



## **YOUTUBES AS LEARNING MEDIA DURING THE PANDEMIC OF COVID-19**

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### **Abstract**

Online learning undeniably creates various problems, starting from the electrical outage, poor connections/networks, difficulties in accessing the applications, difficulties in obtaining the learning materials, poor communication between lecturers and students when the on-going learning processes are less effective up to the economic problems. YouTube is a website possibly used as media to share and watch videos uploaded by many parties. The researchers and lecturers at higher education institutions can utilize YouTube as their learning media to overcome those online learning problems. YouTube can be used as learning media through the following steps: conceptualizing/planning, making/creating, editing, uploading, and socializing the learning videos. The utilization of YouTube as media for the teaching-learning processes are enthusiastically welcomed and the students can then easily participate in the learning processes since YouTube videos provide various easily accessible materials, highly motivate the students to learn, develop their knowledge, and save their time and money.

**Keywords:** utilization, youtube, media, learning

### **INTRODUCTION**

The teaching-learning processes were still conducted through online due to the outbreak of Covid-19 pandemic throughout the world, including in Indonesia. Online learning is a distance learning conducted through online. Ermayulis (2021) has defined online learning as learning conducted online using learning applications and even social media. Muhammad (2020) also has stated that online learning is an interactive learning conducted by the teachers

using video conferences. The impacts of Covid-19 have reached the educational domain and online learning has become one solution to overcome the arising problems related to the educational organizations. Hasibun, Simarta, and Hasibuan (2019) have designed online learning as a learning method using the internet-based interactive learning model and Learning Management System (LMS) such as *Zoom, Geogle Meet, Geogle Drive*, etc.

Online activities are not only related to teaching-learning processes, but also other educational activities, such as webinars, workshops, online meetings, final examinations, and more. We are forced to evolve meeting the digitalization era. All educators starting from the elementary, junior high and senior high school as well as higher education levels should make their efforts to improve their competencies to provide the high-quality educational activities for the students. During this time, the author has used various platforms to make online classes including in the Google classroom, Google meet, and zoom.

Various activities, which are conducted through online, in facts, have resulted in various problems, especially to the schedules. The researcher has handled more than ten classes each semester. Tight online class schedules each day have frequently crushed with the other online activities. Therefore, the researcher tried to find the alternative platforms to have online teaching-learning activities during the pandemic. The purpose is that the online learning activities and other learning activities, such as webinars, meetings, workshops, etc. could still run well. Besides, problems were also resulted from the students themselves. Based on the observation and interview results conducted by the researcher to the students related to their experienced problems during online learning activities: 1) electricity availability, in which not all students were well facilitated since in certain locations, blackouts frequently occurred in long periods; 2) difficulties in obtaining internet connections due to the students' residences which were located in poor-internet access areas; 3) difficulties in accessing the applications since the online classes used certain applications only and the students should be able to access those applications. In facts, not all students could easily access the applications. There were various causes, starting from the limited technological devices and poor knowledge on

technology; 4) difficulties in understanding the learning materials since in online classes, are the learning scopes were limited; 5) less effective communication when comparing the online learning with the regular face-to-face learning; and 6) economic difficulties experienced by several students and resulted in poor technological facilities either android, computer, and internet credit quota.

Almost a semester, the researcher has used personal YouTube channel as media to conduct the teaching-learning processes. According to Sianipar (2013), YouTube is data bases containing videos popular in social media and provides various supporting information. The researcher used YouTube as online learning media to create more interesting, fun, and less-boring teaching-learning processes. The learning videos uploaded by the author in the YouTube channels can also be used by the students without any place and time limitation.

The Covid-19 pandemic has greatly impacted on the educational world. However, the educators must strive to find ways to make innovations and self-equip with adequate knowledge beneficial for education. Therefore, the researcher is intended to further discuss the utilization of YouTube as learning media during the outbreak of Covid-19 pandemic. Based on the background above, this article is entitled with “the Utilization of YouTube as Learning Media during the Outbreak of Covid-19 pandemic”.

Based on the background explained above, the research questions are formulated as follows:

1. How is YouTube utilized as the learning media during the outbreak of Covid-19 pandemic?
2. How effective is the utilization of YouTube as the learning media during the outbreak of Covid-19 pandemic?

Based on the research questions above, the objectives of this research are explained as follows:

1. To figure out the utilization of YouTube as the learning media during the outbreak of Covid-19 pandemic.
2. To measure the effectiveness of YouTube as the learning media during the outbreak of Covid-19 pandemic.

## **RESEARCH METHOD**

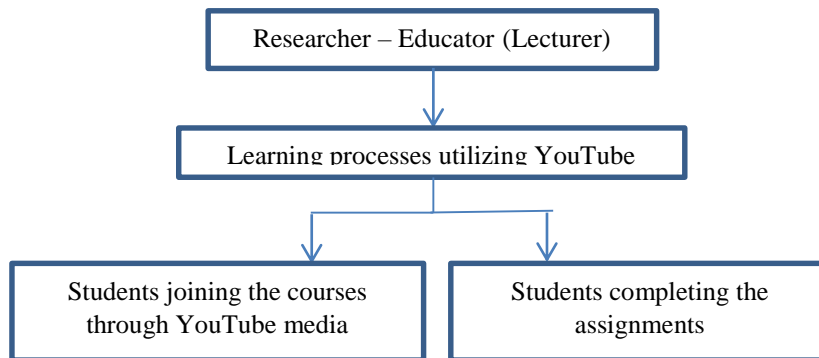
This article used a descriptive-qualitative method not only to reveal and describe the depictions of phenomena which became the research objects but also to explain various relationships, examine hypotheses, make predictions, and gain the meanings and implications of a problem. This research focused on a problem based on actual facts and events. The aforementioned explanations are already in accordance with the descriptive-qualitative theory and method to depict or analyze the research results, yet this method cannot be used to create a broader conclusion (Sugiyono, 2005:21). Accordingly, Sukmadinata (2011:60) has also stated that qualitative research is a research intended to describe and analyze people's phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts either individually or in group. In addition, (Zaluchu, 2018) also suggested that qualitative approach has the explanatory characteristics in the form of explanations related to the topics of research methods.

### **Research Instruments**

The researcher was the main actor in this research since the related actor was the one performing the teaching-learning processes using YouTube media. The instruments used in this research were humans and observations. According to Sugiyono (2006:251), the researcher can be the research instruments in a qualitative research method. Good instrument category should have the following characteristics: good understanding on research methodology, knowledge mastery to the related field under study, readiness in dealing with the research objects both academically and logistically. The observations performed were as follows: 1) processes during the learning processes utilizing YouTube media, 2) students and lecturer in learning processes utilizing YouTube media, 3) Interactions made between lecturer and students during the learning processes utilizing YouTube media, 4) learning achievements after the learning processes utilizing YouTube media.

### **Research Procedures**

This research was conducted starting from November 2020 to March 2021 through the following research stages:



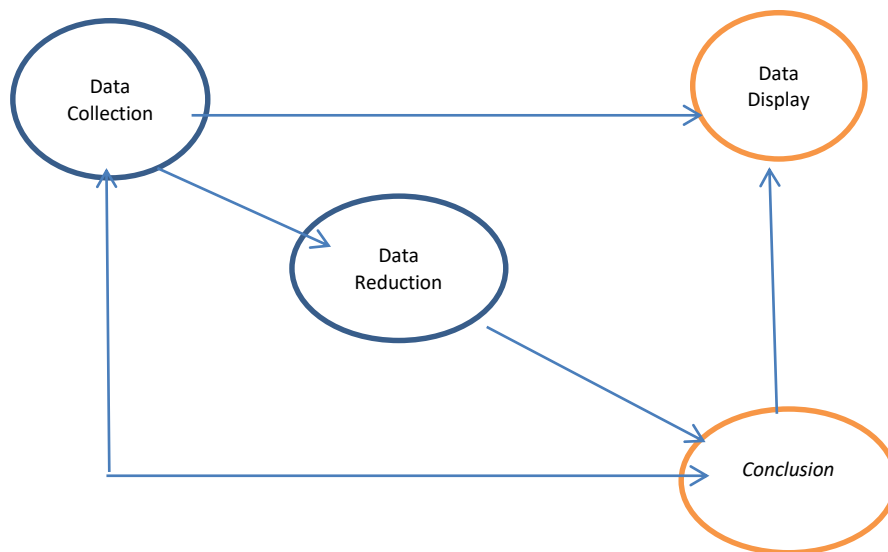
Based on the chart above, the author was the actor and implementer of the instruments in this research. During the teaching-learning processes, starting from giving the materials, assignments, and evaluations, the author continuously conducted observations. The observations were performed by paying attention to the students when receiving the learning materials, participating in the question-answer sessions, and completing the assignments given by the lecturer .

### **Data Analysis**

This research used an interactive analysis model developed by Miles and Herman. The interactive analysis model has the following stages:

1. Data collection
2. Data reduction
3. Data display
4. Conclusion

The interactive data analysis model developed by Miles and Huberman (Burhan Bungin. 2010: 69) can be explained as follows:



## **RESULTS AND DISCUSSION**

### **The utilization of YouTube as Learning Media during the Outbreak of Covid-19 Pandemic**

The researcher has tried to utilize the personal YouTube channels as the learning media. YouTube is a website to share various videos or contents which can be accessed through YouTube channels starting from health, entertainment to education channels. Therefore, it is no longer surprising that YouTube has become social media mostly used by the Indonesian people starting from kids to adults.

YouTube has a strategic role in the recent Education World. According to Mujianto (2019), in the learning context, YouTube can be utilized as one of learning media. The existence of video-sharing platform enables the students to independently find and share information in the form of knowledge and practice. Various learning media can also be accessed through YouTube channels. There are various learning videos on YouTube channels which are attractive, interactive, and easily accessible. The researcher has utilized YouTube channels as learning media through the following steps:

1. Making the concept of video

The researcher as well as the lecturer first prepared the materials which are going to be made into a video.

2. Making the video

The researcher used Bandicam application to record the materials into a video.

3. Editing the video

The researcher ensured the sound, picture position, and clarity of the materials to deliver in the video.

4. Uploading the video

The researcher uploaded the video to a YouTube channel and gave the title, description, and instruction for the lecturing purposes.

5. Socializing the video

The researcher made coordination with the students through the Whatsapp group. When the lecture was about to start, the researcher shared the YouTube link and inform the students related to the learning instructions conducted through YouTube media.

**The effectiveness of the Utilization of YouTube as Learning Media during the Outbreak of Covid-19 Pandemic**

The researcher conducted the observations on the students related to the effectiveness of the utilization of YouTube as online learning media during the outbreak of Covid-19 pandemic. The observation results were as follows:

1. The materials were easily accessed. The students could daily access the materials.
2. Improving the learning motivation. The students felt that they experienced various learning activities, much more fun, and motivated their learning.
3. Improving knowledge. The students could improve their knowledge by utilizing technology for online learning.
4. Time and cost efficiency. Learning videos uploaded on YouTube could be accessed by the students anytime and anywhere.

According to the researcher and also lecturer, performing online learning through YouTube media was greatly beneficial. The benefits were as follows:

1. YouTube media could be the references for the teaching-learning processes.
2. YouTube media could be used as the learning motivation sources which involved the students.

3. YouTube media could be good and attractive instructional sources.
4. YouTube media greatly supported the learning style in this digital era and the recent learning activities.

YouTube is one of learning media in audio visual forms realized in videos. The educator made the learning videos and then the students could access those videos. This was the learning process changes to overcome the recent arising problems in the education world during the outbreak of Covid-19 pandemic.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Online learning processes by utilizing YouTube media are greatly beneficial both for students and users. For students, the utilization of YouTube media is greatly beneficial for the learning processes as follows: 1) easily accessed materials, 2) adding learning motivation, 3) adding knowledge, and 4) time and cost efficiency. Meanwhile for educators, the utilization of YouTube media is also greatly beneficial in the teaching-learning processes as follows: 1) YouTube media can be the references in learning processes, 2) YouTube media can be the learning motivation sources by involving the related students, 3) YouTube media can be good and attractive instructional sources, and 4) YouTube media highly support the learning style in the recent digital era and present learning activities.

### **Suggestion**

It is our responsibility as educators to overcome various teaching-learning processes, either through offline or online classes. Therefore, the utilization of technology as the efforts to improve the education quality in the middle of Covid-19 pandemic becomes one solution to support the recently performed online classes. Teaching-learning processes should be continuously performed at any situation and condition to realize and create excellent and competitive next generations in facing the globalization challenges.



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