

VOA English Learning YouTube Channel as a Speaking Skill Learning Media: Case Study of Students' Perception at University HKBP Nommensen Pematangsiantar (UHKBPNP)

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Abstract

This research aims to investigate the perceptions of first-semester students in the English Education Department at the University of HKBP Nommensen Pematangsiantar (UHKBPNP) regarding the use of the VOA English Learning YouTube channel as a tool for improving speaking skills, as well as to identify the benefits that students gain from its use. A qualitative descriptive approach was adopted for this study, with questionnaires serving as the primary instrument for data collection. The study population consisted of 38 first-semester students from the PIA1 class in the English Education Department at UHKBPNP. The findings indicated that students held a favorable view of the VOA English Learning YouTube channel as a medium for learning speaking skills. The respondents' positive feedback was based on their personal learning experiences with the channel. They reported that the channel had a beneficial impact on their speaking practice after engaging with the content from the VOA English Learning YouTube channel. Students found the channel both interesting and effective for learning speaking skills. Additionally, the research highlighted several benefits, including an increase in vocabulary and a reduction in the fear of pronouncing words.

Keywords: Perception, VOA English Learning, Speaking Skill

I. INTRODUCTION

Speaking is a crucial skill in language learning, essential for effective communication. According to Lengari (2022), mastering speaking enables individuals to express thoughts, ideas, and emotions clearly. Rao (2019) underscores its significance in acquiring a foreign or second language. Brown and Yuke (1983) note that speaking is pivotal for real-life assessments. Developing strong speaking abilities involves practicing, receiving feedback, and exposure to the language. Despite its importance, many students struggle with English speaking due to limited vocabulary, pronunciation challenges, fear of errors, and reluctance to engage. Mandasari and Aminatun (2019) emphasize the need for regular speaking practice in educational settings. Achieving proficiency in speaking requires sustained effort and daily practice.

Students can enhance their speaking skills by watching YouTube videos and practicing English with their teachers or peers (Alkathiri, 2019). From these definitions, it is clear that speaking is a fundamental skill necessary for effective communication, allowing students to convey their thoughts, feelings, and opinions, and ensuring their listeners understand them.

Faturokhman (2021) explains that perception typically involves observing a specific situation or environment, forming a mental image, idea, or understanding through physical experience, or interpreting a physical experience within the context of prior experiences and closure. This comprehensive definition encompasses an individual's ability to perceive, understand, sense, and represent their physical and mental environment and social interactions. Robbins (2003) defines perception as the process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Additionally, Barber and Legge (2017) describe perception as the method by which information from the human senses is received, gathered, acquired, transformed, and organized, involving sight, hearing, smell, taste, and touch. It is difficult to change the perception formed by the experience because one feels more affected (Fatmawati et al. 2022). According to Susanto (2017), perception encompasses how individuals perceive sight, sound, taste, and smell, reflecting their immediate experiences and understanding. Student perceptions greatly influence learning and teaching interactions, with positive attitudes enhancing enthusiasm and engagement in English learning activities (Hadiyanti, 2013). Qiong (2017) describes a three-stage process: perception, information selection, organization, and interpretation. In other words, perception is something that students encounter on a regular basis, particularly during learning activities. In this study, students learned speaking skills using a novel medium: the VOA English Learning YouTube channel. Students' views are essential since different people perceive things differently.

According to Stošić (2015), learning media plays a crucial role in facilitating student learning and achieving cognitive knowledge goals. According to Diharjo (2020), learning media are tools or media that make it easier and more efficient for students to receive and absorb learning content. According to Adnan et al. (2017), learning media impacts the learning process. Interesting learning media should be encouraged in order to promote student interest in learning. Wibawa et al. (2019) define learning media as carriers of messages from a transmitting source (which might be a human or an intimate object) to the message's recipient (in this case, the learner). Winarto et al. (2020) define media as any physical tool that communicates messages and encourages student engagement in learning. Akrim (2018) suggests that using appropriate learning media enhances the effectiveness of teaching and learning processes. Wahyuni et al. (2021) highlight the significant benefits of employing learning media in education, influencing student outcomes positively. YouTube, a popular video-sharing platform (Collier, 2018), has been recognized as a valuable learning medium for English language skills, as supported by Endah Virgy Nandita (2021). Nandita's research focused on using the VOA English Learning YouTube channel to enhance speaking skills of the English Education Department State Islamic University of Sultan Syarif Kasim Riau.

YouTube was chosen due to its widespread accessibility and utility for both lecturers and students in daily learning activities. The VOA English Learning YouTube Channel is a resource provided by Voice of America (VOA) aimed at helping people around the world learn English. The channel features a variety of content including world news, educational programs, and language lessons designed for intermediate to advanced English learners. The videos are presented in a controlled version of English, spoken one-third slower than normal, using a simplified vocabulary to aid comprehension. The channel also offers specialized series like "Let's Learn English" and "Everyday Grammar," which focus on practical language skills and grammar tips. The goal is to provide engaging and accessible content to improve viewers' English proficiency. The VOA (Voice of America) English Learning YouTube channel offers several advantages compared to other English learning channels, they are :

1. VOA is a well-established international broadcaster with a reputation for high-quality content. And the videos are professionally produced with clear audio and visuals, enhancing the learning experience.
2. Lessons often use current news stories, making the content relevant and engaging for learners and the learners can improve their English while staying informed about global events.
3. The channel offers a range of materials, including news reports, interviews, documentaries, and cultural insights and the content is available for different proficiency levels, from beginner to advanced learners.
4. Emphasis on practical vocabulary and phrases used in everyday situations. Exercises often include listening comprehension, which is crucial for developing fluency.
5. Many videos come with transcripts and subtitles, helping learners understand and follow along and some videos include interactive elements like quizzes and exercises.
6. Learners gain insights into American culture and lifestyle, which can be beneficial for those planning to visit or study in the U.S. and the content also includes stories from around the world, providing a broader cultural perspective. These strengths make the VOA English Learning YouTube channel a valuable resource for English learners seeking high-quality, relevant, and practical language instruction.

Several studies have explored students' perceptions of using YouTube for learning purposes. The first study, titled "Students' Perception On Using YouTube As a Tool in Learning Speaking English" by Abdul Qodir Jailani, Abdul Aziz Wahab, and Feri Ferdianto (2024), found minimal negative impacts associated with using YouTube for learning English speaking skills. The second study, conducted by Endah Virgy Nandita (2021) at the English Education Department of State Islamic University of Sultan Syarif Kasim Riau, indicated positive perceptions among students regarding the use of YouTube channels to enhance speaking skills. However, previous research primarily focused on perceptions related to using YouTube for improving speaking skills. This study specifically examines students' perceptions of using the VOA English Learning YouTube channel as a learning medium for speaking skills in schools, as well as the benefits derived from this approach.

Based on the explanation above, the researchers conducted research titled "VOA English Learning YouTube channels as a Speaking Skill Learning Media : Case Study of Students Perception of University HKBP Nommensen Pematangsiantar (UHKBPNP)"

II. METHODS

The research design of this research is mixed methods research. The research will use quantitative and qualitative methods. The researcher used questionnaires and after getting the result, the researcher will analyze it. According to McMillan (2008: 112), a population is the largest group, whether individuals, objects, or events from which a researcher selects the sample. *The population* ; all students in the first semester of English Education Department at University HKBP Nommensen Pematangsiantar (UHKBPNP). *The sample*; There were two groups in the first semester, they are Group PIA1 and Group PIA2. But Group PIA1 consists of 38 students was chosen for the sample of this research. The researcher used HKBP Nommensen Pematangsiantar (UHKBPNP) as the research place to conduct the research. The subject of this research was the first semester of English Education Department students at University of HKBP Nommensen Pematangsiantar (UHKBPNP). The object of this research was students' perceptions of the use of a VOA English Learning YouTube channel to increase speaking skill. The researchers collected the data using instruments to get the data which are the questionnaires. A questionnaire, according to Amanda Hunn et al (2009:9) questionnaires are a useful option to consider when conducting a postal survey. This research also used a Likert-type scale. According to Kedrowicz and Taylor (2016), a Likert-type scale with five sharply ranging options: Strongly Agree = SA (5), Agree = A (4), Neutral = N (3), Disagree = D (2), Strongly Disagree = SD (1). According to Sugiyono (2016), a Likert scale is used to measure the attitudes, opinions and perceptions of a person or a group of happening

phenomena. A phenomenon measured on a Likert scale becomes an indicator, in which case the indicator is used as a comparison in the preparation of instruments in the form of questions. The researchers used a Likert scale to calculate the amount of data:

$$T \times P_n$$

T = number of respondents

P_n = Likert score number choice

Interpretation of the calculation score use the formula:

X = The lowest score Likert x number of respondent

Y = Highest score Likert x number of respondent

Point of Interpretations

SA : 5 x 38 = 190

A : 4 x 38 = 152

N : 3 x 38 = 114

D : 2 x 38 = 76

SD : 1 x 38 = 38

After that, the researchers used the index % formula, as follows:

$$x/y \times 100 = \dots \%$$

Note:

x = Part

y = Whole

Interval Formula

I = 100 / total score (Likert)

It means = 100 / 5 = 20 Hasil (I) = 20

Table 1. Rating of Students' Perception Interpretation

Value Range Likert Scale	Number	Category
1	0-19,99%	Strongly (Disagree/Poor/Poorly)
2	20-39,99%	Disagree/Not Good
3	40-59,99%	Enough/Neutral
4	60-79,99%	Agree/Good/Like
5	80-100%	Strongly/Good/Like

(Adopted from Harlinda, 2019)

To validity research data, the researchers used triangulation, Komariah & Satori (2013) state that triangulation is a technique used to verify research data using various sources, theories, etc, to recheck and compare data to make data being valid. To check the consistency of findings obtained by different methods of data collection. Therefore, the researcher used the triangulation to ensure the validity of this research.

III. RESULTS AND DISCUSSION

The data analysis results were obtained using a questionnaire about students' perception on using VOA English Learning YouTube channel as a learning media of speaking skill at the first semester students of English Education Department at University of HKBP Nommensen Pematangsiantar, Group PIA1. As well the benefits that students get. The discussion focused on how to interpret the research findings.

Table 2. Interpretation of Questionnaire Score Based on Interval

No.	Questionnaire Statement	Interpretation of Score Based on Interval
1.	I comprehend the subject from the VOA English Learning YouTube channel.	83.3%
2.	The VOA English Learning YouTube channel's speakers keep me engaged.	80.5%
3.	I had no difficulty accessing the VOA English Learning YouTube channel.	90.5%
4.	The VOA English Learning YouTube channel is not helpful as a learning resource.	10.7%
5.	I improved my speaking skills using the VOA English Learning YouTube channel.	80.6%
6.	The VOA English Learning YouTube channel helped me improve my speaking skills after watching their videos.	85.6%

7.	The VOA English Learning YouTube channel is a useful learning tool for improving speaking skills.	85.4%
8.	The VOA English Learning YouTube channel has helped improve my speaking skills.	84.4%
9.	VOA English Learning YouTube channel helps me enhance my English speaking skills.	85.7%
10.	I like to watch VOA English Learning YouTube channel rather than other videos because VOA English Learning YouTube channel is more helpful in improving my speaking skills.	80.6%
11.	The VOA English Learning YouTube channel is a useful resource for learning videos.	87.1%
12.	VOA English Learning YouTube channel, as a learning platform, makes it easy for me to learn my speaking skills.	85.8%
13.	VOA English studying YouTube channel makes my studying and speaking less stressful.	80.7%
14.	The VOA English Learning YouTube channel can help reduce anxiety about speaking in front of a class.	80%
15.	I feel more confidence in speaking after watching VOA English Learning. YouTube channel	84.6%
16.	VOA English Learning YouTube channel increases the amount of new vocabulary.	85.8%

From the data provided, we can draw several conclusions about the perceived effectiveness and impact of the VOA English Learning YouTube Channel on learners' English-speaking skills. Here are the key insights:

A. High Levels of Understanding and Engagement:

1. Understanding Material: A high percentage (83.3%) indicates that learners generally find the material on the VOA English Learning YouTube channel comprehensible.
2. Engagement: With 80.5% not feeling bored when watching the videos in VOA English Learning YouTube channel, it suggests that the content is engaging and maintains learners' attention.

B. Minimal Difficulties and High Effectiveness:

3. Ease of Use: An impressive 90.5% of learners report not finding difficulties using the VOA English Learning YouTube channel, suggesting the platform is user-friendly and accessible.
4. Perceived Effectiveness: A very low percentage (10.7%) believe the VOA English Learning YouTube channel is not effective as a learning medium, which reinforces the overall positive perception.

C. Improvement in Speaking Skills:

5. Speaking Skill Improvement: A significant majority (80.6%) feel that their speaking skills have improved after using the VOA English Learning YouTube channel.
6. Good Impact on Practice: 85.6% acknowledge a positive impact on their speaking practice, further validating the effectiveness of the VOA English Learning YouTube channel.

D. Encouragement and Confidence:

7. Encouragement: 84.4% feel encouraged in their speaking skills due to the VOA English Learning YouTube channel.
8. Confidence: 84.6% report increased confidence in speaking after watching the videos in VOA English Learning YouTube channel.

E. Vocabulary Enhancement:

9. New Vocabulary: The VOA English Learning YouTube channel is seen as beneficial in increasing the number of new vocabularies, with 85.8% of respondents agreeing.

F. Overall Benefit and Stress Reduction:

10. General Benefit: The majority (87.1%) find the VOA English Learning YouTube channel to be a beneficial tool for learning.
11. Ease of Learning: 85.8% say it makes learning speaking skills easier.
12. Stress Reduction: 80.7% feel that learning through the VOA English Learning YouTube channel is less stressful.
13. Reduced Fear: 80% believe it minimizes fears of pronouncing words in front of the class.

Preference and Effectiveness:

14. Preference Over Other Videos: 80.6% prefer this channel over other videos, indicating a strong preference for the VOA English Learning channel as an effective tool.
15. Learning Media: 85.4% rate the VOA English Learning YouTube channel as very effective for learning speaking skills.

The data suggests that the VOA English Learning YouTube channel is highly effective in improving learners' English-speaking skills. It is user-friendly, engaging, and significantly beneficial in increasing vocabulary, reducing stress, and boosting confidence in speaking. The VOA English Learning YouTube channel is preferred over other video content for its effectiveness and positive impact on learning.

The result of the questionnaires and interviews, as shown in the finding that respondents have a favorable opinion about "VOA English Learning YouTube channel as a Speaking Skill Learning Media : Case Study of the Students Perception of University HKBP Nommensen Pematangsiantar (UHKBPNP). The researchers used 16 questionnaires statement to find out students' perception on using VOA English Learning YouTube channel as a learning media of speaking skill at Group PIA1 of the first semester students perception of English Education Department at University HKBP Nommensen Pematangsiantar (UHKBPNP). To measure perception, the researchers used Likert Scale with five categories SA, A, N, D, and, SD.

The VOA English Learning YouTube channel, boasting 2.43 million subscribers and over six thousand videos, serves as a valuable tool for improving students' English skills, particularly in speaking and listening. Students have responded positively to using this channel as a learning medium for speaking skills. Survey results show that nearly 90% of students strongly agree that they do not feel bored when teachers use this channel in class. Furthermore, 85% of students strongly agree that the channel effectively helps practice speaking skills. This aligns with Puspitarini & Hanif (2019), who assert that learning media can convey messages, stimulate thoughts and feelings, and enhance the teaching and learning process, leading to enjoyable and engaging learning experiences.

Similarly, Kristiani & Pradnyadewi (2021) highlight YouTube's significant role in advancing students' speaking skills, noting its positive impact. Students believe they have improved their speaking abilities after using the VOA English Learning YouTube channel, agreeing with the statement that the channel positively influences their speaking practice. They feel that practicing speaking in front of the class, with teacher support, boosts their skills. This belief is supported by Alkathiri (2019), who emphasizes the importance of daily speaking practice and suggests that YouTube videos and peer interaction can aid in learning to speak English.

The use of learning media, such as the VOA English Learning YouTube channel, is shown to be effective in enhancing speaking skills. Effective media use contributes to an optimal teaching and learning process. The survey results indicate that only 10.7% of students disagree with the effectiveness of the channel, implying that the majority find it beneficial. The channel's role as a learning medium is crucial in teaching speaking skills, corroborating Sari & Margana's (2019) findings that YouTube is an effective tool for learning speaking skills. In addition, the conclusion of this study is almost identical to the previous study "Students' Perception of Using Youtube as a Tool for Learning English". According to researchers Abdul Qodir Jailani, Abdul Aziz Wahab and Feri Ferdiyanto (2024), the use of YouTube media has little negative impact on learning English. Students were positive about using YouTube as a teaching tool for speaking, and students' speaking skills improved significantly when they practiced speaking using YouTube. Using YouTube in speaking class also makes them more confident in speaking English. in front of the camera and the audience. It also confirmed that 77.7%, classifiable, agree that "VOA English Learning YouTube channel helps students improve their English skills". In addition, students believe that the VOA English Learning YouTube channel is a new technology for them to improve students' speaking on campus.

After analyzing the data collected from the questionnaires, the researchers assessed the benefits of items 11 to 16. A Likert Scale with five categories (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) was used. The results indicated that 87.1% of students found the VOA English Learning YouTube channel to be a beneficial learning tool. Additionally, 85.8% of students felt that the channel made it easier to improve their speaking skills, and 80.7% agreed that it reduced the stress associated with learning to speak. Furthermore, 80.0% of students reported that the channel helped minimize their fear of pronouncing words in front of the class. Confidence in speaking improved for 84.6% of the students after watching the channel, and 85.8% noted an increase in their vocabulary.

These findings align with Jalaluddin (2016), who stated that YouTube is a highly beneficial medium for learning, easily accessible both inside and outside the classroom, and supports an engaging, student-centered learning style. The use of the VOA English Learning YouTube channel helps students improve their speaking skills by making the learning process less stressful and boosting their confidence. Overall, the students responded favorably to the benefits provided by the channel, as evidenced by the responses from the 38 students who completed the questionnaire.

IV. CONCLUSIONS

After conducting and analyzing the research on students' perceptions of the use of YouTube Channel: VOA English Language Learning as a teaching tool for speaking skills, the first semester students in English Education Department at University of HKBP Nommensen Pematangsiantar (UHKBPNP) through the result and discussion. It turned out that the response to this survey was positive. The study also found that students think that VOA English Learning YouTube channel is a way to practice speaking skills. VOA English Learning YouTube channel as a learning medium helps students because it can encourage and increase the number of new vocabularies and reduce students' fear of pronouncing words in front of the class. Most of the respondents also indicated that the VOA English Learning YouTube channel helps in the process of learning speaking skills. Using VOA English Learning YouTube channel can help students learn to speak, especially in front of the class. It can be concluded that the perceptions expressed by the students agree to ensure that the YouTube Channel : VOA English Language Learning receives good feedback when applying and the students also benefit a lot when they use VOA English Learning YouTube channel as a

teaching tool for speaking skills. Based on the findings from the case study "VOA English Learning YouTube Channel as a Speaking Skill Learning Media: Case Study of Students' Perception at University HKBP Nommensen Pematangsiantar (UHKBPNP)," several suggestions can be made for improving the VOA English Learning YouTube Channel:

1. Enhance engagement with interactive content: VOA English Learning YouTube Channel should continue creating engaging content that maintains learners' attention and prevents boredom, as 80.5% of respondents did not feel bored while using the channel. VOA English Learning YouTube Channel should introduce interactive elements such as quizzes, live Q&A sessions, and community discussions to further engage users and enhance their learning experience.
2. Increase content accessibility and ease of use: VOA English Learning YouTube Channel must ensure the platform remains user-friendly and accessible, as 90.5% of learners found it easy to use. VOA English Learning YouTube Channel should provide subtitles and transcripts for videos to aid comprehension and support learners with different levels of proficiency.
3. Focus on vocabulary and speaking practice: VOA English Learning YouTube Channel should emphasize vocabulary enhancement and speaking practice, which were highlighted as significant benefits by the majority of respondent. VOA English Learning YouTube Channel should create specific video series focused on common vocabulary themes and practical speaking exercises to boost learners' confidence and skills.
4. Incorporate stress-reduction techniques: VOA English Learning YouTube Channel should integrate stress-reduction techniques into the content, as 80.7% of respondents felt that learning through the channel was less stressful. VOA English Learning YouTube Channel should provide tips and strategies for managing language learning anxiety and creating a supportive learning environment.
5. Leverage positive feedback for continuous improvement: VOA English Learning YouTube Channel should utilize the positive feedback received (87.1% of students found the channel beneficial) to continuously refine and enhance the content offered. VOA English Learning YouTube Channel should conduct regular surveys and feedback sessions to gather insights from learners and implement necessary improvements.
6. Promote consistent speaking practice: VOA English Learning YouTube Channel should encourage regular speaking practice by providing daily challenges or speaking prompts that learners can practice with peers or record themselves. VOA English Learning YouTube Channel should highlight success stories and testimonials from learners to motivate others and showcase the effectiveness of consistent practice.
7. Expand content diversity: VOA English Learning YouTube Channel should diversify the range of topics covered to cater to varied interests and learning needs, ensuring that learners remain motivated and engaged. VOA English Learning YouTube Channel should include cultural insights and real-world applications of English to make learning more relevant and interesting.

By implementing these suggestions, the VOA English Learning YouTube Channel can further enhance its effectiveness as a tool for learning English-speaking skills, ensuring it continues to meet the needs and preferences of its audience.

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