

## THE ROLE OF THE INTERACTIVE ENGLISH YOUTUBE CHANNEL IN IMPROVING ENGLISH LANGUAGE SKILL

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### ABSTRACT

*YouTube is one of the most visited video sharing platforms in the world. YouTube, as the number two most popular site in the world (Alexa, 2017) has also become a site that helps improve English language skills. On YouTube, we can watch various types of videos. This research explores and analyzes the types of video content uploaded by the Interactive YouTube Channel, whether there are five aspects of basic competence in English, and how their subscribers interact in the comments section whether the content is useful or not. Researchers used a descriptive qualitative research design in this study. The research findings show that the interactive English Channel uploads five aspects of Basic English competencies, namely speaking, vocabulary, pronunciation, listening, and grammar. The interaction of the subscribers was enthusiastic, with 400 positive comments submitted by the subscribers. With that many comments, Interactive English Channel took the time to reply or just to give a "like". It proves that this channel is very useful for its subscribers in improving their English language skills.*

**Keyword:** YouTube, English learning, English language skill

### 1. Introduction

Information technology plays a very important role in people's lives today and can be used in various aspects of life. The internet has grown rapidly; through which everyone can access various information that is useful for the development of each individual. Various information contained on the internet can be used for teaching materials and teaching materials through the general internet more up to date, so that many students are interested in viewing and accessing them. One of the learning media in question is YouTube.

YouTube, as the number two most popular site in the world (Alexa, 2017) has also become a site that helps improve English language skills. According to a survey, around 100,000 videos are watched every day on YouTube. Every 24 hours there are 65,000 new videos uploaded to YouTube. Every month YouTube is visited by 20 million viewers with a majority of the age range between 12 to 17 years (Burke, Snyder, & Rager, 2009). YouTube is not an educational video sharing site, but in its development YouTube launched a special service for education ([www.youtube.com/edu](http://www.youtube.com/edu)) in 2009. This service immediately received positive response from users. YouTube can be a source of learning and learning media that can meet the demands of the needs of the digital generation. YouTube can increase interest and support learning styles of the digital generation. YouTube also offers a learning experience with new technology that will be useful when they graduate (Burke, Snyder, & Rager, 2009). In addition, YouTube also provides hundreds of thousands of videos with a variety of topics that can be integrated in classroom learning. YouTube will also become a vast free video library for learners that will encourage them to become independent learners.

Careful planning in accordance with the learning objectives and the integration of videos available on YouTube as a supporting tool will optimize learning outcomes it is in line with the learning styles and interests of the digital generation. YouTubers in creating video content in English must have the creativity to have their videos watched and their channels subscribed by many people. This creativity certainly demands the YouTubers to make the content as attractive as possible, so that certain characteristics will emerge that characterize and characterize the YouTube video content. One of the YouTube channels that aims to help English learners on various topics including pronunciation, vocabulary, and grammar is "Interactive English". Interactive English is an English learning channel based in the United States that started in January 2017 by Emi and Wes who are married to one other. As of May 2019, the channel has 12 million views and 319,000 subscribers on YouTube. Interactive English Channel is not as popular as other English learning channels, in fact they rarely enter YouTube channel nominations recommended by certain websites in terms of improving our English language skills. But they have their own uniqueness, if we look at the Comments section, they reply to almost all comments and questions, it's good that they already have a playlist, so we can easily find video content related to what we are looking for.

Seeing from these conditions the authors explain the purpose of this study is to analyze some of the video content available on the interactive English YouTube channel, how the interactions and comments of their viewers or subscribers with the video content they upload and how the role of interactive English channels in improving our English language skills and what video content is the most viewers. here the author will see various comments submitted by their viewers and subscribers in their video content in 2019, whether this channel really helps improve our English skills or not, according to the comments and interactions of the viewers

## **2. Method**

This research applied a qualitative research design. Based on Creswell (2012), qualitative research explores the phenomenon by participants' views. Also, this research adopts a descriptive qualitative study. Qualitative method describes the object of research at this time based on the facts that exist or as they are. Descriptive research in the form of describing a situation or research event, does not seek or explain the relationship between variables, does not test hypotheses, nor does it make predictions. The data source used is YouTube video content uploaded from Interactive English Channel in 2019. The Interactive English Channel so far has at least 320,000 subscribers. The data used is video content that has aspects of ability or connection with English, namely Speaking, Listening, Pronunciation, Vocabulary, and Grammar. Here we will analyze whether there are five aspects in the Interactive English Channel, and analyze the interactivity of the viewers through their comments.

## **3. Result and discussion**

In 2019, there were already 36 videos uploaded. From 36 videos, there are five aspects of English competency uploaded, namely speaking 9 videos, listening 2 videos, pronunciation 4 videos, vocabulary 4 videos, and grammar 6 videos, and the rest is about videos with quiz content and question and answer. They also make a video content with two aspects, such as speaking and vocabulary in one video. In their content, video speaking and vocabulary have the most viewers than any other video. Based on the findings, the following are the types of videos frequently watched on YouTube by their customers and their interactions through the comments sections, whether their content is very useful or not.

**Speaking.** In the aspect of the content of this video has been watched by almost 59 thousand people. For some people would want to improve their fluency in English, in this video Wes wants to share how to improve our conversation skills while building our vocabulary. According to viewers, this content is very useful to see from their comments.

*"Thanks! It is great to me to hear the vocabularies in your conversation! It motivates me!" (Lin Hoang Thi Dieu's comment)*

*"Thank you, guys, for this interesting and informative conversation." (Mohammed's comment)*

*Very nice and helpful as always, thank you guys for helping me improve my English skills...And please more videos like this! (Franz's comment)*

*Great lesson... Keep going we need conversations like this lesson ... Thank you for your time (Ahmed's comment)*

*Thanks ever so much Sir Wes your channel is amazing (Vanmoo's comment)*

These findings reveal that their YouTube video content is very useful and has improved their English language skills. The viewers are also grateful for the information they provide, this YouTube Channel also does not hesitate to comment or even give advice to their viewers, if they do not give a response back, at least they like to comment on the viewers.

**Vocabulary.** On the contents of this video titled *Stop Confusing These Words | Advanced Vocabulary + Quiz*, this video is long enough that is almost 35 minutes, but it does not dampen their subscribers to watch the content, the video that has been watched by more than 27 thousand viewers, Wes provides a way how to build vocabulary so that we are not confused with these words. Wes here invited the audience to interact with him, by giving them questions and their viewers could answer in the chat feature or in the comment section. This video content was commented on by nearly 400 comments and most of these comments responded that this content was very useful to improve their vocabulary. The viewer's comments show the findings.

*"I'm so happy with myself because I can understand every single word you said. Thank you so much for this lesson!" (Anderson's comment)*

*"Thank you sir, you're a great teacher and I love the way you taught, it's so helpful when talk to people who are native speaker from U.S. Thank you sir Appreciate it" (Santose's comment)*

*Enjoyed your lessons, and groom our English skills due to your help. Thanks (Zeba's comments)*

*Great, Wes. Great! Do more like that, please Thank you so much in advance. (Fransisco's comment)*

*Wes your classes are fantastic! I use them all the time to teach English here in Argentina (Silvia's comments)*

See from their enthusiasm, shows that this channel really helps improve their vocabulary, even the Interactive English Channel video content is used by one of their subscribers to teach English in their country, Argentina, seen from Silvia's comment. She said *Wes your classes are fantastic! I use them all the time to teach English here in Argentina*. This showed that this channel also plays an important role in improving their English skills.

**Pronunciation.** the video titled *Pronounce the 50 US States Just Like an American* teaches us about American accents, how to name each state properly and correctly, because some people mispronunciation. In this video Wes shows how to pronounce it, how many syllables and stresses each word has, show us the phonetic spelling and the IPA version as well. This video also succeeded in capturing the audience and has been watched by more than 43 thousand viewers and commented on by 341 people. The interaction of



their subscribers is very diverse, even there are subscribers who from America themselves continue to watch content from this Channel. The viewer's comments show the findings.

*Hi, Wes, thanks for the lesson :)) I didn't get the food you mentioned talking about Louisiana, could you write what it was? (Marynas's comment)*

*Thank you for the useful lesson :) very interesting. I've been to Florida, Illinois and Hawaii and of course Hawaii is my favorite (Prawaa's comment)*

*This video is what I've been longed for to watch for years. Thank you so much!!! (Huong's comment)*

*Thank you so much for your great patience to tell those names! (Sorker's comment)*

*Thanks for this useful video. This was what I needed to know. One of my dreams is to visit the state of California. San Francisco must be a wonderful city. My best wishes from Spain. Wish I could visit the U.S soon (jeniffer's comment)*

From the comments above shows that the content is very helpful for them how to pronounce the names of the state correctly, some even give questions about how to distinguish "Taxes with Texas". "Dude I will never know the difference taxes & Texas", Wes then answers the question from the subscriber "Yes, that's a common pronunciation challenge (short A vs short E sounds). Perhaps we'll do a lesson on this in the future". Can be seen the interaction of this channel with its subscribers not only in the video but continues until the comment section, showing that Wes is very professional of his subscribers

**Listening.** Wes's video content tells why it's so hard to listen to understand TV, Movies or Music. Video titled Why It's Difficult to Understand Movies, TV, or Music Improve Your Listening has been viewed by more than 26 thousand viewers and commented on as many as 361 subscribers. Wes's video content provides several factors why we are difficult to listen to understand TV, music, or video. First listening to colloquial speech (informal language), second people often use connected speech and link words together, third people speak faster than they normally do in real life. Wes also gave the key to how to overcome this, first, you're doing this, because you want to do it. Second, any exposure is good exposure, Wes always tells learners to try to surround yourself with the language and technology nowadays it's absolutely possible. Third, listening to movies, TV, music is learner-directed, find something that you're interested in. Fourth, there is so much available and easy access. The interaction of the subscribers also agreed with the methods given by Wes, seen from the comments of the subscribers.

*"I'm listening carefully to this lesson. It's very helpful, because the language is so clear that is very important for learning English. As usual you are an amazing teacher. Thank you so much". (Mohammed's comment)*

*"Any exposure is good exposure. That's so true!! Thanks for this wonderful lesson". (Gisele's comment)*

*"It's so useful, thanks a lot, have a nice day" (Quach's comment)*

*"It was a wonderful video, thanks a lot, especially for the 3 benefits at the end". (Sameerah's comment)*

*"Very helpful, thank you so much Sir". (Nopain's comment)*

**Grammar.** In this video content, this time Wes will turn to answer questions from his subscribers regarding grammar. The video entitled "Answering Your Difficult Grammar Questions" has been seen by nearly 6 thousand viewers. In this 29-minute video, Wes answers questions about grammar raised by someone before. This research shows that the subscribers state they enjoyed and their pronunciation improved by watching this content.

*"Thanx so much for your simple explanation, I really enjoyed this lesson! Awesome!" (Olivia's comment)*

"Hello from Cameroon. I appreciate your lesson. It's helpful. Thank you". (Aly's comment)

There is also a subscriber who asks directly about the problem with grammar in the comments session.

"I just have one question: the different between "idiom and expression" (valentine's comment)

Wes immediately answered the question by replying to it in the comments column. Here shows the interaction of the subscribers and the channel is well established, proving that this channel is useful to improve our English language skills.

#### 4. Conclusion

This research was explores and analyzes the types of video content uploaded by the Interactive YouTube Channel, whether there are five aspects of basic competence in English, and how their subscribers interact in the comments section whether the content is useful or not. This research found that the interactive English Channel uploads five aspects of Basic English competencies, namely speaking, vocabulary, pronunciation, listening, and grammar. The interaction of the subscribers was enthusiastic, with 400 positive comments submitted by the subscribers. With that many comments, Interactive English Channel took the time to reply or just to give a "like". It proves that this channel is very useful for its subscribers in improving their English language skills. Furthermore, this research found that YouTube videos gained our confident and new knowledge, proven by how their subscribers give the positive comment in comment section.

The use of YouTube can also be useful for teachers in class in terms of improving English language skills. With YouTube videos, students will be more enthusiastic in learning, because of the interesting content from the video. In addition, students will tend to focus on the video of their choice. Therefore, future researchers can find out what types of YouTube videos are often watched by students, and aspects of English are improved through watching YouTube videos. They can also apply the quantitative approach as a methodology and measure of students' English competency through watching YouTube videos.

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