



An Analysis of Using Chuchu TV Nursery Rhymes and Kids Songs YouTube Channel as Medium for Learning Early Childhood English Vocabulary

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Abstract

Many children who have not been able to master basic English vocabulary such as various colors, animals, fruits, and the alphabet Learning English must be done from an early age, one of the media that can be used to learn English is YouTube. YouTube is an interesting medium to use in the teaching and learning process of English. YouTube users are spread all over the world from various age groups, from early childhood to adults. One of the popular YouTube Channels among children is ChuChu TV. This study aims to analyze the use of ChuChu TV as a vocabulary learning medium for early childhood. This research is a type of qualitative research with a case study method. researchers used observation and interviews as data collection techniques. Participants in this study were children aged 5 to 6 years in Purwosari, North Metro District, Metro City. The research results show that the use of the ChuChu TV YouTube Channel can improve English vocabulary in some early childhood student's.

Keywords: English Vocabulary, YouTube Education, Early Childhood

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INTRODUCTION

Vocabulary is the main component in language skills, according to Soedjito (Markus, Kusmiyati, & Sucipto, 2018) vocabulary as all words contained in a language, words used in a science, a wealth of words owned by speakers, or a list of words compiled by a dictionary and solutions. short and practical. vocabulary is important for anyone learning a language because it is part of the basic symbols in the language. Vocabulary is a part of language that plays an important role in developing language skills, including speaking, listening, reading and writing, which is a form of unity of feelings and thoughts that can be used in its use (Tulasih, Yussof, & Kristiawan, 2022). Without an extensive vocabulary, one cannot fully utilize the structure and function of language in communicating (Nur Tanfidiyah & Ferdian Utama, 2019).

There are four main skills that we must master in learning English, namely listening, speaking, reading, and writing. Before mastering these four main skills, children must first master English vocabulary to support them, by having a lot of English vocabulary they will be able to communicate in spoken or written English (Suhono, Pratiwi, Ariyanto, & Lala, 2022). English has become one of the subjects that must be taught in schools, it is important to introduce English to students from an early age so that they can hone their knowledge in introducing the target language or the language being studied (F. Rahman &

Hidayatullah, 2020). And various studies have concluded that early childhood is children aged 0-8 years, at this stage most brain cell networks function as controllers of every human activity and quality(Nurmalitasari, 2015). At this age children will easily absorb the lessons they see or listen to. The selection of learning methods and media is also important, so that children can easily understand them (Maftutah, Jannah, & Utama, 2021).

The results of observations made by researchers, there are still many children who have not been able to master basic English vocabulary such as various colors, animals, fruits, and the alphabet. Even though they should have mastered the vocabulary, therefore this is the reason why learning English should start early. Based on these problems, it is necessary to have learning media that can attract children's interest in learning. One of the learning media that can be used is YouTube. YouTube is an interesting medium to use in teaching and learning English. YouTube users are spread all over the world from various age groups, from children to adults (Kristiani & Pradnyadewi, 2021).

On YouTube there are many videos that can be used as a source of student learning. YouTube is one of the digital media that has many benefits, of course in digital literacy it provides important benefits for technological advances in language teaching(Anggeraini, Faridi, Mujiyanto, & Bharati, 2019). Students can learn English through short English videos, films and English tutorials. with YouTube, can trigger Spontaneous student responses reflect better pronunciation, more careful use of vocabulary, with fluency & coherence that makes sense(Saed, Haider, Al-Salman, & Hussein, 2021). YouTube developed YouTube Kids to help children watch videos more safely. Channels where parents can limit what their children browse (Mullick et al., 2018). Report data from 3,154 families shows that 80% of children aged 0-7 use YouTube and 59% use YouTube Kids. Most kids use it through their parent's account, 11% have their own account and 16% join the YouTube Kids app. Children watched an average of 1.39 hours per day and 1.47 hours on weekends with a video duration of 4-9 minutes(*Miratul Hayati, Raihana Fibri Rahimia (Pemanfaatan YouTube Channel Cocomelon)*, 2021).

One of the YouTube Kids channels that can be used as a reference as a learning medium for children is "ChuChu TV - Nursery Rhymes And Baby Songs" with 60 billion subscribers, which makes this YouTube channel with the 8th most subscribers in India and 24th overall. global. This channel has over 47 billion video views and growing(Wikipedia, 2023). This channel contains 523 nursery rhyme videos (music content intended for children) in English. Like ; Phonics Song with two words, Jhony Jhony Yes Papa, ChuChu YV Number Song, Rain-Rain Go Away and others.The importance of this research is so that children do not experience difficulties in learning English at a higher level. and parents can also know that YouTube can also have a positive impact on children, if it is used properly and parents can keep an eye on it. because learning English is not only obtained by children while studying at school, but also can learn English vocabulary easily at home.

Previous studies have shown that YouTube is important in learning English. one of which is Teaching vocabulary to young learners using videos on YouTube in the English Language Course(Hariyono, 2020). The results of the study show that: children respond positively to learning by using YouTube, they feel happy while being able to learn new words that they hear and see, and know how these words are pronounced. Meanwhile, based on the results of this study, it has several differences from previous research, namely: first, this study uses a more specific use of YouTube videos, namely the ChuChu TV YouTube Channel, its use so that children are more focused on watching videos on YouTube. Second, the participants in this study were children aged 5 to 8 years, In this sensitive period it is very important to be introduced to good and correct ways of speaking, because this skill is very useful for communicating with the environment(Khairani, n.d.). And the third in this study the researchers randomly selected

children who were research participants who had different age levels, schools, and learning styles.

In another study, Student Perceptions of Using YouTube in Vocabulary Mastery (Mokodompit, Samola, & Tuerah, 2021). in this study shows students' opinions about using YouTube as their learning media, that most students strongly agree that YouTube is a useful tool for learning English vocabulary. As well as students also stated that adding English vocabulary via YouTube was not boring because there were many types of learning videos such as class learning videos, video clips of songs, movies, and so on.

From the results of observations, the researchers conducted on 10 children with an age range of 5 to 8 years in Purwosari, North Metro District. the researcher found that some of these children were able or proficient in English because they often accessed YouTube and also often watched videos containing English. Meanwhile, some of them often access YouTube, but the English content they watch, they only learn English when they are at school. Given this phenomenon, the researcher wants to introduce the ChuChu TV YouTube Channel to children so they can be used to learn English vocabulary at home. And researchers will also see if there is progress shown by these children, after watching videos on ChuChu TV's YouTube Channel. Purposes of this research is to know How does the ChuChu TV YouTube Channel become a medium for learning vocabulary and is there any improvement shown by the children after watching the ChuChu TV YouTube Channel.

METHOD

Design

This research uses a type of qualitative research using the case study method. A case study is a research strategy in which researchers carefully examine a program, event, activity, process or group of people (Fitrah, 2017). Researchers used data collection techniques that are also qualitative in nature, namely by means of interviews, observation and documentation. the researcher made observations on the 10 children, about the English language skills or vocabulary they had at that time. After that, a group study was held using the ChuChu TV YouTube Channel as a learning medium, the researcher also told the children that on the ChuChu TV YouTube Channel there were various kinds of fun English songs, besides that they could also see the animation depicted in the song's video. The researcher will also confirm the learning results with the children's parents.

Participants

The research subjects are the main informants who will be used as objects research or the purpose of this research. and the research sample is part of the number and characteristics possessed by the population (Lestari, Mandasari, & Firduansyah, 2021). The researcher took subjects from 10 children with an age range of 5 to 8 years, in Purwosari, North Metro District, Metro City.

Instruments

In this study, the instrument is one of the essential points in collecting data (Sylphia Simanjuntak, Silalahi, Sihombing, & Purba, 2021). in this study consisted of 3 types of instruments, namely observation instruments, interview instruments, and documentation. The following is a description of the instrument. The Observations were made on 10 children who had become research subjects who were around the author's environment, in order to find and collect the data needed to reveal this research. The interview instrument is a dialogue conducted by the interviewer to obtain information from the interviewee. Therefore, before conducting the interview the researcher must prepare in advance, the questions that will be asked to the parents of the research

participants in order to find out and confirm what progress the children have shown after using ChuChu TV as a medium for learning vocabulary. The documentation instrument is a form of research archiving. The form of documentation instruments can be divided into two types, namely documentation guidelines which contain the categories of data sought and check-lists which list the variables for which data will be collected. Usually the tools used in this instrument are cameras, cell phones or recorders, pencils, and books.

Procedures

First of all, the researcher used an interview instrument in the form of asking each child the English vocabulary (numbers, letters, fruits, and colors) they could. From the results of these observations, the researcher then chose songs on the ChuChu TV YouTube Channel, which would be a reference for learning English. observation is a way of collecting information materials (data) which is carried out by observing and systematically recording the phenomena that are being targeted for observation(Sulistiasih, 2018).

Interviews with parents, is the final stage in data collection, the results of these interviews will determine whether the children are progressing or not. Interviews are a way of collecting information material which is carried out by conducting oral debriefing unilaterally, face to face, and with a determined goal(Sulistiasih, 2018).

Data Analysis

Data analysis in this qualitative research was carried out in 4 stages according to Miles and Huberman(Sukma, 2020), namely : Data collection or data collection is a procedure for collecting, measuring, and analyzing various types of information using standardized techniques. In this study the data collection method was carried out by observing the subject and interviewing the parents who would become the research subject. Data reduction stage is selection process, focusing on simplification, abstraction and transformation of raw data sourced from written records in the field. This process continues continuously throughout the research, even before the data is actually collected the research conceptual framework, research problem and data collection approach chosen by the researcher. Data reduction includes (1) summarizing data, (2) coding, (3) tracking topics, (4) creating clusters. Method: rigorous selection of data, brief summary or description and categorizing it in a broader pattern.

After the data is reduced, the next step is presenting the data. the form of data presentation can be in the form of narrative text in the form of field notes, matrices, graphs, networks, and charts. tables, graphs, pictograms and the like. These forms combine organized information in one unified form, making it easier to see what is already presented. The conclusion that can be drawn in this qualitative research is to analyze existing findings, then compare them with findings that are almost the same. In order to look for differences in the form of a hypothetical or theoretical relationship between the two findings, so that the results of these findings can be useful for the future.

RESULT AND DISCUSSION

Result

In this case the researcher will present data collection, namely the results of observations which are the main data then strengthened by the results of interviews to get accurate results. The data to be presented are as follows:

a) Learning Plan Using Youtube Channel ChuChu TV as Media for Learning English Vocabulary for Children.

English in Indonesia is a foreign language, which should be introduced to English from an early age. Because the acquisition of children's speech skills at an early

age is very fast and almost without any hard effort(Putranti, Ambawani, & Yogyakarta, 2019)

Table 1. Transcript of Observations

No	Research Participants	Mention Basic English Vocabulary				
		Fruits	Colors	alphabet	Limb	numbers
1	C1	-	✓	✓	-	✓
2	C2	-	✓	✓	-	✓
3	C3	-	✓	✓	-	✓
4	C4	✓	✓	✓	✓	✓
5	C5	-	✓	-	-	✓
6	C6	✓	✓	✓	✓	✓
7	C7	-	-	-	-	✓
8	C8	-	-	-	-	✓
9	C9	-	-	-	-	✓
10	C10	✓	✓	✓	✓	✓

C = Children

From the data above it can be concluded that children in the age range of 5-8 years are still very minimal in knowing English vocabulary. The basic English vocabulary that most of these children already know is the mention of the numbers 1 to 10 in English. As for other basic words such as various colors, mentioning various fruits, mentioning body parts, even mentioning the alphabet in English, children still can't do it.

Therefore the researchers took the initiative to hold joint learning using the ChuChu TV Youtube Channel as a medium for learning English vocabulary for children.

b) Implementation Of Joint Learning Activities Using The Chuchu TV Youtube Channel Nursery Rhymes And Kids Song As A Media For Learning English Vocabulary For Children

ChuChu TV Youtube Channel is an Indian YouTube channel that creates educational content for children, a channel that is quite liked by children because ChuChu TV contains educational songs with colorful animations that make children more cheerful. They will sing, dance and learn in a fun, creative and safe way. The animations of Baby Taku, ChuChu & Friends will teach you colors, shapes, numbers and all things school. Not only learning about education but in ChuChu TV content it also teaches good values for children, such as loving, caring, sharing and helping others.

The implementation of joint learning activities begins with the selection of songs to be used in learning English vocabulary for children, the songs include:

1. ABC Song and Many More Nursery Rhymes For Children (<https://youtu.be/r8iGnwD8i9I>)
2. Colors Songs Collection (https://youtu.be/w_Yp5_QP46U)
3. Going To the Forest [Wild Animals for Kids and More Learning Songs] (<https://youtu.be/a4YPullnX0Q>)
4. Days Of The Week Song (<https://youtu.be/MLs9OHSaQYc>)
5. Head, Shoulders, Kness & Toes (<https://youtu.be/h4eueDYPTIg>)

This learning activity is carried out in 6 meetings, at each meeting one song will be played above. Then the children participated in singing along with the song, and the researcher also explained and emphasized each meaning of the core of the song. From this

activity the children looked enthusiastic, because the song was fun. Also an interesting animation, which is contained in the video for the song. But there are also 2 or 3 children who feel normal just watching the video song being played. After each joint learning activity, the researcher will review what was in the video that was played earlier. Then advised the children to be able to watch the song again at their homes. The activity was carried out for 5 meetings, and at the 6th meeting (last meeting) the children were given a little evaluation by the researchers about what vocabulary had been memorized or known as the results of learning using the ChuChu TV Youtube Channel.

c) Learning Outcomes Using The Chuchu TV Youtube Channel Nursery Rhymes And Kids Song As A Media For Learning English Vocabulary In Children.

At the last meeting in the study together, the researcher conducted an evaluation by asking verbal questions to the children. The questions asked were in the form of repetition of vocabulary found in songs that had been used as learning materials. The results of the evaluation, at least 5 out of 10 children progressed in speaking English. The researcher also confirmed the evaluation results by conducting interviews with the parents of the study participants. According to parents, children are happier watching YouTube which contains children's English songs. They also express their participation in following the words in each song. And of course they also won't get bored quickly, because they can sing and even dance while singing the English song.

Joint learning activities are fun activities for children, joint learning activities will feel like studying at school with friends but in a free state. Teaching English to children must use methods that can make them in a learning state but do not feel influenced, here teaching through songs on the Youtube Channel is proven to be able to make children feel happy while learning. Learning via the ChuChu TV Youtube Channel makes it easier for parents to teach their children to speak English. However, not all of them can attract children's interest, there are also children who prefer to play with their friends outside the home rather than watching YouTube alone at home.

Dicussion

In this section the researcher will present and discuss the results of research on the analysis of the use of the ChuChuTV Youtube Channel as a medium for learning English vocabulary for children :

1. ChuChuTV Youtube Channel Became a Media For Learning English Vocabulary For Children.

ChuChu TV currently has 63.7 million subscribers with 43,800,313,299 views, making it the 8th most subscribed YouTube channel in India and 22nd globally. ChuChu TV is a channel that is quite liked by children because ChuChu TV contains educational songs with colorful animations that make children more cheerful.

This is in accordance with the results of interviews with the parents of the stud participants.

Table 2 Sample of the interview's transcript

Subject	Transcription
PM	Did the children tell you about studying together yesterday?
PR 1	Yes, ergi told me about learning English using Youtube
PR 7 & 8	Yes, Syakila and Syakira said yesterday they learned to sing songs about colors but use English songs.

PM	What expressions did the children show when telling stories during the learning activities together?
PR 5	Happy, even at home he also sings in English. I'm not sure what song I heard.
PR 6	Yes, he is happy, he told me that he studied together with 9 other children. he also told me that there were many children who could not speak English.

PR = Parents

PM = Peni Maulita (researcher)

According to the results of the interview above, it can be interpreted that. The use of the ChuChu TV Youtube Channel can affect children's interest in learning English. Which means fun activities and a fun learning atmosphere are needed to influence and motivate in mastering a skill(Subekti, 2020). In fact, according to the parents, the children became active in asking their parents about the meaning and pronunciation of the song. Of course this makes parents happy because the children are progressing in speaking English. Besides attracting children's interest, ChuChu TV can also be a learning medium that can be used in the future. This is in line with the statement of the parents.

Table 3 Sample of the interview's transcript

Subject	Transcription
PM	Does your child often watch the ChuChu TV Youtube Channel after coming home from studying together?
PR 1	yes, about 3x the time after he came home from studying together. but after that, because maybe too much playing. so I never asked to turn on ChuChu TV again.
PR 2	yes, but not often only 2 or 3 times yesterday.
PR 9	Yes, Cesil feels at home while watching ChuChu TV. Only but I put a limit on the viewing time.
PM	After watching ChuChu TV's Youtube Channel, do children like to imitate, and pronounce in the same style as what they watch?
PR 10	Yes, children often sing along to the songs being watched on ChuChu TV. If the pronunciation is difficult, they usually ask me or her father.

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Learning via the ChuChu TV Youtube Channel makes it easier for parents to teach their children to speak English. However, not all of them can attract children's interest, there are also children who prefer to play with their friends outside the home rather than watching YouTube alone at home. It all comes back to how parents must be good at choosing and directing children's learning.

Apart from adding to children's English vocabulary, it turns out that learning to use songs on the ChuChu TV Youtube Channel also trains children's hearing and pronunciation in English. Musical content has a strong impact on child psychology and learning(M. A. Rahman, Jamalullail, & Handrianto, 2022).

2. Improved Vocabulary After Using ChuChu TV

Apart from adding to children's English vocabulary, it turns out that learning to use songs on the ChuChu TV Youtube Channel also trains children's hearing and pronunciation in English. Musical content has a strong impact on child psychology and learning (M. A. Rahman et al., 2022). This was proven based on the results of interviews with one of the parents of the study participants.

Table 4 Sample of the interview's transcript

Subject	Transcription
PM	Do you think there is progress shown by athaya in speaking English? for example mentioning the names of the days?
PR 10	hmm, I think yes there has been progress shown by Athaya after studying together using ChuChu TV yesterday. athaya so often sings about the names of the days, and sings about mentioning the body parts as well.
PR 1	there isn't one, I guess. sorry because my child is rather difficult to absorb lessons, but regarding technology he responds quickly.
<i>PR = Parents</i>	<i>PM = Peni Maulita (researcher)</i>

The application of learning media does require repetition. so that children are able to absorb every vocabulary contained in every song on ChuChu TV. The ability of each child's learning outcomes is also different, they cannot be used as a benchmark for one another.

This study has findings that are different from the findings of several previous studies. Several previous studies include research conducted by : Research conducted by Tira Chairiah Hariyono with the research title "Teaching Vocabulary To Young Learner Using Video On Youtube At English Course". This research method uses qualitative research methods with descriptive research. Qualitative data was obtained by collecting data and analyzing it to find student engagement. The results of the study show that: children respond positively to learning using Youtube, they feel happy and at the same time can learn new words they hear and see, and know how these words are pronounced.

Other research conducted by Ririn Nurjana Mokodompit, Nurmin F. Samola, and Javier C. Tuerah with the research title "Students' Perception Of Using Youtube In Vocabulary Mastery" This research uses a quantitative method. The method of collecting data is obtained through collecting numerical data and analyzing it with the help of mathematical methods, especially statistics. The results of this study indicate that most students strongly agree that Youtube is a useful tool for learning English vocabulary. As well as students also stated that adding English vocabulary via Youtube was not boring because there were many types of learning videos such as class learning videos, video clips of songs, movies, and so on.

Furthermore, Research conducted by Kristiani and Pradnyadewi with the research title "The Effectiveness Of Youtube As Learning Media In Improving Learner's Speaking Skills". This study uses data collection methods, then analyzes the collected data and finally draws conclusions based on the data. The results of this study indicate that YouTube is a useful learning medium in improving students' English language skills, especially in speaking skills. Students can also demonstrate their speaking skills

through the YouTube platform by uploading their recorded videos, and then the videos will be watched and inputted by teachers and friends if there are deficiencies or errors in the video. From some of the previous studies mentioned above the researchers carried out were different from previous research, namely the use of a more specific Youtube Channel, as well as participants who numbered ten children with an age range of five to eight years, the role of parents was also involved in this study, namely to confirm whether the progress shown was true or not. by participants after watching the video. from this study found that the use of the ChuChu TV Youtube Channel as a medium for learning English vocabulary for children, is indeed true. However, it should also be noted that the vocabulary that children acquire after using the ChuChu TV Youtube Channel depends on each child's memorization ability and interest.

In this section the researcher will present and discuss the results of research on the analysis of the use of the ChuChuTV YouTube Channel as a medium for learning English vocabulary for children :

3. ChuChuTV YouTube Channel Became a Media For Learning English Vocabulary For Early Childhood Student's.

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CONCLUSION

The conclusion of this study is based on the findings and discussion of the use of the ChuChu TV Youtube Channel as a medium for learning English vocabulary in children aged 5 to 8 years. Based on the research above, the researchers concluded that learning English at an early age can make it easier for children in the future, because at an early age children find it easier to remember, memorize and understand new learning. English vocabulary that children can get from listening to English songs that are already available on the ChuChu TV Youtube Channel. As a bonus, the children also enjoy learning, they don't get bored easily, and it keeps them interested in learning English vocabulary. The use of ChuChu TV's Youtube Channel is also easily accessible, for parents.

This study has a contribution and impact on children's vocabulary learning. The contribution made by the use of the ChuChu TV Youtube Channel is that this channel can be used as an alternative learning media for parents, so that their children can have more English vocabulary. but children also need supervision when they are watching YouTube, so that children remain safe from harmful content. with a cheerful appearance, ChuChu TV can be used as a medium for learning English vocabulary in the future.

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