

UNDERGRADUATE THESIS

**THE ROLE OF VIEWING FREQUENCY AND INTEREST IN YOUTUBE
VIDEOS FOR CHILDREN ENGLISH VOCABULARY ACQUISITION
(A CASE STUDY)**



By

VIKA AMILLAH SYAHJAFAR

NIM 121811233017

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FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Sarjana Degree of English Department
Faculty of Humanities Universitas Airlangga**

**By
VIKA AMILLAH SYAHJAFAR
NIM 121811233017**

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA
2022**

DECLARATION

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Vika Amillah Syahjafar
121811233017

**I DEDICATE THIS THESIS TO
MY PARENTS**

APPROVAL SHEET

Title : The Role of Viewing Frequency and Interest in YouTube
Videos for Children English Vocabulary Acquisition (A
Case Study)

Name : Vika Amillah Syahjafar

Student's Number : 121811233017

Approved to be submitted on 11 July 2022 by:

Advisor



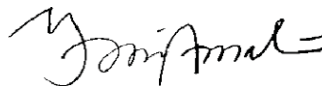
Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

And has been examined and accepted by the Board of Examiners:

Surabaya, 19 July 2022

Chair/Examiner 1



Yuni Sari Amalia, S.S., M.Hum.

NIP. 197406122005012002

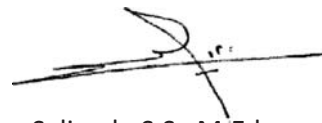
Examiner 2



Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

Examiner 3



Salimah, S.S., M.Ed.

NIP. 197910062008122001

Acknowledged by

Head of English Department



Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincerest gratitude to God the Almighty for the good health and well-being that were necessary to complete this undergraduate thesis. This thesis has also benefited greatly from the support of many people, some of whom I would sincerely like to acknowledge here.

Second, I would like to express my gratitude to my parents who have been supporting me financially and psychologically since day one. For Ibu, I deeply thank you for every prayer, patient, support, and hard work so I can finish my study. I also would like to thank my family for encouraging me in finishing my study.

Third, I would like to thank my thesis advisor as well as academic advisor, Dr. Layli Hamida, S.S., M.Hum. She has given me useful hints and advices to help me plan my study well so that I can finish it on time. She also has been patiently guiding me since Method Class until I can finally finish my undergraduate thesis. I am very grateful to have her as both my academic and thesis advisor. She is wise, friendly, patient, supportive, and responsive in lecturing and guiding me as one of her students. She deserves all the love she receives from her students.

Finally, I would like to thank my best friend, Dhearista Adzhani, my cousin, Debbyna Sofira, and my life partner, Mohamad Dwi Alfaridzi, for all the prayer and support for me. I also would like to thank Wetcing and Gembuk for all the time we spent together to make me sane. I also would like to thank my friends in the same department, Bella Mumtaz, Anindya Diqza, Zahrah Hayu, Bella Salsabilah, and Hilda Charisma, for all the help during my four-year study. I enjoyed my four-year journey of education in this department, faculty, and university.

Surabaya, 11 July 2022

Vika Amillah Syahjafar

**So, surely with hardship comes
ease. Surely with ‘that’ hardship
comes ‘more’ ease.**

– Surah Ash-Sharh 94: 5-6

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Abstract

This study aims to explore the role of viewing frequency and interest in YouTube videos for children's English vocabulary acquisition. A qualitative approach and case study design were applied in the present study. The data of the study were collected through observation and elicitation-task on two participants which were three and four-year-old Indonesian children and interview with their mother. The theory applied in this study were five essential steps in vocabulary acquisition by Hatch and Brown (1995) and Cognitive Theory of Multimedia Learning by Mayer (2014). The five essential steps of vocabulary acquisition consist of encountering new words, getting the word form, getting the word meaning, consolidating word form and meaning in memory, and using the word. The result showed that the participant who had more viewing frequency and was more interested in the videos had more chances to imitate the vocabularies, was more familiar with the vocabularies, and understood how to use the vocabularies. While watching the videos, the participants imitated the English words, gave comments, answered questions, imitated facial and body expressions, and produced gestures to help them acquire the English vocabularies. This study uncovers the fact that multimedia like YouTube videos provide resources for children to acquire and understand a foreign or second language. It is expected that the result of this study could provide guidance for Indonesian parents to use YouTube videos as one of the media for their children to acquire English as a second language.

Keywords: *interest, second language acquisition, viewing frequency, young children, YouTube.*

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi peran frekuensi menonton video YouTube dan minat anak-anak menonton video YouTube dalam pemerolehan kosakata bahasa Inggris. Pendekatan kualitatif dan desain studi kasus diterapkan dalam penelitian ini. Data penelitian dikumpulkan melalui observasi dan tugas elisitasi pada dua partisipan yaitu anak Indonesia berusia tiga dan empat tahun dan wawancara dengan ibu dari anak-anak tersebut. Teori yang diterapkan dalam penelitian ini adalah lima langkah penting dalam penguasaan kosakata oleh Hatch dan Brown (1995) dan Teori Kognitif Pembelajaran Multimedia oleh Mayer (2014). Lima langkah penting dalam pemerolehan kosakata terdiri dari menemukan kata baru, mendapatkan bentuk kata, mendapatkan makna kata, menggabungkan bentuk dan makna kata dalam ingatan, dan menggunakan kata. Hasil penelitian menunjukkan bahwa partisipan yang memiliki frekuensi menonton lebih banyak dan lebih tertarik pada video memiliki lebih banyak kesempatan untuk meniru kosakata, lebih mengenal kosakata, dan memahami cara menggunakan kosakata. Saat menonton video, para peserta menirukan kata-kata bahasa Inggris, memberikan komentar, menjawab pertanyaan, meniru ekspresi wajah dan tubuh, dan menghasilkan gerakan untuk membantu mereka memperoleh kosakata bahasa Inggris. Studi ini mengungkap fakta bahwa multimedia seperti video YouTube menyediakan sumber daya bagi anak-anak untuk memperoleh dan memahami bahasa asing atau bahasa kedua. Hasil penelitian ini diharapkan dapat memberikan panduan untuk orang tua Indonesia untuk menggunakan video YouTube sebagai salah satu media bagi anak-anak mereka untuk memperoleh bahasa Inggris sebagai bahasa kedua.

Kata kunci: *anak-anak, frekuensi menonton, minat, pemerolehan bahasa kedua, YouTube*