

## **CHAPTER 1 INTRODUCTION**

### **1.1 Background of the Study**

Language acquisition is the process of mastering a native language (P2 tongue) by an individual naturally. Language Acquisition in children is much helped by sound, both in the form of words or sentences (Safitri & Hakim, 2018). Children learn a language, not because they are subjected to a similar conditioning process, but because they possessed an inborn capacity which permits them to acquire a language as a normal maturational process. This capacity is universal. The child has an innate language acquiring device. He learns a language by exposure to it in society and by unconsciously forming certain hypothesis about language, which he goes on modifying till he comes to the adult model to which he is for the most part exposed. So the child goes on constructing an innate grammar, operating over generalized rules (Hutauruk, 2015).

Technology is something that is very necessary in this modern era, technology can be helpful for parents as an indirect teaching media. Ikhfi et al (2022) stated that Innovation in electronics, digital media, information and Communication Technology (ICT) have altered children's learning patterns. Santiana et,al (2021) stated that in the era of globalization, communication in English is very necessary. This is completely understandable because Indonesia are required to get it compete with the people of other countries in all aspects of life, they were sued to be able to communicate in international forums using English as the language of intrustcions. Social media is online media used for remote communication, the process of interaction between one user and another user, and requests for receive information via the internet through a special application. The true purpose of the social media is a means of communication that connects users with the world. One of the Social Media that can helped Children to acquire English Language is Youtube. YouTube is one of the most popular online applications for children (Neumann & Herodotou, 2020). To make the viewing experience safer for children, YouTube created the Youtube Kids Channel, where parents can limit their children's searches (Mullick et al., 2018). Children's

videos have always been the most popular on YouTube. More than 10 million people subscribe to YouTube Kids' search results (Imaniah et al., 2020). YouTube has its own version specifically for children, namely YouTube Kids. As written in the description, "YouTube Kids provides a more contained environment for kids to explore YouTube and makes it easier for parents and caregivers to guide their journey" (Dzulkifli & Amy, 2023). One of the famous YouTube channels specially designed for children is Cocomelon Nursery Rhymes, this channel contains singing and educational videos in English, Cocomelon Nursery Rhymes or Cocomelon Videos is very valuable for kids, in Acquiring language, children can follow the rhyme and song from Cocomelon Youtube Videos.

Youtube is a platform that provides various videos, videos on Youtube platform can be videos that currently viral or videos that uploaded randomly by many users throughout the world. Anggraini et, al. (2022) stated that YouTube is a video-watching application that is very popular in today's society. Therefore, people can access YouTube anywhere and anytime. Not only ordinary videos, but nowadays, YouTube is also used for academic purposes for children. Children can also learn English by watching stories, music, or YouTube videos. Various videos on YouTube can be helpful. Be accessed easily, one of which is through the Cocomelon Channel. Early childhood English learning is a process of introducing foreign languages to children, consisting of several language components that are part of the language program. Generally, the language components consist of grammar, vocabulary, and pronunciation (Binarkaheni, 2019). Thus, the substance of English learning activities for early childhood includes language competencies and skills that are taught in an integrated manner in everyday life. In this age of globalization, where science and technology are constantly advancing, it is essential to learn English early to prepare a generation with understanding knowledge to be competitive. Given that English is the world's standard language, children should be allowed to learn it early. An early start is ideal when learning any language, especially one as complex as English. As a child grows and matures, his or her knowledge base expands. English for kids learning is beneficial because the language is now present in all aspects of life. Children at an early age rely

heavily on receptive skills (in terms of listening) in acquiring English vocabulary. In addition, providing exciting media can stream the absorption of English vocabulary for children. Introducing vocabulary to children is expected through media that can foster interest in learning so that the vocabulary they learn will continue to stick in their memory and can be applied in everyday life. One of the most effective ways is to introduce vocabulary as early as possible through audiovisual media in the form of animated pictures with songs. Children can also use YouTube to increase their language learning opportunities. Furthermore, YouTube is a great social media platform that helps worldwide education (Lin et al., 2009; Alhamami, 2013).

In this research, the researcher investigate Child's English Language Acquisition by using Cocomelon Videos, The researcher has seen several phenomena that exist related to Cocomelon videos as a medium for children to acquire language, especially English. The researcher is interested in the phenomenon that occurs in the researcher's family environment, where the child often watches Cocomelon videos and acquires the English vocabulary she has acquired. from the Cocomelon video in everyday life, researcher wants to find out how the child acquire English Vocabulary on the use of Cocomelon Youtube Videos, here the parents of the child are also involved because they have accompanied the child when watching the Cocomelon video, parents will be asked several questions which has been adapted from (Lestary & Seriadi, 2019 and Bsharat, Barahmeh, & Turkman, 2021) to find the expected results previously.

The researcher found the phenomenon of the use of Cocomelon Youtube Videos on 5 years old child in acquiring English vocabulary. This child has watched many cocomelon videos episodes on youtube, such as Hello Bus, Bingo on his way, Rain Rain go away, etc. When watching the Cocomelon Video, the child always repeats the language spoken in the Cocomelon video dialogue, for example, Lady Bugs, Looks it Butterfly spontaneously, automatically the child accidentally acquires English vocabulary indirectly through the Cocomelon Videos, The study from Anggraini et,al (2022) found that Cocomelon videos can help the children to introduce English, and it can help for them to Acquire English only

from Cocomelon Videos, children are actively asking what they see or say in the video.

To fill the gap from the previous study, this study aims to investigate how does the child acquire English vocabulary on the use of Cocomelon Youtube Videos, the researcher focuses on know how parents see her child acquiring and repeating the words from Cocomelon Videos, how her feelings and opinion, and her knowing of the uses of cocomelon videos on her child. For deeper and more generalizable set of data, the researcher in this study collects information through Interviews.

## **1.2 Formulation of the Problem**

The formulation of the problem addressed in this study is how the child acquire English vocabulary through Cocomelon Youtube Videos?

## **1.3 Operational Definitions**

To avoid misunderstanding on this research, the researcher provides some definitions related to this study, as follows:

### **1.3.1 English Vocabulary Acquisition**

English vocabulary acquisition is the acquisition of words in English. The Acquisition of English is important as education transitions to globalization. English is a global lingua franca that allows speakers or different language backgrounds to communicate effectively. When people see or watch a movie, news or videos on Television or social networks, people accidentally have acquired a new language. In this era, English language is used in many videos, news or movie. This triggers people or children to learn English Accidentally.

### **1.3.2 Cocomelon Youtube Video**

Cocomelon videos are animated videos that tell about children's life, singing, rhyme in English in a small town called cocomelon, in Cocomelon videos, children can sing along by following the rhyme. Cocomelon is good for children because the videos showing happy song and easy for children to follow the rhyme.

#### **1.4 Aim of the Research**

The aim of this research is to investigate how a child acquires English vocabulary on the use of Cocomelon Youtube Videos.

#### **1.5 Significances of the Study**

The writer expects this research can give the advantages for the readers; they are as follows:

##### **1.5.1 Practical Use**

This research can be referenced to every parent in using Youtube Kids Channel in advancing their children's English skills, then, this research provides valuable insights to educators and learners to use Cocomelon Videos in class. Additionally this research can help children to learn English only through Cocomelon Youtube Videos

##### **1.5.2 Theoretical Use**

This research is adapted by the existing theory about How Child can acquires English vocabulary on the use of Cocomelon Videos on Youtube, how Cocomelon Youtube videos can help children to learn English especially to learn English vocabulary.

##### **1.5.3 Empirical Use**

To provide a better understanding of the effectiveness of Cocomelon Videos in Children English vocabulary acquisition. The result of this study can provide insight into effective learning methods for children in digital era. Focusing on the data collected from real-life experiences of Children, this study can improve practices for educational context and outcome for parents needs.