

CHAPTER I

INTRODUCTION

1.1 Background of the study

English is the international language in this era. According to Sutanto Leo (1997:16) “English is the International Language for Communication”. English is used by most of people in the world to interact by each other by doing conversation. “English is probably the most widely used language in the world with around 400 million native speaker in the world” (Rodney and Geoffrey:1987:18). Because of that statement English as the International language so the people should learn about English. In this era learning can be done by the technology. The learner can use the technology to access about knowledge and learning about language easily.

The technology and English Language education are related to each other (Singhal:1997). Technology is the big part of life in this era. Many of job and education using technology to share about Social, Science and Language. The effect of the technology become huge in teaching and learning the language in addition to the instructor's role. In the other word, the role of the instructor together with the role of the technology can lead to the advance learning result (Sharma:2009). The new technology includes communication techniques for language teaching in which the individual computer plays a central part (Davies and Hewer,2012). There are in any case, other technological tool that can be utilized in language learning besides computers. Each technological tool has its specific benefits and application with one of the four language

parts (speaking, listening, reading, and writing). In any case, in arrange to utilized these techniques effectively, the ELT learner should be familiar with using computer and internet and capable of interacting with these techniques.

According the insight as to how exactly modern learner in this era using technology to support their education. The learner today can use technology in following ways : internet connection, youtube channel, application, gclassroom, projector, digital foodprint, online deegrees of technology. The internet has developed in significance by numerous folds, over the method of decade. Its significance within the instruction world can presently never be undermined. In spite of the chances fraud and downside, the utilized of the web is like blessing for the learners, nowadays the internet is something thats show in nearly everything. From tv to gaming consolesand mobile phone, the internet truly everywhere. The utilize of the internet permits learners to discover amazing comfort, they can discover different kinds of offer assistantce, tutorials and other sorts of helping fabric which may be used to scolastically progress and upgrade learning process. The new breakthrough of technology has the biggest fuction in the education world especially in recently case is in the pandemic of covid-19.

From the case of coronavirus has negatively affected educational activities worldwide. The coronavirus pandemic affected educational systems worldwide, leading to widespread closures of schools (Wikipedia,2020). It created serious distrupcion in academic activities, as well as in career plans. As part of the worldwide endeavors to combat

covid-19, numerous nations over the world closed down schools in an endeavour to contain the coronavirus pandemic. Agreeing to the joined together countries instructive, logical and social organisation (UNESCO) monitoring, over 100 nation closures, affecting over half of world's students population (UNESCO,2020).

The unplanned closure of schools of covid-19 came with obvious implications on the education industry globally even though, the choice to close schools shows up to be right considering the ought to contain the coronavirus widespread. The happy closure school around the world revalidated the require for selection and deployment of cutting edge innovations in instructions. Innovation has the potential to encourage instruction from any area counting domestic. Hence, as the world battles to contain covid-19 or any future flare-ups, the utilize of instructive innovation stages would gotten to be the modern reality for instructive educate, teachers and learners. Technology is an fundamental apparatus to offer education, psychologal, otherworldly, medical advice, or support to parents, educators, student during and after pandemic. Technology aid report of cases, testing and social distancing which are critical to mitigate the spread of Covid-19, in some climes, robots and drones were also used to give good to reduce human interaction.

Staying at home all day could be very challengeing for learners especially in digital millenial who are very mobile and inquistive in nature. Therefore, with the aid of technology, learners and educators can be productively and educatonally engaged to reduce the boredoms that could push them become Covidiot during lockdowns pandemics.

Technology is the key component in education in the 21st Century. The increasing use of technology in education has modified teachers' method from the traditional approach to the more flexible approach where they act more as facilitators, mentors and motivators to inspire learners to learn and study (Onyma and Debora, 2019). Online education is a general concept for teaching and learning with the aid of technology tools and platform. The success of online education is dependent on factors such as, good internet access, digital skill, learning software, and availability access to the technology. There are a broad range of online education tools and platform that facilitate of online education during the pandemic Covid-19 such as Google Classroom, Youtube, Skype, Go To Meeting.com, Edmodo and many others.

With this relation between the learners and youtube channel this is the good opportunity for the instructor to teach from the youtube channel. The instructor can use this occasion to create education channels are centered to teaching. Many education channels in youtube are focused on teaching learning process. Youtube can be used to create a learning community where everyone has a voice, anyone can contribute and a value lies equally within a creation of the content and the network of learners that from around content discovered and shared (Educauses Learning Initiative, 2006). Youtube is increasingly being used by educators as a pedagogic resource for everything from newsworthy events from around the world to slice of life video to teach students. From an instructional video to an online space to share student authored new media.

Video learning should not be passive. There are some segments that

relative to the specific used video to promote active viewing and maximizing learning such as : segment, notes, pause, sound off, preview, integrate, cut, focus, and after. Teacher and student alike will find that video is the effective catalyst and facilitator for classroom discourse and analysis. Couple with hands-on learning, a new media, video enhance curriculum can be invaluable for expanding the learning experience and by incorporating a medium that is popular, forceful and familiar, educator can tap into the existing enthusiasm toward this form of new media. Youtube as new media for teaching and learning, so the educator has to arrange about the teaching technique that relative with youtube as the media for teaching.

Teaching technique has been arranged for learners to get target language in study. There are many varieties ability of the learners so the instructor need teaching technique to transfer the knowledge as well to the learners. This become a hard think about what the teaching technique that effective to make conductivity in the class and can control the learners. In EFL Teaching technique can be used in the real class or from the video. It has same technique but different delivery technique to the learners. This some teaching technique that usually used are PPP (Presentation, Practice and Production) the teacher present the target language and then given student the opportunity to practice it through very controlled, inquiry based instruction, technology in the classroom. From this invisible using technology for teaching and support from the teaching technique so many teacher using youtube as the media for teaching in ESL for reach the target language.

In youtube many educators give the lesson through the video as teacher that will give the learners how to study about language. One of the good channel that recommend for the new learners is mmmEnglish Channel. according to Englishpost “mmmEnglish youtube channel is the one of 15 awesome Youtube Channels for Learning English”. The channel is becoming more more popular over the years. Emma’s Channel has over 200 lessons. This channel objective to help the learners to build skill and confidence as English speaker. As the instructor for Teaching English speaking skill in pandemic era. This more challenge for Emma to become educator channel to interest the learner to study about English, so mmmEnglish’s channel has a vision to help learners around the world build the confidence to speak English with easy way, build the vocabulary, develop natural pronunciation, increase grammar accuracy, practice functional language skills and reach conversation fluency (Emma,2015)

Besides that, how important speaking English and there are many learners hard to find the good technique to study English with easy way, the teaching technique used by EMM English is very interesting technique for research study. The teaching technique is used by the technology and be prepared for the learner as a net generation in this digital era become a good solution for the learners. As an instructor who can see the benefit of technology in educational world that must know about how to use the technology for education wisely.

1.2. Research Question

Based of the study above, the research question can be formulate as follows:

1. What teaching techniques are used by mmmEnglish Youtube Channel?
2. What are viewers perceptions toward the teaching technique used by the Instructor?

1.3. Objective of the Study

1. To describ the use of teaching technique in mmmEnglish Youtube Channel to viewers
2. To describe the viewers' response of mmmEnglish youtube channel toward the teaching technique.

1.4 Assumption

1. Instructor assumption of mmmEnglish youtube channel uses teaching technique in teaching english for their youtube content. And teach them how to learn English with easy way with Youtube as the media for teachning.
2. mmmEnglish youtube channel has some responses from viewers about their content especially teaching technique used by the instructor.

1.5 Scope and Limitation

The scope of this study is to analyze or observation three videos of mmm English with the title are *Tell Me About Your Self* (<https://youtu.be/Tj186bw4EM>), *First or Second Condition* (<https://youtu.be/Tj186bw4EM>), *Advance Speaking Practice*

English/Immitation Technique (<https://youtu.be/FfhZFRvmaVY>). Which those title were taken by the most viewers in recently one years.

With this aims, first limitation of this study focus on analysis of the viewers response toward the comment about the teaching technique that used in Emmm English. The learners was perceive in watching EMMM English youtube channel as the media of learning English to increase their speaking skill and language component.

1.6 Significance of The Study

This research was significance for the English Instructor to teach English speaking skill as foreign language through Youtube Channel with good teaching technique with the benefical of Youtube. According to (Berk,2019) adding that using Youtube videos in an educator manner is benefical for illustrating a concept, presenting an alternative view point, simulating learning activity, and motivating student. In addition of (Balcicanli,2011) that the use of Youtube in independent language learning helps to motivate student to spend more time to learn and practice the target language.

This study expected to support to the literature discovering teaching technique used by the instructor of mmmEnglish youtube channel as the education channel to help the learners improve their English Speaking skill as the foreign language.

1.7 Definition of Key Term

There are several important term to define in other to

understanding. The definition of key term which to be used in this study presented as the following:

1. Teaching Technique

A teaching technique can be taught of as activity which affect the learner's encoding process, how is the learners will learnt desired information, concept, generalization or skill. The teaching technique can be either student-centered such as student-made reports or teacher-centered such as the lecturer. They can be active or passive in the learning depends on how they are used.

2. Youtube as The Media For Teaching

Youtube Channel as the video sharing website. Youtube can be used for variety in Teaching-Learning context (Garcia Brriocanal, 2009). Appearently , the educator and learners use youtube as the media based on technology according to (Downes,2008) youtube as the educational resource present a topic, produce video, engage student to learn digital skills, develop activity in digital era, and work with video resource. Besides youtube is an innovative ways to learnt visually and physically inspired learners (Burke, 2009). Youtube video can inspire and engage the learners and support digital learning style of the Net Generation (Burke and Synder, 2008).

3. MmmEnglish Channel

MmmEnglish Channel is the education channel whose shows about how to learn English with easy way to practice. This Channel inspired the learners to improve their speaking skills. The

instructor create more 200 videos in the Youtube with 4.78 Subscriber. mmmEnglish has a mission to help the learners around the world built the convidence in speaking English (EMMA, 2015)

MmmEnglish has over 200 English lessons will help the learners to built Vocabulary, developpe natural Pronounciatio, increase grammar accuracy, practice fuctional language skills and reach conversation fluency. So this channel very benefical for the learners around the world whose needs to increase English Speaking Skill.



