THE USE OF JOHNNY COMMUNICATION CENTER YOUTUBE VLOG IN LEARNING VOCABULARY FOR YOUNG NCTZENS

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Abstract

When learning English, students must balance the four language skills to be competent in spoken and written English. Vocabulary is required to support those four skills. It is easier for students to acquire each skill if they have a minimal bank of words. This study was conducted to determine whether or not the effectiveness of using Vlog content in vocabulary learning for young NCTZen aged 12-16 years. This research uses a quantitative descriptive method. Data collection was carried out by distributing questionnaire in the form of Google Form to 100 young NCTZen. After conducting the study, the findings revealed that 56.9% of participants agreed and thought JCC content was a useful resource for learning vocabulary to young NCTZen. 6.85% of respondents gave neutral responses. While 36.7% of respondents responded disagree. From those results, it may be inferred that the majority of respondents felt that JCC Content was effective.
Keywords: Effectiveness, Language Skills, Learning Vocabulary, Vlog

Abstrak

Ketika belajar bahasa Inggris, siswa harus menyeimbangkan empat keterampilan bahasa untuk menjadi kompeten dalam bahasa Inggris lisan dan tulisan. Kosakata diperlukan untuk mendukung keempat keterampilan tersebut. Akan lebih mudah bagi siswa untuk memperoleh setiap keterampilan jika mereka memiliki bank kata yang minimal. Penelitian ini dilakukan untuk mengetahui ada tidaknya efektivitas penggunaan konten Vlog dalam pembelajaran kosakata bagi NCTZen muda usia 12-16 tahun. Penelitian ini menggunakan metode deskriptif kuantitatif. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner dalam bentuk Google Form kepada 100 orang NCTZen muda. Setelah melakukan penelitian, hasil penelitian menunjukkan bahwa 56,9% partisipan setuju dan menganggap konten JCC merupakan sumber yang berguna untuk mempelajari kosakata bagi NCTZen muda. Sebanyak 6,85% responden memberikan tanggapan netral. Sedangkan 36,7% responden memberikan tanggapan tidak setuju. Dari hasil tersebut, dapat disimpulkan bahwa mayoritas responden merasa bahwa Konten JCC efektif.
Kata kunci: Efektivitas, Skill Bahasa, Pembelajaran Kosakata, Vlog

INTRODUCTION

Language is critical in the development of numerous characteristics, including emotional, social, and intellectual features. Language is used as a subject as well as a way to communicate ideas and emotions in a social setting. Because of this, communication between humans involves language. In accordance with the country's development, Indonesia must strengthen communication with other countries for a variety of reasons,

including economic cooperation, political issues, educational needs, cultural promotion, and so on. As a result, mastery of an international language is essential to support those objectives.

Currently, English is the only worldwide language utilised by people all over the world. Mastering English would allow students to gain access to all information about the global world. Students could learn and read English literature to enhance their ideas. Those who can communicate in English will have more opportunity to learn, interact, and network with people from different nations. Students must balance the four language skills when learning English in order to be competent in both spoken and written English. Students' speaking abilities will allow them to communicate appropriately and thoroughly. Reading skills will assist students in comprehending any information offered in written materials. Students will gain an understanding of what other people are saying if they have good listening abilities. Meanwhile, students can communicate their ideas and views in writing by enhancing their writing skills.

As a result, enough language is essential to support those four competencies. Students will find it easier to acquire each ability if they have a small word bank. Nation (2001) said that mastery of one's vocabulary is vital to successfully using a second language and is essential in constructing entire spoken and written writings. Vocabulary learning is essential in all language skills (listening, speaking, reading, and writing) in English as a second language (ESL) and English as a foreign language (EFL). At this point, effective vocabulary acquisition tools are required to assist students in rapidly increasing their English vocabulary.

Zulhija (2020), mentioned that Aside from tactics, approaches, and learning, employing appropriate media and updating the already used would make it easier for students and teachers to carry out teaching and learning activities. Because engaging media can pique students' interests, excite their interest, and favorably affect their psychological development. Media is another important factor that contributes to the success of the classroom learning process. The media serves as a conduit for information between its source and its audience. It is strongly suggested to use media while studying English, especially if it is relevant to and close to the students' daily lives.

The teaching and learning process must now adapt as technological advancements are currently having a significant impact on many sectors, including education. People find it easier to complete educational tasks when they use a variety of media and an internet connection. Many internet-based media can be employed, particularly in vocabulary English study, with YouTube being one of the most popular. The most popular online video-sharing platform is YouTube. Users range in age from children to adults and are found all across the world. Users of YouTube are free to communicate, ask and answer questions about videos, watch videos, download, search, and share video clips. A vlog or video blog is a type of media given by YouTube platforms in the context of learningVlogs are YouTube videos that have been prepared to look as appealing as possible. The vloggers typically upload daily activity vlogs.

YouTube can be used as a learning tool. Students can work independently to find information, complete their knowledge and can learn and practice exercise videos on YouTube. Haryadi, (2019) said that often the use of social media helps students in doing school assignments and can also increase students' ability to be more creative and innovative.

Vlogs are YouTube videos that have been professionally edited and designed. The vloggers frequently post vlogs of their regular activities as well as Johnny Communication Center (JCC) vlogs. This vlog, as its name implies, belongs to Johnny, who regularly documents his experiences as a member of the Korean boy band NCT. His daily programs are covered in his vlogs, along with some of the events he hosted and attended. NCTZen, a learning platform for NCT fans, is especially useful for individuals who do not understand English as their first language. In Johnny's vlogs, he documents every event he went to and chatted with one or more of his group members while cooking, practicing Muay Thai, practicing yoga, or trying something new.

Although Johnny is a Korean idol, he is actually an American and, of course, is a citizen of the United States. Chicago, United States is where Johnny was raised. He speaks English well. Videos from the JCC were all in English. NCTZen can also use these vlogs to acquire vocabulary because they are entertaining enough. The information in JCC was directly tied to daily tasks. As a result, the vocabulary is well-known and simple to memorize.

Additionally, this study is comparable to the study Kabooha & Elyas (2018), who said if YouTube strongly affects vocabulary recognition, comprehension, and retention of target words. Then, Arndt & Woore (2018), found in their research work that incidental vocabulary learning occurred approximately equal amounts from reading blog posts and watching vlogs. Therefore, based on the background above, the researchers in this study is interested in investigating further the effectiveness of Vlog to be used as a learning media by teenagers in improving their vocabulary mastery.

REVIEW OF RELATED LITERATURE
What is Vocabulary in TEFL?

Vocabulary is one of the most crucial fundamental aspects of learning. Because mastery of various vocabularies will make it easy for students. Of the four English skills, vocabulary is the most important one. A large vocabulary is essential to learning English. Students must balance the four skills in order to learn English and even feel more comfortable speaking it. Speaking, reading, writing, and listening are the four fundamental aspects of learning English. Students must also be familiar with grammar, vocabulary, and other linguistic elements. All aspects of language teaching are founded on vocabulary.

Tahrin et al., (2018), mentioned person's vocabulary is a collection of terms that they commonly utilized to communicate with one another. English is crucial in enabling people from other nations to interact, communicate, share ideas, and collaborate. In order to construct and comprehend sentences, persons who desire to learn English must therefore acquire or master greater vocabulary.

Richards and Renandya (2002), said that a crucial part of linguistic proficiency is vocabulary. It offers a variety of building blocks for pupils' ability to talk, listen, read, and write. That is to say, students need to understand vocabulary to improve their language skills.

Graves (2018) said that Vocabulary is crucial for reading comprehension, academic success across the board, and success outside of the classroom. Therefore, everyone certainly has a sufficient vocabulary to interact with others. Furthermore, everyone will find it simpler to communicate when they have a sufficient vocabulary. Learning strategically is a deliberate, dynamic, iterative process that promotes effective, efficient, and pleasant learning. Usually, a challenging or novel word-learning exercise serves as the

catalyst. Instead of focusing on every word they come across or studying the words in an alphabetical dictionary or vocabulary list, strategic learning will help students find the most important and relevant vocabulary later on. Additionally, it aids students in choosing where, when, and how to look up and make use of words.

Learning Vocabulary

When learning a foreign language, vocabulary is essential. It is one of the connections between speaking, listening, reading, and writing. To be able to communicate successfully in a foreign language, students must understand enough of words and how to effectively use effectively. Learning vocabulary is also a crucial component of learning any language. When getting and learning vocabulary in a second or foreign language, there are two main methods. Language specialists argue about which is better, and struggle between them still exists. The majority of linguists genuinely feel that learning words in lists is better to learning vocabulary in context.

Learning strategically is a thoughtful, dynamic, continuous process that encourages effective, efficient, and pleasant learning. Usually, a challenging or innovative word-learning exercise serves as a stimulus. Instead of focusing on every word they come across or studying the words in an alphabetical dictionary or vocabulary list, strategic learning will help students identify the most important and relevant vocabulary later on. Additionally, it aids students in deciding when and where to look to find and employ the words they require.

Learning vocabulary strategically also entails establishing appropriate procedures for each vocabulary style and differentiating between various vocabulary types. Strategic learners keep track of how their tactics are being used and adjust and change them as needed until the work is accomplished successfully. The learner's characteristics and the available strategies determine which strategy is activated. The necessity and efficacy of the approach are also influenced by capabilities and limitations.

The Importance of Learning Vocabulary

For a learner to learn English, vocabulary is one of the most fundamental and important components. Because learning a large amount of language will help someone in numerous ways. Similar to speaking, writing, and reading. Additionally, it makes it simpler to understand the four English language abilities of writing, speaking, listening, and reading.

Graves (2018), said that vocabulary is crucial for learning to read, succeeding in all academic areas, and reaching success outside of the classroom. Therefore, everyone at least has a sufficient vocabulary to interact with others. Furthermore, everyone will find it simpler to communicate when they have enough words to speak of.

Vlog

Gunelius in Taqwa & Sandi (2019) said vlog is a type of blog where the majority of the content is video. The term "vlog" itself refers to a video blog. Currently, a lot of content providers use vlogs to communicate themselves through videos. Then Kuncoro et al. (2018), mentioned that there are several kinds of vlogs:

1. Daily Vlog

   One of the most well-liked and frequently used vlogs is this one. Activities that content creators typically do are presented in this vlog.

2. Travel Vlog
   Information on frequently visited locations is typically included in this kind of vlog. Consequently, it is advised to stay.
3. Food Vlog
   There is food-related material in this vlog. Similar to a trip vlog, but with food-related stuff. As part of a practise known as ASMR, some content creators occasionally create audio while they are eating.
4. Gaming Vlog
   Gamers who typically propose games or even when they are playing games fill this content.
5. Beauty Vlog
   This video blog discusses beauty or beauty. These beauty content creators frequently feature suggested makeup techniques and items.
6. Reviews and Unboxing
   This vlog features vloggers who purchase items and then open them. Undeniably, it was visible once it was opened. They will look into it after unpacking.

METHODOLOGY
Design and Procedure

In this study, mixed-method research was applied. Adopting the opinion of Johnson, Onwuegbuzie, & Turner (2007), Creswell & Creswell (2018) described that in this research method, the collection of both qualitative and quantitative data is involved in order to respond to research questions or hypotheses. Besides, the procedures of data collection, data analysis, and data interpretation are integrated and merged. As the research design, an explanatory sequential mixed-methods research was used. Creswell & Creswell (2018) further discussed that this type of mixed-methods design involves two stages of data collection in which quantitative data is firstly collected and analyzed, following up by descriptive interpretations.

The following procedures were taken by the researchers during the employment of this explanatory sequential mixed-methods research: First, collecting quantitative data; second, analyzing the numerical data through computation process; third, reporting the results; fourth, strengthening the quantitative findings by descriptively described those findings.

Participants

The main focus of this study was adolescents. Since the research relied on a specific age for data collection, the sample was chosen by using purposive sampling. This is a sampling technique that includes specific criteria. The criteria used in this sampling were: NCTZen aged around 13-16 years old and loved watching vlogs JCC Content.

Data Collection and Analysis

When considering the methods or techniques of data collecting, interviews, questionnaires, observation, and a mix of the three can be used as data collection approaches. In this study, a 5-Likert Scale questionnaire comprised 20 statements regarding JCC Content Vlog and vocabulary learning was used as the instrument to collect the data. This questionnaire was made and modified by the researchers and firstly validated before it was being distributed to the participants via Twitter. There were five alternative

answer choices in each statement; Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). This was done to avoid centralization or avoid a neutral number of responses. The 20 statements were written bilingually, i.e. in English and Indonesian, and covered both positive statements (favorable) and negative statements (unfavorable).

In analyzing the data, the researchers started their analysis by analyzing quantitative data through the formula of percentages below:

$$P = \frac{F}{N} \times 100$$

Note:
P   : Percentage
F   : Frequency of the respondent
N   : Number of the respondent

The results of this computation were then presented in numbers and then descriptively described. As Ibrahim (2015) defined data analysis as responding to data by gathering, organizing, and arranging information systematically and relevantly. The data obtained from the responses of the participants to the questionnaire were gathered as the main data source of this research.

FINDINGS AND DISCUSSION
Findings

A questionnaire with 20 items was distributed to around 100 respondents. The respondents were required to answer honestly and following their personal experiences. Based on the respondents' answers to the questionnaire, the following results were obtained:

Table 1 Participants' Responses to the Questionnaire

No.	Statement	Answer					Total
		SA	A	N	D	SD	
1.	I watch JCC content as one of the media for vocabulary learning	40	53	6	1	-	100
2.	I frequently watch JCC content	55	30	14	1	-	100
3.	There is a new vocabulary that I know the meaning of since watching JCC content	56	41	3	-	-	100
4.	Watching JCC content makes me know how to pronounce vocabulary	50	47	3	-	-	100
5.	There is no lesson to be learned from JCC content	-	-	1	43	56	100

		SA	A	N	D		
6.	Vocabulary spoken in JCC content is difficult to memorize	-	1	14	53	32	100
7.	JCC content makes me know how to spell a vocabulary	36	54	9	1	-	100
8.	Pronunciation vocabulary in JCC content is not clearly audible	-	2	12	47	39	100
9.	I don't like to watch JCC content	-	-	2	23	75	100
10.	JCC content let me know that one vocabulary can have several meanings	44	42	13	-	1	100
11.	The JCC content did not make me know some English acronyms	7	2	2	43	46	100
12.	After watching JCC content, I know the correct pronunciation of vocabulary	51	43	5	1	-	100
13.	Watching JCC does not make me interested in learning Vocabulary	-	2	9	35	54	100
14.	JCC made me know some English acronyms	48	51	1	-	-	100
15.	Since watching JCC content, I have learned a lot of new vocabulary	43	51	6	-	-	100
16.	I didn't get much vocabulary through JCC content	1	-	6	47	46	100
17.	The pronunciation of each word in the JCC content is not understood by me	-	3	7	47	43	100
18.	Vocabulary used in JCC content is easy to understand and easy to memorize	39	50	11	-	-	100
19.	Watching JCC makes me more interested in learning Vocabulary	52	41	7	-	-	100
20.	The pronunciation of vocabulary in JCC content is easy for me to understand	46	48	6	-	-	100

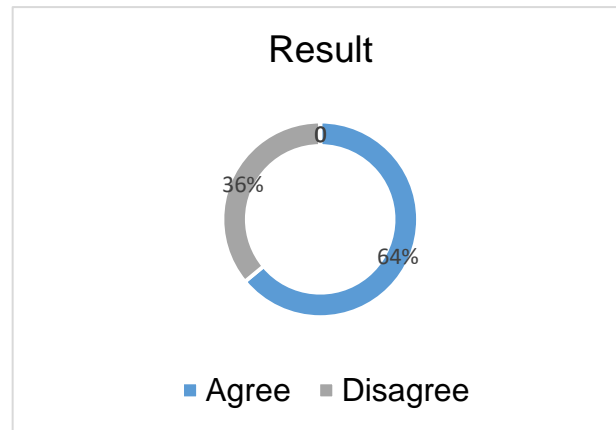SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

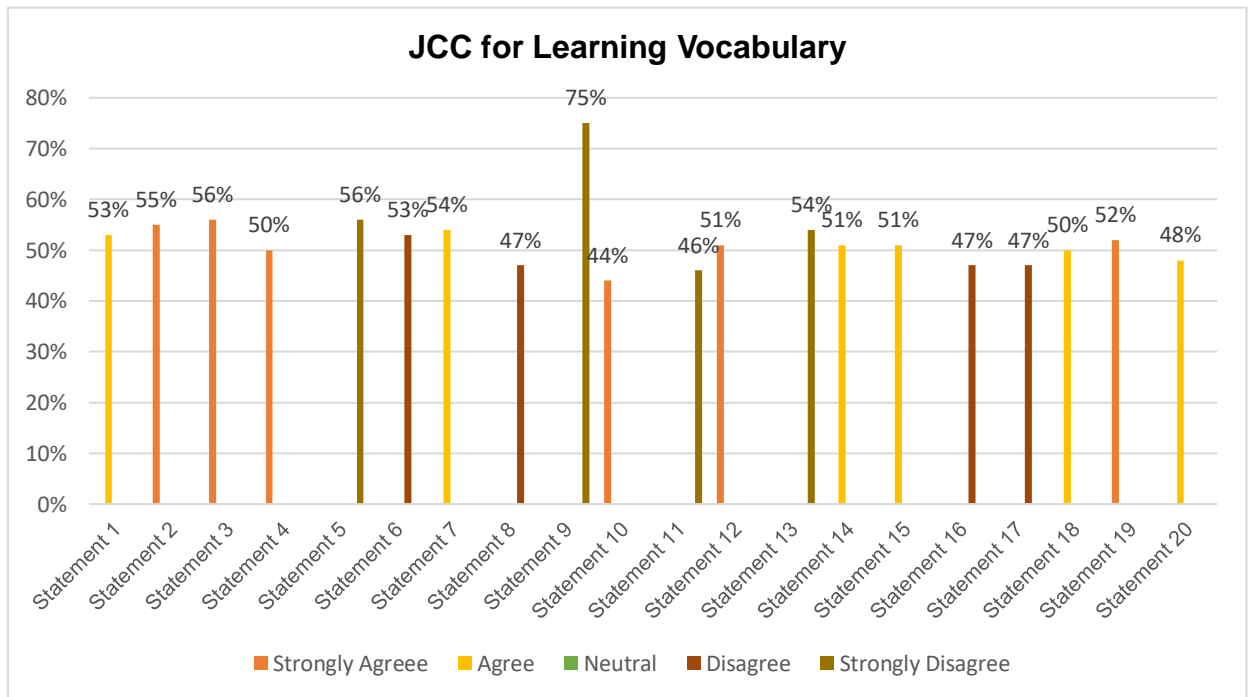SD = Strongly Disagree

Discussion

Graphic 1 **Analysis Result of the Use of Johnny Communication Center Youtube Video Blogger (Vlog) in Learning Vocabulary for Young NCTZens**

Graphic 2 **Analysis Final Result of the Use of Johnny Communication Center Youtube Video Blogger (Vlog) in Learning Vocabulary for Young NCTZens**

It can be seen from the graphic above that, there are 20 components discussed. Then, the questionnaire results showed that many respondents had a positive opinion with 64% agreed and 36% disagreed on using JCC content vlogs for vocabulary learning.

The researchers compared the findings of this study to two earlier studies that had similar findings, including Arndt & Woore (2018), who discovered that reading blog posts

and watching vlogs both contributed to a similar degree of inadvertent language learning. Additionally, Kabooha & Elyas (2018) asserted that YouTube contributed to vocabulary learning by having a strong impact on target vocabulary, understanding, and retention.

In this study, vocabulary learning was the main topic. And based on the above research, the researchers developed the previous research conducted on teenagers and the expansion of related research. This research focused on vlog media's effectiveness on Young NCTZen vocabulary mastery.

CONCLUSION AND SUGGESTION

Based on the survey results of 100 young NCTZen, the researchers found that most agreed that JCC content could be used for vocabulary learning. However, some disagree that Vlog content can be used for vocabulary learning. The respondents think that the content is just for entertainment.

And, based on current trends, students require a variety of learning media, which increases their desire to expand their vocabulary. As a result, vocabulary acquisition needs to be updated by teachers. In other words, looking at alternatives that students find more appealing. Additionally, educators are better versed with modern technology. Students may be more engaged in acquiring language if their teachers are up to date on modern technology. Additionally, when studying English, particularly when acquiring vocabulary, students should be more engaged and undoubtedly creative. It is advised that students use any social media or application to their advantage in order to increase their knowledge.

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