recognized as a teaching and learning tool that facilitates various aspects of learning such as discussion, participation, and also various forms of content (text, audio, video, and images). The media facilities mentioned earlier are considered as important resources for students to learn in all subjects, especially to learn languages.

There are three new learning methods that are believed to be more relevant to the character of today's young people, so that the learning process will feel more fun and the learning material also easier to

² Jessy Gracella and Dedi Rahman Nur, "Students' Perception of English Learning through YouTube Application," *Borneo Educational Journal (Borju)* Vol. 02 No (2020): 21.

understand, namely: Free writing method, Following the video tutorials on YouTube method, and Practice by speaking spontaneously method.³

Of the three methods above, there is a method related to this research, namely the method of following video tutorials on YouTube. YouTube is an application that can be used as a source of internet-based learning media for learners, almost everyone has the YouTube application on their smartphone devices. The interesting thing about this method is that learners can use videos on YouTube without paying or free. There are lots of video tutorials on YouTube that learners can use to learn English, starting from the preparation of words or what we often called grammar and how to pronounce English. Even learners can find material about daily speaking style which consists of using slang words. This method can help to increase the interest in learning of learners who have been experiencing difficulties in learning because they think that learning through books is a burden to read because video tutorials on YouTube are more interesting and interactive. Not only that, there are other benefits that can be obtained through the learning method by following video tutorials on YouTube, learners can access all materials quickly and practically. In addition, learners can also play the video tutorial anytime and anywhere using their smartphone. With this convenience, learning English will be more fun and easier for learners. So that learners can use their free time to learn English

³ Visitpare, "Metode Pembelajaran Bahasa Inggris Yang Mudah Dan Efektif," *Visitpare.Com*, last modified 2022, <https://visitpare.com/pojok-bahasa/metode-pembelajaran-bahasa-inggris/>.

without having to interfere with other activities. Learners can also choose the most interesting and unique english learning video tutorials to make them more excited and not easily bored.

In this study, the writer will analyze the English learning method used in the “Learn English with TV Series” YouTube Channel. “Learn English with TV Series” YouTube Channel created on May 24, 2016 by Justin Murray, Chad Fishwick, and Ethan Wanger who previously also founded RealLife English YouTube Channel on March 3, 2012. The current number of “Learn English with TV Series” YouTube Channel’s subscribers which accessed on February 12, 2022 at 18.53 is 5.24M subscribers. This channel also offer free PDF lessons with the full transcript, and explanations of all intermediate vocabulary, native pronunciation, cultural tips, and grammar in their official website at <http://reallifeglobal.com/lewtv-compilation/>. This channel also offer a full 11 month English course covering Friends season 1 & 2 for who want to learn English more with this method at <https://reallifeglobal.com/lewtv-fluentwithfriends/>.

Based what is said above, the writer had interest in conducting a research entitled **“An Analysis of English Learning Method used in The “Learn English with TV Series” YouTube Channel”**.

B. Identification of Problem

The writer identified several problems in learning English based on the background of the problems mentioned above:

1. The simplest and most common problems in communicating are due to a lack of listening skills.
2. English learners often find it difficult to listening and usually misunderstand what native speakers say.
3. Lack of effective listening learning media to improve students' listening skills.

C. Focus of Study

This study focuses on the English learning method used in the “Learn English with TV Series” YouTube Channel. Data collection will be conducted on the videos of “Learn English with TV Series” YouTube Channel. The pdf lesson and the documents from the books, journals, and the screen capture contents from “Learn English with TV Series” YouTube account is used to support the research. This research will be conducted through the analysis content. Through this strategy, researchers can find out and describe about the English learning method used in this YouTube Channel. So it can be used as a learning media for other English teachers.

D. Research Questions

Based on the background above, the writer formulated the problem as follow:

1. What is the method used in the “Learn English with TV Series” YouTube Channel?
2. How is the method used in the “Learn English with TV Series” YouTube Channel?
3. Why is the method used in the “Learn English with TV Series” YouTube Channel becoming so popular?

E. Objective of Study

Generally, the purpose of this research is as a reference to methods of learning English in “Learn English with TV Series” YouTube Channel. Specifically, the purposes of this research are to get information about:

1. To find out the method used in the “Learn English with TV Series” YouTube Channel.
2. To find out the way “Learn English with TV Series” YouTube Channel teach on the videos.
3. To find out the reason that the method used in the “Learn English with TV Series” becoming so popular.

F. Significant of The Research

The result of this study is expected to be useful for some people below:

1. Teachers

Teachers will get new information about YouTube Channel that can be used as a learning medium for the students.

2. Students / Viewers

Students get to know other resource of learning English. They can explore more about “Learn English with TV Series” and find it interesting to learn use this YouTube Channel as their resource of learning. After teachers use the videos in this YouTube Channel as a learning medium, students and also viewers are expected to have a good understanding skill and have a high interest in learning English in order to build a good communication.

3. The Writer

The writer get to know, learn and experience how to conduct a content analysis research.

4. Other Researcher

By conducting this research, it will support and motivate other researchers who need to do a research and would give new information about “Learn English with TV Series” YouTube Channel.

G. Previous Study

Previous study there are numerous preceding, research associated with the subject to assist this study. The first previous study organized through Ulker Mehmet in his thesis entitled “The Approach of Learning a Foreign Language by Watching TV Series”, he did a research in 2019. This study aims to investigate the process of learning Turkish as a foreign language by watching TV series. The similarity of this research with the writer’s research is the topic, both analyze learning a foreign language by watching TV Series. The gap between this two research is the method used, this research used a qualitative based study with document analysis, case study and mix research design whereas the writer’s research is using a qualitative content analysis. This paper analyzing the process of learning Turkish as a foreign language by watching TV series, whereas the writer’s analyzing the English learning method used in the “Learn English with TV Series” YouTube Channel. The result show that learning a foreign language by watching TV series takes a place in a natural learning environment.

The second, Luthfina Nurlaili Damayanti, she did a research in 2021 on analysis the problem of learning English using YouTube videos entitled “The Influence of English Learning Videos on YouTube towards Students’ Interests”. This research was conducted at the Muhammadiyah University of Purwokerto and collected data from several students from various study programs in the third to ninth semester. The gap between this research and

the writer's research is about the purposes of the research, the data, and the method. The data on this research was collected using Forum Group Discussion (FGD) and Structured Interview method. The similarity of those research is about the YouTube Channel used, because YouTube videos have been prepared for discussion. In Forum Group Discussion session, students sit in a circle. Researcher began showing the video titled "Learn English with Harry Potter" on the channel "Learn English with Tv Series" to respondents. According to respondents, the video presented is suitable for English learning media because in the video it also teaches how we say it. Because some "repeat" parts are deliberately made so that the audience can follow the way of pronunciation from dubber. The uncommon vocabulary is also displayed in the video, which is in the British dialect basic to the layman. The results obtained are quite interesting because their answers on average have some similarities and all agree that the method of using video that researchers do is successful and suitable for use in this modern era.

The third is "Cultreure Representation in English Textbook: Content Analysis of Textbook *Bahasa Inggris* for Grade X Senior High School" by Dita Safira Aulia. She did a research in 2020, the design of her study is a content analysis research that apply a mix method as the approach because she wanted to find out the cultural categories and its representations in cultural dimension in textbook *Bahasa Inggris* for grade X Senior High

School. The gap between this research with the writer's research is because the writer uses a YouTube video as a main focus of this research, and a descriptive qualitative method. The similarity between those researchs is using a content analysis to explain this study. There are two points as the result of this research. Firstly, the cultural categories are founded fully in textbook. Secondly, the representation of cultural categories in cultural dimensions also have variations.

H. Organization of Writing

In order to make this research easy to follow, this paper is arranged into three parts, every chapter have some points to explain the chapter, the writer organizes as it follows:

Chapter I is Introduction. In this chapter the researcher put some points: Background of Study, Identification of Problem, Focus of Study, Research Questions, Objective of Study, Significant of the Research, Previous Study and Organization of Writing.

Chapter II is Theoretical Framework. This part is consists of the theories from some experts who have conducted the research related to this research.

Chapter III is Method of The Research. Which consist of Research Method, Data and Source of Data, Technique of Data Collection, Instrument, and Data Analysis.

Chapter IV is Finding and Discussion. This chapter consists of explanation of the data description and the analysis of data.

Chapter V is Closing. This chapter consists of conclusions and suggestions.