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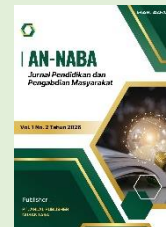
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Students' Perception on Youtube Kids Application in Learning English Vocabulary of SD Negeri 1 Kembang Kuning

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Abstract

The development of digital technology has provided various alternative learning media that can be utilized in the teaching and learning process, one of which is the YouTube Kids application. The use of YouTube Kids in English vocabulary learning is considered capable of presenting engaging learning materials through audio-visual content, thereby increasing students' interest in learning. However, the effectiveness of its use and the challenges faced by students need further investigation. This study aims to explore students' perceptions of the use of the YouTube Kids application in learning English vocabulary and to identify the challenges encountered by students in using the application at SD Negeri 1 Kembang Kuning. This study employed a qualitative approach with a descriptive research design. The research was conducted at SD Negeri 1 Kembang Kuning. The primary sources of data were the English teacher and the fifth-grade students of SD Negeri 1 Kembang Kuning. Data were collected through observation, interviews, and documentation. The data were analyzed using Miles and Huberman's model, which consists of data reduction, data display, and conclusion drawing. Data validity was ensured through source triangulation, technique triangulation, and time triangulation. The findings revealed that students had positive perceptions of the use of YouTube Kids in learning English vocabulary. The application helped students understand and remember new vocabulary more easily, increased their motivation and interest in learning, and created a more enjoyable learning experience through interactive and engaging materials. In addition, YouTube Kids assisted students in improving their English vocabulary pronunciation. The challenges encountered by students included limited internet access and devices, technical issues while using the application, and difficulties in understanding certain English vocabulary and video content. Nevertheless, overall, YouTube Kids can be considered an effective learning medium for supporting elementary school students' English vocabulary acquisition.

Keywords: *Students' Perception, YouTube Kids, English Vocabulary*



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INTRODUCTION

Education is part of an effort to help human beings achieve a meaningful life, leading to happiness both individually and collectively. According to Article 3 of Law Number 20 of 2003 concerning the National Education System, national education functions to develop capabilities and to shape the character and civilization of a dignified nation in order to educate the life of the nation. It aims to develop the potential of learners so that they become individuals who are faithful and devoted to God Almighty, possess noble character, and are creative, competent, independent, and responsible (Hemat Zagoto & Darmawan Harefa, 2023).

English language learning needs to be implemented for students of SD Negeri 1 Kembang Kuning, considering the importance of English as an international language used worldwide. Therefore, it should be introduced to the younger generation from an early age. In learning English, there are several skills that align with the characteristics of students and their stages of language development. Students learn English through all language skills, including listening, reading, speaking, and writing. In early childhood education, English learning is a local content subject that needs to be considered in curriculum development (Nur Jannah & Astuti, 2025).

Learning media used to introduce vocabulary to students include several methods such as storytelling, role-playing, arts and crafts, games, and songs. In introducing English vocabulary to students of SD Negeri 1 Kembang Kuning, one of the methods used is YouTube Kids, which provides animations, songs, and stories in English. YouTube Kids is one of the learning media that combines visual and audio elements, presenting moving images in the learning process, which can attract students' attention. However, nowadays students can easily learn English by listening to songs or watching English-language videos on YouTube Kids. Therefore, teacher supervision in the use of gadgets is very important to ensure that students do not use them excessively and to provide guidance while they are watching such content (Nur Jannah & Astuti, 2025).

The use of YouTube in English language learning has an important and relevant background in the context of education. YouTube Kids has been proven to make a positive contribution to improving vocabulary comprehension, word retention, speaking and listening skills, and overall language proficiency. It serves as a valuable resource for language learners by providing authentic and engaging content that can enhance students'

interest in learning (Bakhtiar, 2024).

The diverse range of materials offered by YouTube Kids can accommodate various learning styles and preferences, making it a versatile tool in language learning. YouTube Kids can be used to enhance students' autonomy in writing, improve communication fluency, and develop speaking skills. In addition to its direct benefits in language learning, YouTube Kids also helps students in completing assignments and improving pronunciation (Bakhtiar, 2024). The use of YouTube Kids is also effective in supporting independent language learning, where students can independently utilize English learning videos to improve their language skills. Overall, research shows that YouTube Kids plays an important role in language education by providing various benefits, such as improving vocabulary, speaking and listening skills, and overall language proficiency. Its accessibility, engaging content, and ability to adapt to diverse learning needs make it a valuable tool for both educators and students in the context of language learning (Bakhtiar, 2024).

The integration of YouTube Kids in teaching English vocabulary at SD Negeri 1 Kembang Kuning English vocabulary learning at SD Negeri 1 Kembang Kuning still faces challenges such as students' low interest and monotonous teaching methods. The use of the YouTube Kids application becomes an alternative learning media because it provides educational videos suitable for children's age.

The development of YouTube Kids as one of the most popular social media platforms presents an opportunity in the field of education. Technological advancements have influenced every aspect of life, especially in education. This also encourages teachers to utilize technology in the teaching and learning process. Using videos from YouTube Kids as a learning medium indirectly increases students' interest in learning, particularly in generating ideas and accessing materials, so that they do not feel bored. Thus, the appropriate integration of technology in students' language learning not only provides engaging stimulation but also helps students learn more effectively and interactively (Agustini, 2024).

Based on the various problems mentioned above, the researcher is interested in conducting further research on **"Students' Perceptions of the YouTube Kids Application in Learning English Vocabulary at SD Negeri 1 Kembang Kuning."** This study is conducted considering the importance of students' perceptions of the YouTube Kids application in developing their speaking skills through English vocabulary learning.

RESEARCH METHODOLOGY

Research Design

The type of research used in this study is descriptive research. Descriptive research is a method employed to address problems related to phenomena or events occurring at the present time (Maulida, 2024). It is also a method used to describe and illustrate existing phenomena, whether natural or human-made, with a focus on their characteristics, quality, and the relationships among activities (Adiningrat, 2025).

Descriptive research is a research method that seeks to describe all data, research objects or situations related to the object of study, analyze and compare them based on current realities, and attempt to provide solutions to problems so that the findings remain up to date. The information obtained is useful for the development of knowledge and can be applied to various problems. In general, descriptive research is a research activity that aims to systematically, factually, and accurately describe events or phenomena (Rifka Alkhilyatul Ma'rifat, Made Suraharta, 2024).

Approach Research

The approach used in this study is a qualitative approach. Qualitative research is a method that emphasizes understanding problems in social life based on real conditions that are holistic, complex, and in-depth (Maulida, 2024). Qualitative research is a type of research that produces findings that cannot be obtained through statistical procedures or other forms of quantification (measurement). Therefore, it can be used to discover and understand what lies behind phenomena that are often difficult to comprehend satisfactorily.

Qualitative research can generally be used to study community life, history, behavior, organizational functioning, social activities, and other related aspects. The use of qualitative research provides researchers with valuable experience, as this method can be employed to discover and understand what lies behind phenomena that are sometimes difficult to comprehend satisfactorily. This study is expected to generate a theory

inductively from abstractions of the data collected regarding the research approach (Supriandi, 2021).

RESEARCH RESULT

Students' perceptions of the use of the YouTube Kids application in learning English vocabulary at SD Negeri 1 Kembang Kuning are generally positive. YouTube Kids is considered an effective learning medium because it helps students understand, recognize, and remember English vocabulary more easily through audiovisual content. The combination of images, sounds, and contextual usage of words makes the learning process more engaging and enjoyable, thereby increasing students' interest, motivation, and active participation in English learning activities. In addition, students also experience better learning outcomes as they feel more confident and less easily bored when learning vocabulary through videos compared to textbook-based methods.

The difficulties faced by students in using the YouTube Kids application include limited internet access and device availability, occasional technical issues, and difficulties in understanding the content of English-language videos. However, these obstacles are not considered major problems because they are addressed through school facilities support, teacher assistance, and adaptive teaching strategies such as using downloaded videos, repeating materials, and providing additional explanations. Teachers play an important role in helping students understand difficult vocabulary and ensuring that the learning process continues smoothly despite technical challenges. Thus, although there are several challenges, YouTube Kids remains an effective learning medium in supporting elementary students' English vocabulary acquisition when supported by adequate teacher guidance and learning facilities.

SUGGESTION

1. For the School

The school is expected to provide supporting facilities, such as adequate internet access and devices, to support the use of YouTube Kids in the learning process.

2. For Teachers

Teachers are recommended to select and adapt YouTube Kids content to the English vocabulary materials being taught. Teachers should also provide guidance and additional explanations to help students understand new vocabulary more easily.

3. For Students

Students are encouraged to use YouTube Kids as a learning medium that can help improve their English vocabulary mastery. They should also actively pay attention to the materials presented and take notes on new vocabulary they acquire.

4. For Future Researchers

Future researchers are encouraged to conduct studies with a larger number of participants to obtain broader and more representative findings. Further research may also be carried out at different educational levels or in different subject areas.

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