Efektivitas Video TalkShow "Tonight Show Starring Jimmy Fallon" di YouTube terhadap Kemampuan Menyimak Siswa

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Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan video talk show berbahasa Inggris di YouTube terhadap kemampuan menyimak siswa kelas 8 SMPN 5 Cilegon. Desain penelitian kuantitatif yang digunakan dalam penelitian ini adalah metode penelitian eksperimen, dengan sampel terdiri dari 30 siswa di kelas eksperimen dan 30 siswa di kelas kontrol. Peneliti menggunakan pendekatan kuasi-eksperimen untuk pengumpulan data. Berdasarkan temuan, terdapat perbedaan antara kelas eksperimen yang menggunakan video talk show berbahasa Inggris sebagai media pembelajaran dan kelas kontrol yang menerima pengajaran konvensional. Efektivitas pembelajaran di kelas eksperimen lebih nyata dibandingkan dengan kelas kontrol. Peneliti menyimpulkan bahwa penggunaan video talk show berbahasa Inggris di YouTube dalam proses pembelajaran menunjukkan efektivitas dalam mengajar siswa kelas 8 SMPN 5 Cilegon pada tahun ajaran 2023/2024. Uji hipotesis dalam penelitian ini, yang dilakukan menggunakan uji Independent Sample T-test, menunjukkan signifikansi (2-tailed) kurang dari 0,05, sehingga hipotesis nol (Ho) ditolak dan hipotesis alternatif (Ha) diterima. Selain itu, nilai effect size sebesar 1,215 menunjukkan tingkat pengaruh yang tinggi. Hal ini menunjukkan bahwa penggunaan video talk show berbahasa Inggris di YouTube sebagai media pembelajaran memiliki dampak positif terhadap efektivitas belajar siswa di kelas, dan penggunaan YouTube: The Tonight Show Starring Jimmy Fallon direkomendasikan sebagai media pengajaran untuk meningkatkan kemampuan menyimak siswa.

Kata kunci: Keterampilan mendengarkan, media pembelajaran, video youtube, quasi eksperimental

Effectiveness of YouTube Talk Show "The Tonight Show Starring Jimmy Fallon" on Students' Listening Skills

Abstract

This research aim to determine of effectivenes of using English talk show video on Youtube towards students listening skills at 8th grade students of SMPN 5 Cilegon. The quantitative research design used in this study is an experimental research method, with sample comprising 30 students in experimental class and 30 students in the control class. The researcher employed a quasi-experimental appoarch for data collection. Based on the findings, there were differences between experimental class were the class that uses English talk show videos as a learning media and the control class which received conventional instruction. The effectiveness of learning in the experimental class was more evident compared to the control class. The researcher concluded that the use of English talk show videos on YouTube in the learning process demonstrated effectiveness in teaching eighth-grade students at SMPN 5 Cilegon during the 2023/2024 academic year. The hypothesis test in this study, conducted using an Independent Sample T-test, showed a significance (2-tailed) of less than 0.05, leading to the rejection of the null hypothesis (Ho) and the acceptance of the alternative hypothesis (Ha). Additionally, the effect size of 1.215 indicated a high level of impact. This demonstrates that the use of English talk show videos on YouTube as a learning medium had a positive effect on students' learning effectiveness in class and the use o YouTube: The Tonight Show Starring Jimmy Fallon in the classroom is recommended as a teaching medium for students listening skills.

Introduction

One of the most crucial skills in language learning is listening because it is implicated in all aspects of life because language learning starts with listening. Other language skills and development may not progress effectively without first learning how to listen. (Suri et al., 2022). Meanwhile, based on According to Perry (2022), Listening is essential for the following reasons: Listening is a key component of effective communication, it is the most crucial part of communication, necessary for productive collaboration, and is essential when learning effectively Therefore, It is evident that mastering listening skills is essential as a foundational step to master other language skills and it is necessary to use all five senses to understand what the speaker wants to convey. Every study on the development of language skills demonstrates that when it comes to communication, language competence is acquired as follows: 45% from listening, 30% from speaking, 15% from reading, and 10% from writing (Rustamov & Ataboyev Isroiljon Mirza, 2022). From these data, One could say that listening is the most key element of language because it plays a vital role the highest percentage of engagement of all four aspects of expertise.

In addition, several studies have shown that using YouTube to learn English increases student enthusiasm which can meet the requirements and stimulate academic interest and also the use of YouTube has increased student achievement. As a result, technological advancements play a crucial role in education, especially in teaching the English language. YouTube is a type of social media platform that is the most popular platform for watching videos online today. The YouTube platform is one of the most popular forms of media (Syaipudin, 2020). Reported to Jemadu (2022) Research from data reportal shows that in Indonesia, YouTube social media is very widely used with a total user of up to 139 million people comparable to 50% of the total population in 2022.

The listening aspect becomes a It is a challenging aspect for students to master because when they hear words or sentences in English, they struggle to comprehend them easily conversations influenced by accents from teachers and other learning media. Students are already accustomed to the accent spoken by the teacher or people around them. While almost all English learning media use their original accents. Therefore, in this study, researchers used video learning media sourced from The Tonight Show Starring Jimmy Fallon's YouTube Channel which is a native English speaker from America which is expected to affect grade 8 students of SMPN 5 Cilegon City in their listening ability.

In this research, the researcher would like to find out whether the using of English talk show videos "The Tonight Show Starring Jimmy Fallon" on YouTube as learning media of English listening teaching. As the problem occurred when the researcher conducted pre-observation and interview with English teacher at SMPN 5 Cilegon. Based on these activities, it was found that there many problems in listening to English due to students who are less focused on learning to listen to English. Most English teachers in the classroom only use the lecture method and less variated of material as the focus of listening in English. Seeing the problem of learning English in classes that have not found other alternatives for students to improve students' English listening skills inspires researchers' interest in conducting research with the title "The Effectiveness of Using English Talk Show Video on YouTube: The Tonight Show Starring Jimmy Fallon in 8th Grade Students of SMPN 5 Kota Cilegon Listening Skills".

Listening is an essential skill in English that must be mastered, as it plays a role in all areas of life. Listening is an essential aspect of communication that allows us to share our thoughts with others. According to Underwood, as cited in Gilakjani (2011), Listening is described as the act of focusing on the speaker and trying to interpret the meaning of what is being heard. According to Slamet (2008),

listening is described as a process in which listening activities are performed, language sounds are recognized and interpreted, the conveyed meaning is understood, and the underlying messages expressed through language are responded to. (Nurgiyantoro, 2010) that listening implies listening involves understanding language through sounds with focus and attention. The goal is to understand linguistic rules and interpret the messages the speaker intends to convey. (Sunendar, 2013). Without learning to listen first, other language abilities and developments may not progress well. In diferent situation, listening also has different types. According to (Kline, 1996) listening have a several types there are 1) informative listening 2) relationship listening 3) appreciative listening 4) critical listening and 5) discriminative listening. So, in this research, the focus is on informative listening and critical listening is because in this research students are expected to focus on understanding the message delivered by the speaker and students are also probable to be able to process, evaluate, assess, and provide opinions on what has been conveyed by the speaker. Listening is multifaced skill made up of various elements that work together to promote clear and effective communication. According to (Coursera, 2023) several key components that define the listening process, there are 1) receiving 2) understanding 3) remembering 4) evaluating 5) responding. In listening there are also a problem that are commonly encountered by students. There are the following characteristics of spoken language that make listening process difficult by (Prace, 2009) there are 1) caused by pronunciation 2) caused by lack of the control of a speaker's speech speed 3) learners may not always be able to make speakers they can repeat what they just heard 4) caused by the listener's vocabulary 5) caused by students learning habit 6) cause by language 7) cause by lack of visual support. In this research, the focus is on lack of visual support which is caused not only by hearing but also by the lack of visual support. The reason is that listening is not just about hearing but also visual. By using YouTube videos, learners are able to alleviate the difficulties they face because language and visuals have become integrated for understanding. In the end, using videos as a learning tool for listening to English is expected to enhance the effectiveness of their listening skills.

One of the responsibilities English teacher bears is the instruction of listening to enhance students' proficiency in this aspect. According to (Brown R. , 2007) teaching involves showing or helping individuals gain new skills, providing guidance in exploring a subject, sharing knowledge, and enhancing understanding. In recent years, there has been an expanded view of listening, extending beyond more comprehension to include its role in language acquisition. In teaching listening, the teacher is tasked with more involvement compared to learners. Effective listening lessons involve not only the central listening activity but also encompass preparatory and follow-up activities. Considering the importance of listening in language learning, language teachers are compelled to assist their students in becoming proficient and adept listeners. In summary, teaching listening entails imparting comprehension of the language system, guiding the application of this knowledge in understanding, or expressing meaning, and instructing the use of specific skills for effective communication. Continuous practice is essential to enhance familiarity with listening, ultimately leading to mastery.

Media is an engaging tool to be used as instructional material or learning media. Using media in the learning process is crucial because it makes learning interesting and captures the attention of learners. According to (Miscellanea, 2022) Media refers to a means of transmitting messages that contain information between the sender and the receiver. According to (Sadiman & Arief, 2009) "Media refers to any tool used to transmit a message from the sender to the receiver, thereby engaging students' thoughts, feelings, interests, and attention, and supporting the learning process." The achievement of a learning process requires good media that can capture students' interest without deviating from the curriculum and supports the teaching and learning process, with various types of media available for teachers to use. According to (Bahri, 2006) the kinds of media: 1) audio media 2) visual media 3) audio visual media.

From the explanation given above, audiovisual media will be used by the researcher as a tool for teaching listening. The reason is that audio-visual is more effective in the learning activities because it aligns with the theme chosen by the researcher. Additionally, to listen to a video, it certainly requires a media like audio-

visual media that utilizes both the sense of hearing and sight simultaneously.

YouTube is a social media platform that contains videos uploaded by other users and can be viewed by many users. Videos are shown on the YouTube site after being uploaded but can also be shared across other platforms, with the files remaining hosted on YouTube. According to (Rouse, 2016) "YouTube is recognized as a well-known platform for video sharing, where content can be uploaded and shared by registered users with anyone who has access to the site. Videos can also be embedded and shared on other websites. A major impact on media and advertising has been made by it". For most students, the use of videos yields satisfactory results in learning English. Videos create a better impression than other media. All these visual clues can help comprehension. Secondly, videos represent positive technological exploitation. Teenagers, especially, tend to have a favorable view of television or video, considering it more modern than books. According to Tomalin (1991: 48), there are several advantages to using videos in English teaching for learners, which is 1) students enjoy language learning with video 2) video is an effective enjoyable learning environment 3) students gain confidence through repetition 4) rich multimedia content 5) engagement and motivation 6) authentic materials 7) flexibility and accessibility 8) variety of genres 9) suplemental learning. Besides its advantages, YouTube also has several disadvantages. This statement is supported by (Bonk & Zhang, 2006): by mentioning some drawbacks of using YouTube. The following are the disadvantages of YouTube: 1) quality control 2) distraction 3) inappropriate content 4) access and connectivity issues 5) limited interactly and 6) privacy concerns.

In this research, the researcher uses videos from The Tonight Show Starring Jimmy Fallon YouTube channel, which features brief late-night conversations hosted by the presenter Jimmy Fallon.

The Tonight Show Starring Jimmy Fallon is a late-night talk show hosted by Jimmy Fallon, aired on NBC, and made available on YouTube. The show was premiered on February 17, 2014, following Jay Leno's second retirement as host of The Tonight Show on February 6, 2014. This show presents short talk show episodes with various guest stars. The invited guests talk about various interesting topics, such as how they became famous artists, the process of their careers, or promotional activities for their newly released works. "The Tonight Show Starring Jimmy Fallon" on YouTube refers to the official YouTube channel associated with the late-night talk show hosted by Jimmy Fallon. The channel features clips, segments, and highlights from episodes of the television show "The Tonight Show Starring Jimmy Fallon." These videos often include celebrity interviews, comedy sketches, musical performances, and other entertaining content featured on the TV program. The YouTube channel serves as a digital platform for fans to access and enjoy selected moments from the show, providing additional content beyond what is broadcast on television.

Method

The quantitative research with quasi-experimental study was used in this research to get the data of the effectiveness value of using English talk show video YouTube: The Tonight Show Starring Jimmy Fallon as the medium in learning process at 8th grade students of SMPN 5 Cilegon. This research population consisted of 8th grade students with 918 students in the academic year 2023/2024. The technique to select samples from the population purposive sampling.This research sample consisted of 8th grade students with 30 students in the academic year 2023/2024. This research consisted of two part of test: pre-test and post-test. In the pre-test, the test questions be given by researchers at the beginning of the research or before the therapy and for the post-test, the question be given by researchers at the last meeting after the therapy. Therefore, for the data analysis technique the researcher using SPSS to get data analysis. The researcer analyzed the data using a quantitative method in data analysis technique. Then the research used some ways to analyze the data. First, the researcher analyzed the validity and reliability. Second, the researcher analyzed the normality of the data used to determine whether the data from the pre-test and post-test are normally distributed or not. Third, homogenitiy of vatiance is used to determine whether the samples in the two classes, control and experimentall, are homogenous or not. Then, hypothesis testing is used to determine whether

English Talk Show Videos on YouTube: The Tonight Show Starring Jimmy Fallon as a teaching media aid effectiveness of students listening skills 8th grade students at SMPN 5 Cilegon. The aim of this study was to determine watching English talk show videos on YouTube can affect the listening skills of grade 8 students of SMPN 5 Cilegon. The following is the research hypothesis:

    a.   Ho (Null Hypothesis)

There is no effect of watching English talk show videos on YouTube can affect the listening skills of grade 8 students of SMPN 5 Cilegon.

    b.   Ha (Alternative Hypothesis)

There is an effect of watching English talk show videos on YouTube can affect the listening skills of grade 8 students of SMPN 5 Cilegon

Data Collecting Techniques

Pre-test

This is the first step to assess students' listening abilities before the treatment is applied. In the first session, before the treatment, the researcher administer a pre-test for the students to answer prepared by the researcher with the same topic as the post-test. This is one instrument to obtain data regarding students' listening abilities.

Treatment

The treatment is provided by explaining the material and also the necessary instruments throughout the exploration of explanations taught and conducted by the researcher. For the treatment, the teacher asks students to watch videos on YouTube with material Modals in it. Video prepared by the researcher. In that class, there are (30 students) who receive the treatment once in each class meeting. In each session, the teacher uses different videos to be watched by the students.

Post-test

After the treatment, the post-test will be administered by the researcher during the final session. The test is similar to the pre-test. The post-test is conducted after the students have been treated to listen to YouTube videos: The Tonight Show Starring Jimmy Fallon in class.

Results and Discussion

In this research findings, the researcher presented and discussed the result of the study, which aimed to determine the effectiveness of using English Talk Show Videos on YouTube: The Tonight Show Starring Jimmy Fallon as a learning media on students' listening skills through an experimental study with 8th grade students at SMPN 5 Cilegon. The population for the study comprised 8th grade students at SMPN 5 Cilegon. The research sample was devided into two classes they are 8H as control class and 8I as an experimental class. Each class consisted of 30 students.

Table 1. Descriptive Statistics

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
Pre-Test Experiment	30	30	35	65	48.50	8.423
Post-Test Experiment	30	35	60	95	73.17	10.462
Pre-Test Control	30	40	15	55	32.17	10.642
Post-Test Control	30	35	45	80	60.83	9.833
Valid N (listwise)	30					

Based on the table above, the experimental class minimum pre-test score was 35, whereas the control class was 15. The maximum score for experimental class was 65, whereas the control class was 55. The mean for experimental class was 48.50, whereas the control class was 32.17. The Experimental class standard deviation was 8.423, while the control class was 10.642. It can be said that there was no significantly different pre-test result for two classes. Then, on the post-test, the minimum score of the experimental class was 60, whereas the control class was 55. The maximum score of experimental class was 95, whereas the control class was 80. The mean for experimental class was 73.17, whereas the control class was 60.83. The standard deviation of the experimental class was 10.462, whereas the control class was 9.833. It can be concluded that there was a significant difference in the post-test result between the two classes.

In this research, researchers employed Inter-rater Reliability. The individuals who evaluated students' listening skills score were the researchers and the English teacher from SMPN 5 Cilegon.

Table 2. Reliability of The Pre-test Instrument

Coefficient of Alpha Cronbach	The Categories of Instrument Reliability Test
0.86 – 100	Very high
0.66 – 0.85	High
0.36 – 0.65	Low
0.20 – 0.35	Very low
0.00 – 0.19	Unreliable

Table 3. Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.820	20

Based on the table above, it can be concluded that the pre-test was 0.838, the interpretation was **high reliability,** and it showed that the instrument of the test was **reliable**.

Table 5
Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table 6. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.841	20

Based on the table above, it can be concluded that the pre-test was 0.838, the interpretation was high reliability, and it showed that the instrument of the test was reliable.

Table 7 Tests of Normality

	Class	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Score	Pre-test Experiment	.137	30	.155	.935	30	.065
	Post-test Experiment	.149	30	.087	.915	30	.020
	Pre-test Control	.183	30	.012	.924	30	.033
	Post-test Control	.153	30	.072	.931	30	.051

a. Lilliefors Significance Correction

Based on the result of the table of normality above, it showed that the experimental class, pre-test and post-test value were 0.155 and 0.087; these values were higher than 0.05, so it can be assumed that the distribution of the data was normal. Therefore, in the control class, the pre-test and post-test values were 0.12 and 0.72 it means the value was higher than 0.05. This result can be used to infer that the data were distributed normally. Lavenes' formula was used in this research analysis of homogeneity of variance using the SPSS V.30. The following criteria were used to determine if the data was homogeneous or not when the significant value and t-table are compared:

1. Significant level of = 0.05
2. If sig. value > 0.05, then the data is homogeneous
3. If sig. value < 0.05, then the data is not homogeneous

Tests of Homogeneity of Variances		Levene Statistic	df1	df2	Sig.
Score of tests	Based on Mean	.311	1	58	.579
	Based on Median	.406	1	58	.527
	Based on Median and with adjusted df	.406	1	55.551	.527
	Based on trimmed mean	.346	1	58	.559

Based on the table above, the significance of the post-test between the experimental and control class was 0.579 it means that can concluded the variance of two groups was homogeneous.

The researchers used independent sample T-test with SPSS v.30 to determine whether the hypothesis (null hypothesis) is accepted or rejected and whether English talk show videos on YouTube: The Tonight Show Starring Jimmy Fallon as a learning media. If the significance level (2-tailed) < 0.05 = H_o is rejected and H_a is accepted. If the significance level (2-tailed) > 0.05 = H_o is accepted and H_a rejected. The significance value hypothesis:

a. H_o (Null Hypothesis): There is no effect of watching English talk show videos on YouTube can affect the listening skills of grade 8 students of SMPN 5 Cilegon.
b. H_a (Alternative Hypothesis): There is an effect of watching English talk show videos on YouTube can affect the listening skills of grade 8 students.

Based on the table above, it indicated that the significance level (2-tailed) in experimental and control class was 0.001 < 0.005. Therefore, H_a id accepted and H_o is rejected. This means there is sognificant difference in the pre-test result before and after teaching and learning process using English talk show videos: The Tonight Show Starring Jimmy Fallon as learning media.

It happened because, student learn and process their listening skill using English talk show videos YouTube that have effectiveness. It can be concluded that the students listening skill of class 8th grade students at SMPN 5

Cilegon effective. To determine the extent of the effect of using English talk show videos YouTube of 8th grade students at SMPN 5 Cilegon, the researcher utilized the result from an Independent Sample T-test Subsequently. The data will be processed and analyzed using Cohen's formula.

Table 7. Independent Samples Effect Sizes

		Standardizer	Point Estimate	95% Confidence Interval	
				Lower	Upper
Score of test	Cohen's d	10.153	1.215	.658	1.762
	Hedges' correction	10.286	1.199	.650	1.740
	Glass's delta	9.833	1.254	.647	1.846

Based on the table above, the effect size of te post-test from the experimental class and control class was 1.215 which can be interpreted as having an effect with **high criteria**

Based on the calculation the researcher has carried out the determine whether there was a significant effect after the research was conducted. Then based on the hypothesis test using an independent sampe t-test, H_o is rejected and H_a is accepted. Because it is significantly and control less than 0.05 (0.01 < 0.05). The effect size of the post-test from experimental and control classes was 1.215 which can be interpreted as having an effect size with high criteria. It means that using English talk show videos YouTube as a learning media have effective increase students listening skills at 8th grade of SMPN 5 Cilegon.

The use of English talk show video YouTube is very effective in students listening skills. This finding was in line with Alqahtani (2014) statement that students had a significant effective on listening comprehension skills of using YouTube videos. YouTube videos are particularly intriguing for students because they offer content that feels more enjoyable and effective in terms of sound and visuals. Most generations now use YouTube to watch podcasts and talk shows, listen to songs, watch music videos, and view tutorial videos. (Pambudi, 2021). This is because students were provided with engaging teaching media that kept them from getting bored during the learning activities. The post-test scores in the experimental class was higher than those in the control class. Using the English talk show video

YouTube as a learning medium made the learning process more effective and helped the teacher teach English more easily.

Conclusion

Based on the result, the researcher concluded that using English talk show video Youtube was effective for students listening skills in 8th grade students of SMPN 5 Cilegon academic year 2023/2024. It was proven by the result of the mean in the experimental class pre-test was 48.50 and the post-test was 73.17, and in the control class pre-test was 32.17 and post-test was 60.83. It means that the experimental class score was higher than the control class score. The hypothesis test with an Independent Sampe T-test showed that the significance (2-tailed) was less than 0.05, then Ho is rejected and Ha is accepteed. Therefore, it can be concluded that using English talk show video Youtube is effective for students listening skills. As evidenced by the significantly greater effect in student listening skill among students in the experimental class compared to those in the control class based in the results of the tests conducted.

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