

## ABSTRACT

MOCHAMAD RAIHAN RIJALDY, 2024. "INVESTIGATING HOW CHILD ACQUIRES ENGLISH VOCABULARY ON THE USE OF COCOMELON YOUTUBE VIDEOS". English Education Department. Faculty of Educational Sciences and Teachers' Training. Siliwangi University. Tasikmalaya.

Language is very important for Children's development. In this modern era, language is easy to learn because technology is increasingly developing. Parents are usually given the school education as a first media in children's learning development. Cocomelon videos can be a second media for children to learn language, especially English indirectly, this research aims to investigate how children can acquire English vocabulary just by watching cocomelon videos. The participant in this research consisted of two people, the first is a 5 years old child who watched cocomelon videos, and her mother who has a companion when the child watched cocomelon videos, the participant was interviewed by semi-structured interview method. Data obtained was analyzed by using Thematic Analysis proposed by Braun & Clarke (2006), from the result obtained, P2 revealed that how the child could acquire English vocabulary indirectly can just by watching cocomelon videos. However, with the mother only accompanying her without any particular treatment, the data showed that the child can acquire a lot of vocabulary and can apply it in everyday life through the long process.

**Keywords:** Cocomelon Youtube Videos, Language Acquisition, English Vocabulary