



THE ROLE OF USING IG AND YOUTUBE AS MEDIA TO EXPLORE THE ENGLISH ABILITY OF AKBID KARYA BUNDA HUSADA STUDENTS

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ABSTRACT

This study aimed to determine the role of Instagram and Youtube in exploring English skills for Akbid Karya Bunda Husada students. This research is qualitative. They use interview data collection techniques from 25 Akbid Karya Bunda Husada student informants in one class group. The study's results stated that; 1) Instagram and Youtube contain content containing interesting English learning materials in the form of videos, images, and writings. Instagram and Youtube support the student learning process more fun and contribute to encouraging students' interest in learning; 2) The majority of students' perceptions say they strongly agree that Instagram and Youtube as interesting media are used in English learning. Not only used to collect material, Instagram and Youtube have become media for students to pour their creativity, skills, and English skills through assignment projects from lecturers; 3) students of Akbid Karya Bunda Husada need English to be able to compete in the era of globalization related to their skills, such as communicating, reading English literature, adding insight into discoveries, improving service, and the opportunity to get a good career.

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INTRODUCTION

Technology in the modern era has an important role in all aspects of human life. Aspects that have been touched by technology now such as educational, economic, social, and so on. The Internet provides information that is up to date. Especially now that technological developments are also followed by the development of various social media platforms so that the ability to download information via the Internet is increasingly unlimited.

Technology development has also opened up a wider space for human interaction. Humans are no longer concerned with distance and time. Information can be accessed from

anywhere, anywhere, and anytime. Even the Internet can provide information from different parts of the world. The download of information on the Internet cannot be separated from the role of language as a means of communication in interaction. Language has become an important communication tool in human life. A person who speaks more than one language can achieve a wider range of interactions. Language becomes a person's main tool for exchanging information with others. With language, a person can easily get the information he wants.

In this 21st-century era, scientific mastery requires language skills. A person can easily learn, understand, and apply knowledge daily through language acquisition. The language that must be mastered in the era of the 21st century or revokes 4.0 is English. English has become an international language all over the world. Similarly, the Government of Indonesia has chosen English as the first foreign language taught in schools. English is taught at any level and in any educational institution/institution to meet the needs of language proficiency in the modern era and prepare the younger generation who are ready to face the revolutionary era. (Nuraeni, n.d.)

For students who have graduated from college and will compete in the world of work, English is used to make it easier to get the job they dream of. English in the world of work or industry is now needed so that today's workforce can compete in the free market and compete with workers from all over ASEAN. The Indonesian nation, as a heterogeneous state, must be able to meet the needs of its people by the expectations, ideals, and dreams of its citizens. Therefore, English must always be a concern so that it is always developed, especially in the world of education as a learning center. (Handayani, 2016)

Language skills are divided into four types: listening, speaking, reading, and writing. However, the ability to speak (speaking) is a benchmark for a person's success in learning English. If a person's English speaking ability is good or fluent, then it can be said that their English learning is successful. Speaking is an activity that aims at allowing someone to transfer ideas during communication (Rosyid et.al 2022). English speaking skills are the most difficult skills to learn. As Bueno, Madrid, and McLaren argue that "(Handayani, 2016) Speaking is one of the most difficult skill language learners to face". English speaking skills can be trained through daily communication. However, it is not easy to practice English as a language of everyday conversation because there is one thing or another that causes it to be unable to be practiced properly. (Mica & Mardiana, 2023)

Students need media to improve their English skills. In the 21st century, the progressive world of education has utilized technology to support the learning process. Various kinds of social media platforms are now used to support the learning of students and students, especially in terms of learning English. One media that students often use to improve their English skills is Youtube and Instagram. Youtube and Instagram contain a wide variety of information, especially those related to the importance of learning English in more depth. (Afif, 2019) Youtube and Instagram are the learning media choices for Akbid Karya Bunda Husada Students to improve their English skills and skills better with media that is easy to access and fun.

METHODS

This research is a type of descriptive qualitative research. Researchers use a qualitative approach to obtain information, analyze, and present research results. The main source of data for the study was an interview with the subject of the study, which was the Akbid Student of Mother Husada, as many as 25 informants in one class group—supporting data sources such as

literature in the form of books, journals, articles, or other sources that support the research process.

Data collection techniques use interview methods and literature studies. The interview instrument consists of three main questions with indicators related to the role of Instagram and Youtube as An Exploratory Medium for the English Skills of Akbid Students by Mother Husada. Data analysis techniques use four analysis stages: 1) data collection; 2) data classification; 3) data analysis; and 4) conclusion.

RESULTS AND DISCUSSION

Based on the results of research and interviews that have been collected, information was obtained that Youtube and Instagram are the learning media to improve English skills. First, pictures and short videos from Instagram can be used as a learning medium for Akbid Karya Bunda Husada students to improve their English skills. Short videos that contain dense and clear information can be study advice for students to know and obtain important information in English, such as short videos about pronunciation in English, pictures containing English vocabulary, and so on. Second, Youtube is one way to learn English to improve skills. Youtube presents complete content because it can be viewed and listened to for a long. It contains lectures or lectures used to learn English for Akbid Students of Mother Husada's Work.

1. Instagram and Youtube as Sources of Knowledge

Not much different from other languages, English contains a variety of topics that students need to learn. These topics include; tenses/grammar, reading text, listening, speaking, and writing. These topics are studied from various sources according to the needs of students and can be presented in various interesting themes to train students' English skills. For the material to be enriched, students need media that present these English topics. English learning media can be obtained through infrastructure such as books, journals, encyclopedias, and dictionaries. Moreover, other sources such as the Internet, online journals, English articles, and so on can be accessed.

Nowadays, the material acquisition does not only come from literature in the form of books physically. Students can access online books, online journals, and other digital resources. However, what is interesting is that students can now learn through Youtube and Instagram sources. As is known, people generally know Youtube and Instagram as one social media synonymous with entertainment. However, in their development, Youtube and Instagram have also become learning media. Youtube and Instagram present entertaining content and have developed various information such as education, economic news, skills, expertise, social, cultural, and so on. (Andika, 2022; Sesriyani & Sukmawati, 2019)

Students can access English materials on various topics via Youtube and Instagram. Images and videos on Youtube and Instagram display good image and audio quality. Not only that, this information can be accessed free of charge or for free so that students can access it anytime and anywhere. Videos and photos from (Agustin, 2011; Sesriyani & Sukmawati, 2019), Youtube and Instagram that are accessed are tailored to the class discussion topic. Students have been prepared in advance for lecture modules containing English learning topics in one semester. Then students are given assignments to access these learning topics via Youtube and Instagram. The Youtube and Instagram content accessed must be able to meet the mastery of four language skills: speaking, writing, reading, and listening.

Students are free to access content on Youtube and Instagram tailored to the needs and interests of each student. Similarly, the Youtube and Instagram content presented is very diverse, so students can adjust which sources can be used as learning resources according to the ability to absorb their respective materials because the level of student understanding speed can vary. Student learning interactions do not only take place with lecturers in the classroom. If English learning classes can only take place within a limited time, students through Youtube and Instagram can learn without any limitations in time and media. Such a learning process is considered a form of the latest educational development based on Youtube and Instagram media. The term in modern education is e-learning, learning by utilizing information and communication technology. (Afif, 2019)

2. Student Perceptions regarding the Use of Youtube and Instagram as Exploratory and Learning Media

To complete the research results and emphasize the role of Youtube and Instagram as a medium for exploring the English skills of Akbid Karya Bunda Husada students, researchers surveyed by providing closed-door interviews of five closed questions to 25 students as research informants. In addition to the questions, the researchers also asked an open-ended question to express students' opinions regarding integrating Youtube and Instagram in the classroom. The open questions asked to informants resulted in a percentage of students' approval rates for using Youtube and Instagram as exploratory media in English language skills. The results of the study stated that 36% of students, or as many as 9 (nine) people agreed, and 64% of students or as many as 16 (sixteen) people stated that they strongly agreed that Youtube and Instagram acted as exploratory media in the English skills of Akbid Karya Bunda Husada students.

Through closed interviews, researchers asked questions about students' opinions regarding the appearance or content of Youtube and Instagram presented. Most students, with a percentage of 92% (as many as 23 students), strongly agree that English learning content on Youtube and Instagram is interesting. The rest agreed with the other opinion that not all English content on Youtube and Instagram is interesting, so students have to sort out which ones are suitable for learning. Students strongly agree that Youtube and Instagram as a medium to explore their English skills, with an answer percentage of 88% (as many as 22 students). The rest agreed with the other opinion that exploratory media also requires other media, such as books or exercises. Youtube and Instagram also improve students' English skills and skills with an approval percentage reaching 84% (as many as 21 people). The rest of the opinion agrees with the other opinion that improving English skills must be done through daily conversation to be honed.

Based on the results of this study, it can be concluded that most students agree that Youtube and Instagram content or media can be used for English learning. The advantages of Youtube and Instagram to access a variety of information and materials make the learning process take place pleasantly. Learning tends to be boring if you only learn from book sources or listen to the description of the material on Youtube and Instagram. (Amelia & Rudiansyah, 2021) Students also expressed that access to English material on Youtube and Instagram cannot be separated from the importance of choosing the content they watch. Students need to find videos or images that present English learning that is interesting and not boring and can arouse enthusiasm and interest in learning English.

According to Burke and Snevder, Youtube and Instagram can be alternative learning resources related to the quality of the learning process between educators and students.

Integrating videos or images from Youtube and Instagram can be a tool to develop students' appreciative skills and provide a better learning experience. Learning is not limited to the material in book sources alone but comes from the technology used. (Suek, 2022)

Youtube and Instagram are not only used as a source of information and for learning English for students but can also be a place to pour students' creativity and art. To fulfill this goal, teachers/lecturers can give project assignments to students on certain topics, for example, speaking. Students are assigned to create content in the form of videos that display students' speaking skills. For writing skills, lecturers give assignments to make English posters with provisions that must be made in an attractive form. For example, the task of making video conversations between student friends (conversation) is to practice speaking and listening skills at once. Lecturers can also provide projects in the form of short story reviews in English to train and test students' reading skills. The examples above are a form of English language skills to hone students' abilities. Project assignments must be uploaded on Youtube and Instagram, so students are encouraged to create content/assignments with the most attractive appearance possible to attract many viewers.

Language skills, especially the ability to speak, greatly affect the quality of a person's proficiency in conveying information orally. However, the ability to speak cannot be separated from other abilities, such as hearing, writing, and reading a person. Because knowledge is gained from listening, reading, and writing. If these abilities have been fulfilled, speaking must also be honed to become a whole set of skills. Speaking skills are an important factor because speaking is related to communicating. A person who conveys information must ensure that the recipient can understand the information he provides. All aspects of language indicate the quality of a person's language skills when he uses them to the maximum. Therefore, lecturers as educators and student supervisors must ensure that student skills can be honed properly so that English language skills can be improved optimally. (Suek, 2022)

3. The Urgency of English for Akbid Students by Mother Husada

English is referred to as a global language. Along with technology development, English language skills are an important aspect that students must master. In the world of health, such as Akbid Karya Bunda Husada students, English skills are needed to update and add insight to actualize their knowledge and skills to provide the best health services. Actualization efforts cannot be made by reading alone. Knowledge and insights are now expanding with the increasing number of discoveries, theories, and cutting-edge approaches published in health science journals. Students of (Idawati Situmorang, 2021) (Lestari et al., 2022) Akbid Karya Bunda Husada are required to always enrich themselves with this knowledge related to the development of the latest in health sciences. Therefore, the need to read is very important in order to develop the competencies possessed by a person. To stop reading is to close access to know and apply discoveries and knowledge in the health care process. (Idawati Situmorang, 2021)

English is also necessary for the needs of communicating and expanding networks. In certain respects, in the era of free markets and extensive knowledge, English is needed when a health worker communicates with doctors, nurses, pharmacists, and other health experts. So it can be concluded that the English language also opens up opportunities for students as individuals to develop themselves and their skills. (Idawati Situmorang, 2021)

Students of Akbid Karya Bunda Husada can use Youtube and Instagram media to download information on English materials needed to improve their English language skills. On the other hand, if English skills have been honed well, Akbid Karya Bunda Husada students can expand and develop their English skills by downloading English-language materials about health that are presented on Youtube and Instagram. Students' access to evaluate their English learning outcomes can also be obtained through Youtube and Instagram through practice questions. Experts elaborate on the urgency of English for students to improve their abilities, make it easier to learn material sourced from the Internet, open wider horizons, provide opportunities for students to be able to continue their studies abroad, make it easier to read English-speaking learning literature, have the opportunity to make friends with international students, increase self-confidence, and as a provision for careers/jobs. Therefore, it can be concluded that there is a great influence and need for students, especially Akbid (Idawati Situmorang, 2021) Karya Bunda Husada students, to improve their English language skills.

Youtube and Instagram are also inseparable from their roles in improving students' English skills. It is no different in other aspects of life that digitalization or technology can improve aspects of life in any field. It is also inseparable from the field of education, which also advances and improves the student learning process. Students are required to develop English language skills; Youtube and Instagram are the media for these needs and media to express these skills.

CONCLUSION

English is referred to as the language of globalization. World competition and the development of technology and information require humans to master English to develop themselves well. English is the international communication language taught at every level of education. The goal is to prepare the younger generation to compete in globalization. Without exception, students in the field of health sciences, especially Akbid Students by Mother Husada. However, mastery of English is hampered by a learning process that is less interesting and tends to be boring.

In order to overcome this problem, the education system in the 21st-century era presents learning media not only derived from books. Learning media can be accessed through the Internet, such as Youtube and Instagram. Akbid Karya Bunda Husada students use Youtube and Instagram as a medium to explore English skills. Perception states that most strongly agree that Youtube and Instagram are interesting and easy learning media to improve their English skills. English is useful in their expertise, such as gaining insight into discoveries, adding insight from English literature or learning resources, self-actualization, improving services, the provision in achieving a brilliant career, communicating, and having the opportunity to develop themselves in a wider scope.

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