THE POTENTIAL OF ENGLISH LEARNING VIDEOS IN FORM OF VLOG ON YOUTUBE FOR ELT MATERIAL WRITERS

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Abstract

YouTube is the most popular video sharing websites where millions of videos can be found online, especially videos for learning a language. Students can use YouTube to get many language learning videos to help them study the language. Not only getting many videos that can be used as teaching materials in the classroom, teachers can also create their own English video for their students or even for everyone. Designing an English learning video is an opportunity for teachers to make videos based on their teaching context. One type of content that can have a big opportunity to develop is English learning video in form of Vlog. Vlog has a huge number of audiences, especially for Indonesian learners. This research is aimed at analyzing the potential of English learning video in form of Vlog for ELT material writers.

Keywords
YouTube, Video, Grammar, Video, Potential.

1 INTRODUCTION

The flow of information and communication develops and becomes more sophisticated in this digital era. The new technologies give some influences especially on people’s life aspects and education, including language learning and teaching. It seems to have entered a new area (Sejdiu, 2013). In recent years, internet videos as a technology also play a role in assisting and enhancing language learning. In stimulating and facilitating the learning of a foreign language, audio-visual materials are a great help (Cakir, 2006). Internet video is an electronic media that can be enjoyed by the whole society. This media provides news, knowledge, and entertainment that can be enjoyed freely. Knowledge, behaviour, and thinking can be contaminated from the absorption of information from it. It can affect the language and behaviour of a person.

The benefits of the internet for education in Indonesia, among others, teachers and students will get access to online libraries, online school directories, and online lectures conducted by experts. There are many sources of information that the students can get from the internet. In addition, all of the academic information of the institutions can be done online, and they can cooperate with other institutions through the internet, and publish the result of research more efficiently through the internet.

Apparenty, there are a lot of benefits of Information and Communication Technology in our daily lives, especially for education in which the benefits can make the learning process becomes more effective. In addition, it can support the dissemination of teaching and learning process. The high school and college students are also helped by the internet in doing their school or college assignment. They can access a variety of knowledge from various sources available on the internet that provide thousands of educational articles containing various types of knowledge that can be accessed for free or paid, all the articles are suited to the needs of the students. Students can search the thesis material on the internet from various websites that provide research journals or the students search their paperwork materials from websites that provide free books on the internet. Students should be able to learn and utilize ICT in their daily lives well, as it will bring in various benefits that can be taken to help their learning in the future.

Various websites offer users the ability to access digital resources in the form of video. As a video sharing website, YouTube has a vital role in providing any kinds of videos. It can support the teaching-learning process through its significant number of online material in form of videos that uploaded on its website (Duffy, 2008). Alhamami (2013) explains YouTube’s statistic which gives a clear image of how big YouTube is as a video sharing website. YouTube is becoming one of the websites that play a key role in distributing all of the teaching-learning materials. Teachers can use videos from YouTube as a teaching material in the classroom. Videos as media can provide an authentic material that can be used by students to improve their language skills (Brinton, 2001).

The role of the teacher in selecting the appropriate material for their teaching-learning process is really important. They are numerous English learning videos that not all of them will be suitable for a certain context. The selection can be started from the
evaluation of the material in order to get a clear objective which videos that can be used for their teaching. Not only using the existing videos on YouTube but also teachers can create their own material in form of a video for their students. They can make multimedia resources to provide a rich and varied of language learning (Tomlinson, 2008).

YouTube provides a good feature on its website that can be used by teachers to overcome certain problems especially for some video materials which are not suitable for their classroom context. The feature is YouTube’s channel which provides a space for the teacher to create their own teaching-learning material in form of video. It will be very beneficial for teachers who love to create their own material. It is an opportunity that should be grabbed for the one who likes material writing. Among the numerous type of video, Vlog has its own potential in promoting English learning process through its features. Therefore this article discusses the potential of English learning videos in form of Vlog using opportunity analysis for ELT material writers.

2 LITERATURE REVIEW

2.1 The Role of ICT in Education

The development of Information and Communication Technology (ICT) is essentially aimed at improving people's welfare. According Kundishora (2014) stated that the benefits of ICT can make the developing countries to accelerate their economic developments in order to achieve the Millennium Development Goals. ICT has brought an important change in the development of the economy. Even the 21st century is believed to be a new century called the era of economic information (digital-economic) by using electronic equipment (electronic commerce) as a tool in conducting trade transactions. This situation resulted in a shift in the paradigm of community development from the industrial era to the information age.

From the various roles of ICT, it is undeniable that the role of Information and Communication Technology in education becomes very important. Any simple work would be more efficient if using a computer. The way people work today and the transformation of education systems today are revolutionized by ICT (Watson, 2001). For example, in checking the number of students who attend the lessons from year to year will be easier if archived using a computer. So, all sorts of administration in schools do not just rely on notes in the yearbook only, as well as the results of student grades which gained during a whole semester, all will be better if it is organized by using ICT.

In Indonesia, there are some trends in the development of education in the future. First, the development of open education by using distances learning. Tinio (2002), states ICT has potentials in increasing access and improving relevance and quality of education in developing countries. The main strategy of distance education is to use the internet maximally so that it can provide effectiveness in terms of time, place and even improve the quality of education. This needs to be done so that the implementation of open and distance education can work well. Second, it emerges the sharing of resource development. Mikre (2011) claims that students using ICT facilities mostly show higher learning gains than those who do not use. Third, libraries and other educational instruments such as teachers and laboratories are turning to be facilitators rather than sources of information. Fourth, the use of interactive information devices such as multimedia CD-ROMs will gradually replace the whiteboard functionality.

The benefits of the internet for education in Indonesia, among others, teachers and students will get access to online libraries, online school directories, and online lectures conducted by experts. Jackson et al. (2006) stated that students get higher scores and grades for those who use the internet to help them study. There are many sources of information that the students can get from the internet. In addition, all of the academic information of the institutions can be done online. They can cooperate with other institutions through the internet, and publish the result of research more efficiently through the internet.

The development of ICT in the field of education allows the distance learning by using the internet in connecting students with lecturers. Many things are done online, especially all the things related to the administration of the institution. For example, students can get their examination score that can be accessed through their university’s official website, in addition, students can check their accounts, check the schedule of lectures, and send assignments to lecturers. ICT education system has been proven to reduce dropout rates and increase the average score of exams.

Apparent, the learning approaches are shifted by the use of ICT in education (Mikre, 2011). There are a lot of benefits of Information and Communication Technology in our daily lives, especially for education in which the benefits can make the learning process becomes more effective. In addition, it can support the dissemination of teaching and learning process. It makes easy access to a very high volume of information and knowledge available in the world Ghasemi & Hashemi(2011). The high school and college students are also helped by the internet in doing their school or college assignment. They can access a variety of knowledge from various sources available on the internet that provide thousands of educational articles containing various types of knowledge that can be accessed for free or paid, all the articles are suited to the needs of the students. Students can search the thesis material on the internet from various websites that provide research journals or the students search their paperwork materials from websites that provide free books on the internet. Students should be able to learn and utilize ICT in their daily lives well, as it will bring in various benefits that can be taken to help their learning in the future.
2.2 Internet-Based Learning

Internet technology is emerging as a multipurpose tool; especially it is more widely used in communication. Communication via the Internet can be done interpersonally or “one to one” only such as e-mail and chat. Ghasemi & Hashemi (2011) stated that ICT gives the learners real-life contact with, and exposure to, the cultures of the peoples and countries where the new language is spoken and enables children to access and research information worldwide. The internet is also capable of presenting the real-time audiovisual using teleconference. It obviously gives the teacher new and alternative media for the teaching-learning process. Based on this, the internet as a teaching medium is able to perform distinctive characteristics. First, it is an interpersonal and mass media. Second, it is interactive. Third, it allows synchronous or asynchronous communication. This characteristic enables learners to reach the source of knowledge more widely when compared to using the conventional media only. Children can have interaction and communication with native speakers and other communities by using ICT, particularly email, blogs and video conferencing to enable them to use language for real purposes and in real contexts Ghasemi & Hashemi (2011).

In the conventional teaching-learning process, one of the obstacles faced by teachers or lecturers in making the preparation is the limits of teaching-learning materials in form of books. The existence of any library cannot answer the problem of the limits of learning resources. One of the reasons is the limits of the budget in providing many learning resources for students. The rapid development of information and communication technology has provided an alternative problem solving for teachers or lecturers in overcoming the difficulty of teaching-learning resources.

The Internet provides solutions in making ICT-based learning preparations. It is an easy task for teachers or lecturers to find all of the teaching-learning materials that they need for their class. All they have to do is only using their computer and the internet to access all of the material from many websites that provide teaching-learning materials. There are also some Internet utilizations as a medium of teaching and learning are as follows:

1) **E-Learning.** The term e-Learning contains a very broad meaning, so many experts who describe the definition of e-Learning from different points of view. One definition of e-Learning that can be accepted by many people is the meaning described by Hartley (2006) states that e-Learning is a type of teaching and learning process that allows the students reach the material by using the internet or other computer networks. The development of e-Learning system should be based on user needs. The e-Learning features as described by Khan (2005) are as follows:

   2) **Digital Library** offers an ability to access electronic resources by using computers at school or on their campus for all the users, as well as their own computers or laptops, even they can access any type of book from the digital libraries using their own smartphone with Internet support that can be directly connected to websites that provide e-books in the form of digital libraries. Ghasemi & Hashemi (2011) stated that the Internet provides current and up-to-date data. Users are no longer concerned with library work hours since the conventional library has its own hours in determining when the library operates. But this is what makes the digital library is superior in presenting the ease of accessing all kinds of books on the website for its users anytime and anywhere. This is the function of the digital library as a tool to facilitate and solve such limitations. In carrying out its functions, digital libraries require technology to connect many resources, libraries and information services. The relationship of digital libraries and information services is transparent to the users. The purpose of the digital library is to provide information to all people with easy access, fast, and universal. The transmission of information is getting larger so that the teachers can transmit it to students in a shorter time by using technology (Ghasemi & Hashemi, 2011). Everything in the digital library is not only limited to the provision of documents but evolves in other digital artefact that cannot be presented or distributed in printed format.

2.3 Videos for Learning English

The Internet provides solutions for making ICT-based learning preparations. It is an easy task for teachers or lecturers to find all of the teaching-learning materials that they need for their classes. All they have to do is only using their computer and the internet to access all of the material from many websites that provide teaching-learning materials. That is one of the examples of the role of the internet in supporting teachers or lecturers for their teaching preparation.

A video is one of the multimedia learning which has a power in engaging students in learning a language. The video is a complete media which consists of a mixture of images and audio, even a video can elicit a feeling and emotion that can be experienced in real time. The complex mixture of these elements are making videos to be an effective media in learning. It is in line with Mayer (2002) learners can learn better through words and images than just the image itself. Multimedia learning itself includes text, graphics (images), video and audio and various other models based on multimedia or e-learning that can help students in learning. Videos have a huge potential in promoting an effective learning, according to Berk (2009) videos have at least 20 potential outcomes of video, they are as follow:

1) Grab students’ attention
2) Focus students’ concentration
3) Generate interest in class
4) Create a sense of anticipation
5) Energize or relax students for the learning exercise
6) Draw on students’ imagination
7) Improve attitudes toward content and learning
8) Build a connection with other students and instructor
9) Increase memory of content
10) Increase understanding
11) Foster creativity
12) Stimulate the flow of ideas
13) Foster deeper learning
14) Provide an opportunity for freedom of expression
15) Serve as a vehicle of collaboration
16) Inspire and motivate student
17) Make learning fun
18) Set an appropriate mood or tone
19) Decrease anxiety and tension on scary topics
20) Create memorable visual images

Video has been used as a medium in learning English for a long time. The advantage of video learning is that videos can bring real and authentic images and sounds of an idea or event to the learners in the classroom. Berk (2009) also explains some reasons why teachers need to use video in their teaching-learning process. He mentions the involvement of superficial, deep feeling and emotions that come together in affecting students’ mind when they are watching some videos. The deep feelings or the emotions are excitement, anger, laughter, relaxation, love, whimsy, or even boredom. It makes videos can be used as a resource in providing a various ways of teaching and it can engage the students more in their learning process.

The development of technology makes the spread of the English teaching platform wider and it can be used by teachers to make their students getting involved in the classroom. Thousands of video sharing website that can be visited to get the suitable videos in their teaching context. The most popular video sharing services on the internet today is YouTube (Snelson, 2011). Watching videos can be an alternative way of learning besides reading a book. This is expected to meet the expectations of the Internet generation that tends to demand varied learning. YouTube is not a video sharing site that specifically focuses on education, but in its development, YouTube launched a special service for education in 2009. It provides a special section for education where educators can post their videos (Alhamami, 2013). This service directly received a positive response from users who wait for the presence of educational services. Many universities join the service in presenting thousands of college videos, campus activities, and campus news.

YouTube can be a source and learning media that can meet the demands of the needs of the digital generation. YouTube can increase interest and support student learning styles in the digital age. YouTube also offers a learning experience with new technologies that will be useful when they graduate (Burke, Snyder, & Rager, 2009). In addition, YouTube also provides thousands of videos with various topics that can be integrated into teaching-learning process in the classroom. YouTube will also become a free video library for learners that will encourage them to become self-reliant learners.

2.4 Vlog’s Potential for EFL Material Writers

One of the types of videos that have a huge potential in the future is video blog as known as Vlog. This type of video is emerging through times on YouTube. A Vlog is a type of video that contains an event or experience occurring in the first person's perspective. Vlog is an online diary in form of a video (Watkins & Wilkins, 2011). Vlog presents a form of personal experience that can be felt directly by people who watch Vlog videos. Everybody loves to watch this type of video because it is fun to watch, alleviate boredom, build confidence in speaking, share information, and can get connected to each other (Snelson, 2015).

Inside Vlogs, there are many unusual occurrences spontaneously occurring and directly captured directly by Vloggers through their cameras. This is what makes Vlog into a kind of video that has its own uniqueness, especially the uniqueness in sharing a real-time experience. This sharing aspect makes Vlogs loved by many and has a special place in the hearts of its audiences. The contents of Vlog videos are also diverse, ranging from those that present motivational, inspiring, humorous, and heart-touching videos that make viewers attached to Vlogs and always watch the latest videos from their favourite Vloggers. Some Vloggers are already well known all over the world, they have millions of subscribers in each of their channels because the Vlogs they make are very successful to captivate the audience.

The presence of Vlog which is a video with a new form can be a medium that is able to meet the demands of the new generation so that the integration will be in accordance with the way of learning so that the process and learning outcomes will be optimal. It will facilitate the students learning styles which are different from previous generations. Prensky in Berk (2009) explains that they are more commonly known as internet generation or digital natives which they speak the language of computers, video games, and internet. The generation of the internet is often misunderstood as the superficial and bored generation who are lazy to learn, but the internet generation has a very high orientation and spirit of learning that has been shown by various studies. Ena (2015) explains that the internet generations have their own way of getting the information they want in different ways. Independent is the characteristic of the internet generation learner. They determine the choice of learning model that suits them and they are sincere seekers of information. They are also active and want a varied learning model and tend to get bored quickly with conventional learning models whose sources and models are limited (Ena, 2015).

Teachers can use vlog to create a class that meets their demands. It can be used as an instruction for the student to practice their speaking ability by making a vlog because it offers the possibility to practice spoken production skills (Combe & Codreanu, 2016). Some studies show that the vlog can enhance their
motivation and confidence which reflected from students’ response and participation in the classroom (Sari, 2017, Watkins, 2012). However, teachers can also use vlog to create their own teaching material based on their teaching context. Students like learning language through the use of video, which is a different learning process in language teaching (Canning-Wilson & Wallace, 2000)

2.5 YouTube Provides A Space for EFL Material Writers

YouTube provides a space for anyone to make their own videos and becoming a creator of the website, especially for EFL material writers. They can create their own teaching-learning material in form of video in any type or genre without exception. YouTube will publish their work to their users that potentially can be our audiences. It is an opportunity for EFL material writers to have a wide variety of audiences and make the material reached every student who need it.

Not only providing a space or its creator but also it provides what they called YouTube’s partnership program. In this program, the creator can have a partnership with YouTube in term of sharing revenue from an advertisement that they put on every creator’s video. According to the press link “https://creatoracademy.youtube.com/page/lesson/revenue-basics”, YouTube explains how the creator can get benefit from their work. Not only from advertisement but also the creator can have a crowd funding using an affiliation website such as “Patreon.com” in gaining some amount of funding for their channel.

Besides the benefit that the creator gets from YouTube, it also offers some challenges to their creators. According to their website press, YouTube sets a new rule for its partnership program that must be fulfilled for all creators of the channel. The partnership program will run on a YouTube channel when it has 4000 watch hours and 1000 subscribers. It is a huge challenge for all new creators to get the benefit from the website, especially for revenue. Another challenge is YouTube’s algorithm. The creator cannot be very happy when it comes to uploading the video they made. YouTube’s algorithm has the full control of every video to put on a recommended video category for users to watch. Sometimes it takes 2 or 3 months for a new video from a new channel.

3 CONCLUSION

The use of media in learning is not intended to change the way of teaching, but rather to supplement and assist teachers in delivering material or information. By using media, it is expected that interaction between the teacher and students will be maximized so that they can achieve the learning outcomes. Actually, there is no provision when a media must be used, but it is highly recommended for teachers to choose and use the media appropriately. In general, the purpose of using instructional media is to help teachers convey messages or subject matter to their students so that messages are easier to understand, more interesting, and more fun for students.

Vlogs provide an experience that is in direct contact with the audience. Vlogs can bring new experiences that they have never had before through their daily lives so that it can attract the attention of the audience to watch Vlogs. Through the contents of Vlogs, themes and stories can be used as a form of English teaching, it has great potential in teaching English for students. YouTube offers some features which are very beneficial for ELT material writers to reach a wide variety of audiences and having a revenue for their work. It is an opportunity that YouTube offers for every ELT material writers in creating their own material for their audiences and for their teaching context. They have full control over what type of material that they wanted to produce, all decisions in their own hand. However these potentials do not come with no challenges, there are some challenges that ELT material writers must be faced especially when it comes to YouTube algorithm to make the new video comes up to the recommended channel for the new viewers.

As a teacher in the scope of formal education, it is appropriate to use the media in carrying out the learning process. Successful teachers are teachers who can make and use the media around them. Now computers are not as strange as anything else, even that becomes something that can help teachers in developing their professionalism. With the presence of very easy access in the current internet era, teachers must be able to make their own opportunities in developing teaching materials that are suitable in their learning context. Utilizing self-made media for our teaching and learning process will be very beneficial for the context of teaching and it will be able to facilitate us in carrying out the teaching and learning process.

REFERENCES


Mikre (2011) claims that students using ICT facilities mostly show higher learning gains than those who do not use.


