



## **THE ROLE OF YOUTUBE AS COMMUNICATION EFFECTIVENESS, MOTIVATION, EVALUATION, OF ENGLISH LEARNING IN PUBLIC HEALTH**

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### **Abstract**

Information media, such as YouTube, have reached almost every aspect of modern life for every generation. Here, especially for public health students learning English, they use YouTube as a means of communication, motivation, and evaluation of learning media that can be used regardless of distance, space and time, so that knowledge acquisition activities can run well and maximally. The method used in this research is narrative inquiry research that tells a series of events in detail about the role of YouTube media in communication effectiveness, motivation, and learning evaluation for students. The purpose of this study was to examine the effectiveness of YouTube media in the pattern of learning English in public health related to communication, motivation, and evaluation methods. The result is that YouTube can do well and add insight and more developed thinking patterns in learning English in public health.

Keywords: English, information, public health, teaching media, technology

### **Introduction**

Technology plays a very important role in people's lives today and can be used in various aspects of life. For example, today's society tends to use technology in their activities and looking for job information, completing work and even searching for information via the internet. The internet has grown rapidly, through the internet media, everyone can access a variety of useful information for the development of each individual who are interested in reading and accessing it. One of the learning media in question is YouTube.

This media presents various kinds of teaching materials, one of which is English media. Learning in the form of visuals and attractive designs is very easy to download. Students, especially students, will be very easy to absorb the information provided by the teacher if it is presented with attractive images and visuals. YouTube can be used as a medium for teaching subjects that are considered difficult for students, one of which is English. As is known, this course is considered

difficult by some students because the material is quite broad, the language taught is foreign language and the reading material is quite difficult.

In today's modern era, people are faced with the rapid development of information technology. This can be seen from the increasing use of gadgets and the number of internet service users every year. Information technology itself has the meaning of a tool to support a job or task related to information. According to (Sinta Bella, 2022), technological progress is something that goes according to the direction of the development of science, which has both positive and negative impacts in it. Based on WSIS data, 50 percent of the world's population is connected to the internet. Indonesia also feels the impact of the development of technology and communication where there are more mobile phone users than the total population of Indonesia. This can be interpreted that every person on average has two or more mobile phones in his life. These residents are also always connected or connected to the internet so that they have an internet account.

Entering the era of the industrial revolution 4.0. One of the impacts of changes in this era is the number of education that has implemented digital technology in the learning process. Digital technology is a learning medium that plays an important role in improving the abilities and skills of students. In the era of information technology, one of them is learning English because English is a universal or global language and is a language that is widely studied and studied by people in various countries in the world.

The industrial revolution society in the era of the industrial revolution 5.0 is based on several pillars, including the era of the industrial revolution 4.0 and cybernetics (Salgues, 2018). Cybernetics or in English known as cybernetics is one of the interdisciplinary fields of science that has the aim of being able to develop technology in various fields of life, as well as being able to develop it in the fields of industry and society. The emergence of the development of the industrial revolution era 4.0 towards the 5.0 era has brought about major changes in various sectors of human life, one of which is in the field of education. wise, and intelligent. The existence of technology has made extraordinary progress, especially in the advancement of information and communication which is marked by the emergence of various forms of information technology such as mobile phones, smartphones, computers, laptops, and others.

To create a fun learning process for students, of course, it is also important to pay attention to the learning media that will be used, because learning media have an important role in the process of teaching and learning activities. According to (Hamalik, 2016), learning media are everything that can be used to channel messages (learning materials), so that they can stimulate attention, interests, thoughts and feelings. Further reinforced by Gerlach and Ely (1971) as quoted by (PERMATASARI, 2016) which states that learning media are graphic, photographic or electronic tools for capturing, processing and rearranging visual or verbal information. The student not only could learn language but also values by using suitable media provided in the teaching learning Process (Wijirahayu & Muliya, 2022)

Thus, based on the usefulness of YouTube as learning medium, it is very helpful for educators and students in learning language skills including speaking, listening, reading, and writing skills. In this case, educators can use YouTube digital media as an innovation in their learning activities. One of the benefits obtained later

is that it can make students more skilled in speaking in the language. Speaking includes the ability possessed by a person in pronouncing articulation sounds or words to be able to express, state, and convey thoughts, ideas, and feelings (Tarigan, 1985).

The general purpose of speaking is to convey thoughts effectively, then can evaluate the results of the speaker's communication to the speech partner. So, basically the purpose of someone speaking is to get a reaction or response from other people. The usefulness of speaking itself as a means of communicating with others which aims to convey ideas, ideas, and thoughts, so that others can understand and respond to what we mean.

## **Method**

In this study, The method used by researchers in this study is a qualitative method. In general, qualitative research aims to understand people's behaviour according to the perspective of the community itself.

The method is the method taken by researchers in finding understanding in line with the focus and goals set. The method used in this study is a qualitative method with a narrative inquiry approach.. In a narrative research design, the researcher describes the lives of individuals, collects stories about people's lives, and writes stories of individual experiences. (Assjari, 2010). Qualitative research with humans as human instruments Purnama in (Mellynda Wurangian, 2014).

The instruments to collect data were questionnaire. Researcher collected information from 63 questionnaire participants. The participants are the public health students in University of Muhammadiyah Prof. DR. HAMKA (UHAMKA) who use one of digital medias which is YouTube to learn English. The selection is also based on the participant's willingness to be involved in this research.

The tool used to obtain questionnaire data is by using Google Form which a service from Google that allows to create surveys, ask and answer questions with online form features that can be customized according to the needs. So we can get answers directly from the audience filling out the survey. Usually used for several things such as making questionnaires, making quick counts of opinions, making online registration forms. By using Google Forms, it makes it easier to create as well as collect or collect user data. Google Forms will collect data well grouped by category and with real time results.

In the questionnaire there are 25 questions including motivation, and the effectiveness of learning to speak in English using YouTube media. where number 1 to number 11 discusses the effective use of YouTube as a media of English speaking improvement, numbers 12 to 21 regarding YouTube use in English language learning, numbers 22 to number 24 regarding YouTube as an evaluation medium in learning English.

## **Findings and Discussion**

In this section, the results of research on The Role of YouTube as Communication Effectiveness, Motivation, Evaluation, of English Learning in Public Health will be described. The results of this study were then analysed, interpreted, and described.

The results of this study were obtained from the answers to questionnaires via Google Form which were distributed to several students of the Public Health study

program. In the questionnaire, respondents were asked to answer 25 questions by providing reasons/information on their answers. The number of respondents in this study were 65 respondents spread over several classes from each semester.

Furthermore, the researchers analysed the results of the answers to the questionnaires that were answered by the respondents regarding The Role of YouTube as Communication Effectiveness, Motivation, Evaluation, of English Learning in Public Health. From these results, there are 5 categories of answers including Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD).

Based on the data gathered from the survey, it is found that in the statement By using YouTube, it can improve my communication in English skills, most students answered the answer choice Agree (A), which was 29 students. While in the statement I am interested in learning to use YouTube because it is easier for me to improve my communication skills in English, 26 students answered Agree (A). A total of 27 students answered the most, namely the Neutral answer choice (N) on the statement I can use YouTube by studying various teaching materials, especially regarding communication in English. In the statement I can learn and practice to speak English not only in the classroom but also at home by using videos from YouTube, the most students answered the answer choice Agree (A), which was 25 students. In the statement I can have more time to learn to speak in English than only learning from the teacher in the classroom, 26 students answered Neutral (N). In the statement It is easier for me to learn and improve my speaking skills through the video from the native speakers on YouTube, 30 students answered Neutral (N). A total of 24 students answered the most, namely the Neutral answer choice (N) on the statement I can learn to improve my English speaking in a fun and interesting way. In the statement I can make a video and upload it to YouTube by using English language in order to improve my speaking skills, the most students answered the Neutral (N) answer choice, which was 31 students. A total of 31 students answered the most, namely the Neutral answer choice (N) in the statement I can make a video and upload it to YouTube by using English language in order to improve my speaking skills. A total of 29 students answered the most, namely the Neutral (N) answer choice in the statement by giving comments or questions of the video on Youtube, will help me to learn to speak and deliver my opinion. In the statement by watching the conversation videos on YouTube, can be the learning source to improve speaking skills, the most students answered the answer choice Agree (A), which was 27 students. In the statement my speaking skill is better after I learned speaking from YouTube, the most students answered the Neutral (N) answer choice, which was 27 students.

Technological developments have progressed in various fields of life, one of which is education, can have a positive impact on the achievements and abilities of students, especially in learning activities for speaking skills. Currently, developments in the world of education are entering a very important period. In the world of education, an educator is expected to be able to optimally provide quality educational services to his students and be able to design a continuation of education that is able to compete with the outside world. At this time, the world of education has wider challenges and demands to have careful preparation and thinking. This is caused by the passing of the industrial revolution 4.0 era. The role of technology in learning to face the era of the industrial revolution 4.0 towards the

era of the industrial revolution 5.0 is necessary and must be applied by educators, because then they can compete with the outside world and not be left behind by technological developments. important in learning in the era of the industrial revolution 4.0 towards the 5.0 era. Currently teachers or lecturers are the core of education, without them education will not be able to run properly and effectively.

Therefore, educators must be able and able to balance the learning system with technology that continues to grow. Here the teacher or lecturer must be able and able to provide learning innovations from classic to modern and combine learning methods with technology to help students understand that education and technology must be in line and be able to create learning activities that are easy to do in any situation and at any time.

The learning innovation of the industrial revolution 4.0 era emphasizes the mastery of learning methods by educators, their application in classroom learning, and their development in learning. The development of innovation in learning must be able to take advantage of all existing potential, including one of them, namely by being able to master technology and its application in learning. Learning innovations in the 4.0 industrial revolution era towards the 5.0 era can be done in various ways. Educators must have mastered the learning methods that have been applied so far, including by adopting and developing existing learning methods with their own creativity, including one of the first steps that can be taken by educators and students in the context of learning in the industrial revolution 4.0 era. (Samosir, 2018).

Along with the industrial revolution 4.0 towards the 5.0 era, learning methods must have innovations and learning strategies that are interesting and not monotonous so that they must involve students in the learning process and so that students do not feel bored during learning. It is hoped that educators (teachers/lecturers) can use creative communication technology to be able to expand the learning environment in education, especially in the 2013 curriculum. in learning, including media or learning aids, technology, and teaching staff. The use of these media can provide advantages such as being accessible anytime and anywhere. (Putu Enik Kristiani, 2021)

In the world of education, learning activities are very important activities, considering that good learning can realize optimal quality of education. Good learning can be realized if students or students implement it with full motivation and enthusiasm for learning. Even during online learning, students' character building are possible by developing awareness of the situation to motivate as well as to achieve the goal of the learning process (Wijirahayu, 2022) There are many ways that are taken by both teachers and parents themselves so that their children have the enthusiasm and motivation to learn, for example there are parents who enrol their children in tutoring or private tutoring and there are even teachers who apply several learning methods and techniques so that students are interested and interested in learning. motivated, of course, learning becomes fun then the material can be delivered well. According to (Trinova, 2012), fun learning is a learning process that takes place in a pleasant and impressive atmosphere.

The Effective Use of YouTube as a Media of English Speaking Improvement can be illustrated in the pie chart below:

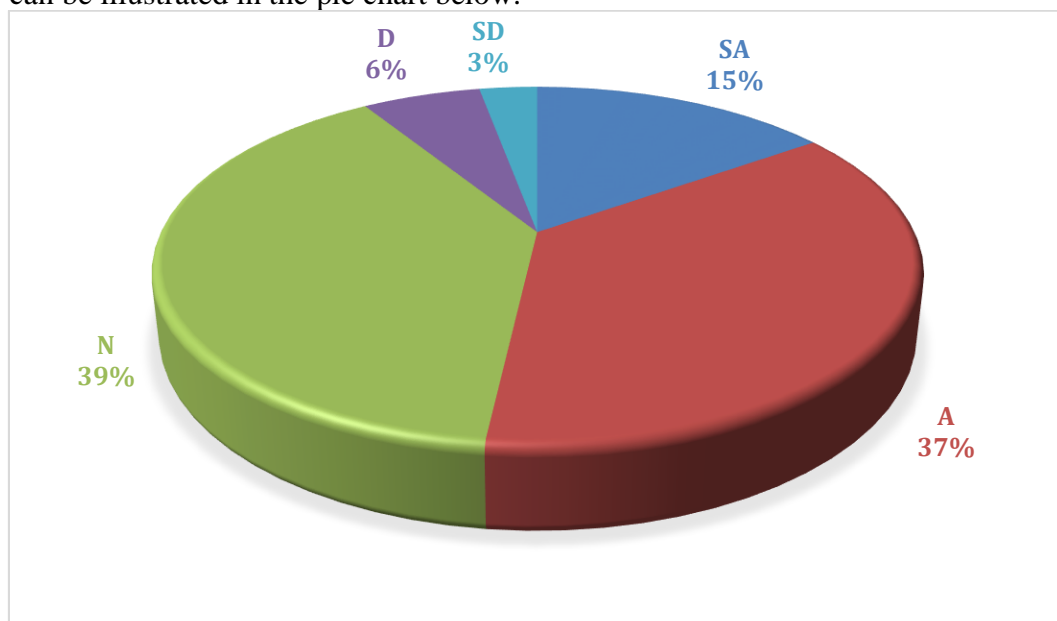


Figure 1. Interpretation of Questionnaire Results from The Effective Use of YouTube as a Media of English Speaking Improvement

The pie chart image above presents the percentage data for The Effective Use of YouTube as a Media of English Speaking Improvement, the results above show the highest percentage results are 39% of students who answered Neutral (N), 37% of students answered Agree (A), and 15% of students answered Strongly Agree (SA), 6% of students answered Disagree (D), while the lowest percentage answered by students was 3% on Strongly Disagree (SD).

Learning media is a tool used in delivery in the learning process. Learning is a process of communication between students, educators and teaching materials. Communication will not run without the help of means of delivering messages or media. Internet plays a very important role with today's generation. Students now have a different learning style from previous generations. Many people assume that the current generation is bored and lazy to study. Various studies show that the generation known as the internet generation actually has a high learning orientation and enthusiasm; it's just that the way to obtain information is different. This generation's way of learning tends to be independent and autonomous. However, they are persistent seekers of information and consciously determine the choice of learning model that is suitable for them. They also actively want varied learning models and tend to get bored quickly with conventional learning models whose resources and models are limited (RASMAN, 2021).

The existence of media in the process of learning English has a fairly important meaning. Given the problems so far, the results of learning English are considered to be lacking. Because teachers pay less attention to other components that can help the learning process, including the teaching methods used are still monotonous, without using media that can provide a more concrete picture of the material presented, so often the objectives of learning cannot be achieved optimally. Several studies have shown that technology has many positive effects on language

learning such as reading, using videos (Maryam Gheytsi, 2015). The internet has been integrated as a tool to complement language learning activities. (Martins, 2015).

### ***YouTube Use in English Language Learning***

Based on the table above, it can be seen that in the statement YouTube motivates me to learn speaking more after I watch native speakers videos, the most students answered the answer choice Agree (A), which was as many as 25 students. While on the statement YouTube videos motivate me in developing grammatical patterns and building vocabulary as many as 31 students answered Neutral (N). A total of 32 students answered the most, namely the Neutral answer choice (N) on the Youtube statement make me to learn English faster and better by using YouTube videos. In the statement that YouTube learning activities are very interesting and motivating, the most students answered the answer choice Agree (A), which was 29 students. In the statement I find that the authentic materials in YouTube videos provided at Online Learning Uhamka (OLU) motivates me to understand the English lesson. as many as 33 students answered Neutral (N). In the statement YouTube videos encourage me to ask and answer questions in the class, 32 students answered Neutral (N). A total of 28 students answered the most, namely the Neutral (N) answer choice in the statement By giving comments or questions of the video on YouTube, will help me to learn to speak and deliver my opinion. In the statement by watching the conversation videos on youtube, can be the learning source to improving speaking skills, the most students answered the answer choice Agree (A), as many as 28 students. A total of 29 students answered the most, namely the answer choice Agree (A) in the statement the contents of YouTube videos increase my comprehension of the English lesson.

YouTube use in English language learning can be illustrated in the pie chart below:

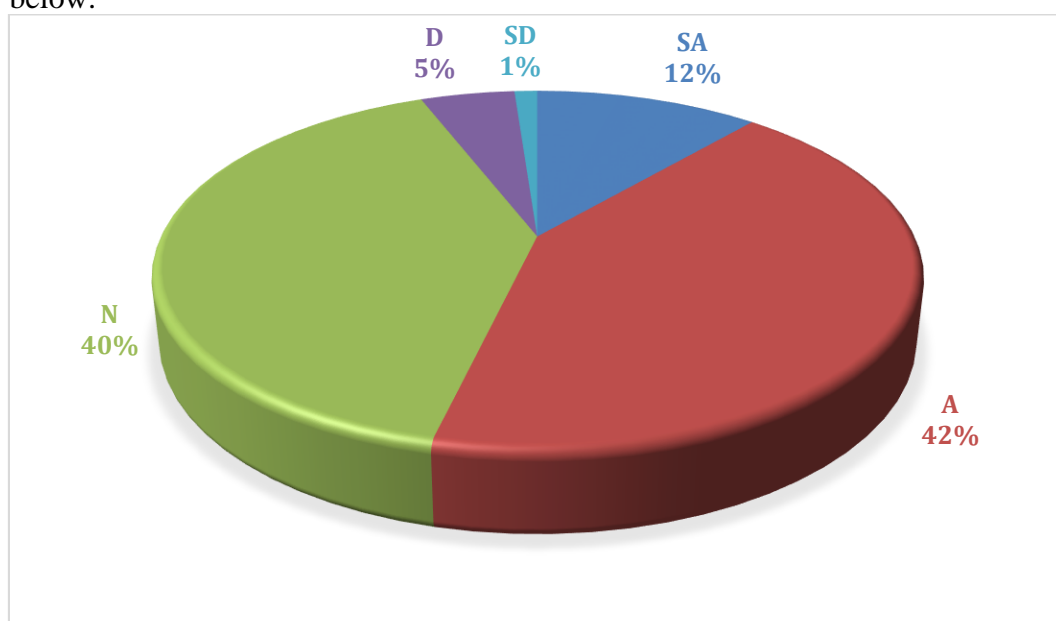


Figure 2. Percentage Chart for YouTube Use in English Language Learning

The pie chart image above presents the percentage data for The Effective Use of YouTube as a Media of English Speaking Improvement, the results above show the highest percentage results are 42% of students who answered Agree (A), 40% of students answered Neutral (N), and there are 12% of students who answered Strongly Agree (SA), as many as 5% of students on the Disagree (D) option, while the lowest percentage answered by students was 1% on the Strongly Disagree (SD) option.

YouTube has the meaning as a digital media site (video) that can be downloaded, uploaded, and shared throughout the country (Baskoro, 2009). YouTube is a social media site that is often used and is phenomenal among the public. People use YouTube both in viewing the latest news, looking for information, even for entertainment such as watching movies, listening to songs or watching various tutorials. According to (Diah Ayu Manik Pradnyadewi, 2021), YouTube is a database containing video content that is popular on social media as well as a provider of various helpful information. YouTube has a function to search for video information or view videos directly. YouTube is designed as a video sharing site that is very popular, especially among the younger generation and even YouTube as a site for sharing information in today's digital era.

The younger generation almost mostly uses YouTube in their daily life. YouTube is like a double-edged sword which has positive and negative influences in people's lives. Creativity is one of the key factors that influence the usefulness of technology as teaching and learning media (Wijirahayu, Priyatmoko and Hadiyanti, 2019). YouTube provides a lot of useful information to the public. The positive influence is that people can use it as a tool to increase knowledge. The negative is when it is used to watch videos that are useless and can damage morale if not limited in use. Abroad, YouTube has been used as a learning medium by students abroad. YouTube is used as an interactive learning medium between teachers and students. Where they can learn lesson tutorials uploaded by their teachers. YouTube also allows distance learning and facilitates online learning, especially in today's digital era. As said by (Adib, 2011), that the more advanced and developing a culture, the more advanced the technology used.

YouTube is compared to conventional delivery in the classroom. Most of the students are interested in things that are video-visual in nature compared to general ways such as conveying knowledge that only comes from books. By using YouTube, students will be more interested in understanding a theory or knowledge. Through learning media using YouTube, students can understand a material faster than studying through textbooks, because usually learning media are made interesting, so students will not feel bored. This is allegedly able to increase student interest and motivation to learn.

The development of YouTube as one of the most popular social media is an opportunity in the world of education. Education has a very important role in developing quality human resources. Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential. Educational institutions are required to be creative and innovative in creating new and interesting teaching media for students. In the context of learning, YouTube can be used as one of the teaching media. The existence of a video sharing platform allows students to independently seek and share information in the form



of knowledge and practice. YouTube can be used by educational institutions as a teaching medium favoured by students.

Listening skills are the ability to digest and understand sentences spoken by the inter-locutor or specific media. Listening Skills are the goal of language learning, both first and second languages. Listening competence can make students understand various oral texts with different communication purposes and contexts (Irvan Bagus Aji Pamungkas, 2020) . According to Hamid & Baharuddin in (Naning Ma'rifatul Faiqoh, 2020), listening skills include identifying sounds, understanding sound elements, and finding express or implied information. There are four factors must be considered in listening:

1. Understand the meaning in general.
2. Interpret the conversation and interact.
3. Evaluate and criticize the conversation.
4. Combine the content received with the experience of individuals who have had.

As the ability to speak, listening skills also have a purpose in learning, delivered by Iskandarwassid and Dandang Sunendar in Ulin Nuha that listening learning includes; first, perception is a cognitive feature of the listening process based on the understanding of knowledge about the rules of language. Second, the reception understands the desired message to the reader. While Ahmad Izzan in Ulin Nuha said that the primary purpose of listening skills is to understand the content of the conversation and critically capture and conclude the points (Yuli Nurmala Sari, 2019).

In learning activities, motivation can be used as the overall driving force in the self that gives rise to learning activities, which ensures the continuity of learning activities. Learning motivation is strength from within students that can increase and decrease students' strengths and efforts to behave in learning. Learning motivation encourages students to do something better.

If someone is motivated, then that person will do substantial things, to support the production goals of his learning unit, and the organization in which he learns. On the other hand, if someone is not motivated, they will only make a minimum effort in terms of learning (David Arifuddin, 2020). In general, teachers must try as hard as possible to increase student motivation. In particular, teachers need to make certain real efforts to increase students' learning motivation. These efforts consist of carrying out the functions of mobilization, expectation, incentives, and discipline (De Cecco, 1874).

Motivation is considered important in learning and learning efforts in terms of its function and value or benefits. Reading habit for example could motivate the student to decrease the writing anxiety during online learning (Wijirahayu & Kamilah, 2021) This shows that motivation encourages behaviour and influences and changes behaviour. According to (Hamalik, 2016), motivation has functions in the teaching and learning process, namely:

1. Encouraging the emergence of behaviour or actions, without motivation there will be no action. for example study.
2. Motivation functions as a director, meaning directing actions to achieve the desired goal.

3. Motivation functions as a mover, meaning to move a person's behaviour, the size of the motivation will determine the sooner or later the work.
  - a. Motivation according to Moscovits in (Mujiyanto, 2019) is generally defined as initiative and direction of behaviour and motivational lessons are actually behavioural lessons, as above we can draw the conclusion that motivation is important as a driver of one's soul to learn. Without motivation, students will not be interested and serious in participating in learning. with high motivation, students will be interested and actively involved and even take the initiative in the learning process, with high motivation students will try their best to learn.

### ***YouTube as an Evaluation Medium in Learning English***

Based on the table above, it can be seen that as many as 30 students answered the most, namely the answer choice Agree on the statement YouTube medium helps me to learn by both seeing and hearing, which helps understanding to study English more. In the statement YouTube videos allow you to use the appropriate vocabulary and correct grammatical forms, the most students answered the Neutral answer choices, which were 29 students. In the statement YouTube videos minimize my fears to pronounce words in front of the whole class, the most students answered the Neutral (N) answer choice, which was 30 students. A total of 36 students answered the most, namely the answer choice Neutral (N) on the statement YouTube medium helps me to learn by both seeing and hearing, which helps understanding to study English more.

YouTube as an evaluation medium in learning English can be illustrated in the pie chart below:

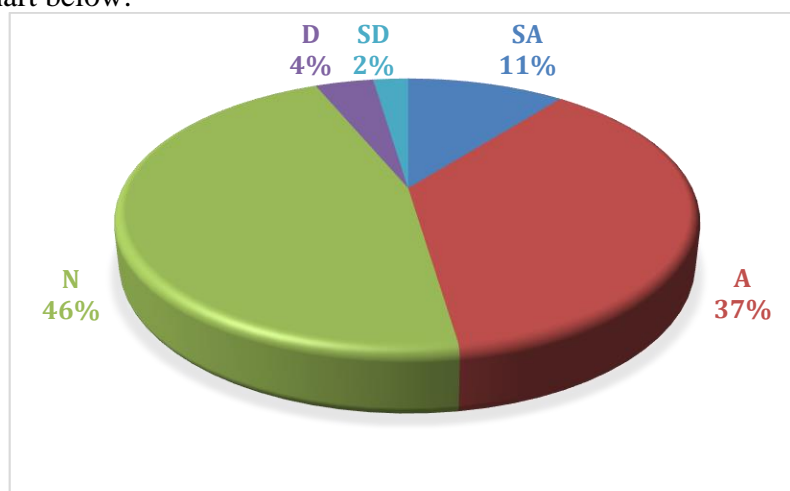


Figure 3. Percentage Chart of Youtube as an Evaluation Medium in Learning English

The pie chart image above presents the percentage data for YouTube as an Evaluation Medium in Learning English, the results above show the highest percentage results are as many as 46% of students who answered Neutral (N), 37% of students answered Agree (A), and there were 11% students answered Strongly

Agree (SA), as many as 4% of students in the Disagree (D) option, while the lowest percentage answered by students was 2% in the Strongly Disagree (SD) option.

Learning media is a tool used in the delivery of the learning process. Learning is a process of communication between students, educators and teaching materials. The evaluation is part of the teaching leaning process that influence the achievement (Wijirahayu & Rokhmani, 2021). Communication will not run without the help of means of delivering messages or media. Internet plays a very important role with today's generation. Students now have a different learning style from the previous generation. Many people think that the current generation is bored and lazy to learn. Various studies have shown that the generation known as the internet generation actually has a high learning orientation and enthusiasm, only the way they obtain information is different (Kassandra Barnes, 2007). This generation's way of learning tends to be independent and autonomous. However, they are persistent seekers of information and consciously determine the choice of learning model that suits them. They also actively want varied learning models and tend to get bored quickly with conventional learning models whose resources and models are limited.

The internet is the most widely used and effective learning media among the public, especially students because students are always connected to the internet. The internet is the reason for learning because the internet makes it easier for students, especially in obtaining information. YouTube is a social networking site that provides visual and sound facilities to users. YouTube is currently very popular with young people. This is because it can see directly the moving visualization.

According to (Sianipar, 2013), YouTube is the most popular video database on the internet, and is a video site that provides a variety of information in the form of moving and reliable images. This site is indeed provided for those who want to search for video information and watch it live. YouTube is currently very popular with young people. This is because it can see directly the visualization of motion. Most students from each study program have used YouTube in their daily lives, most of them open the YouTube application either through Android and netbooks. They can spend hours opening YouTube in a day.

The phenomenon of very significant progress in the field of communication science, triggers some experts to dub the phenomenon as a communication revolution (Sistadewi, 2021). The development of technology and communication makes it easier for someone to connect with various information making it easier to carry out daily activities. Through gadgets and computers, people can carry out activities such as watching, searching for information, using social media (when connected to the internet). This resulted in their behaviour changing where they used to have to use television when watching but now they can use YouTube to view various videos. (Haryo Kusumo Aji, 2018) explains that the effects resulting from technological developments have been recognized and the results can be enjoyed by many people in terms of the convenience and comfort that is served.

## **Conclusion**

Based on the explanation above, it can be concluded that learning English using you tube media is very exciting because there are many facilities that we can find on YouTube so that students can choose according to their own wishes. English teaching materials are also widely available and can be accessed easily and quickly. YouTube is able to increase students' interest and motivation and can improve

learning English through YouTube. This can be seen from the results of student answers to the questionnaire that has been given.

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