

CHAPTER 1

INTRODUCTION

This chapter presents a comprehensive description of the research. It consists of the background of the study, formulation of the problem, operational definitions, the aim of the study, and significance of the study.

1.1. Background of the Study

Pronunciation is one of the essential aspects of learning any foreign language, including English. Pronunciation is crucial to good communication since mispronunciation eventually leads to the recipient misinterpreting the message. (Kobilova, 2022). However, by using correct pronunciation, people may communicate effectively with one another, and we can communicate our thoughts properly to others so that they fully understand what we mean. (Astina et al., 2020). Thus, mastering pronunciation is critical for English language learners. In this research, the researcher covers a phenomenon from one of the English language course institutions in Tasikmalaya, West Java, Indonesia, where the English instructor effectively uses the English Singing channel on YouTube as a medium for English pronunciation practices in young learners' classrooms. Furthermore, English instructors utilize English Singing as a medium for pronunciation practice, and this is an English habituation activity that is applied for around fifteen minutes at the end of each learning lesson. Consequently, this case was useful to investigate as a model for educators to practice pronunciation using media such as the English Singing channel on YouTube in the classroom.

Pronunciation teaching is critical for English language learners. Furthermore, pronunciation teaching is crucial for increasing language proficiency and linguistic awareness (Tolibovna, 2023). In connection with this, students must be taught pronunciation as early as possible. Pronunciation should be taught at elementary school since young learners learn better than adults and quickly catch and remember what they hear and learn (Astina et al., 2020).

Moreover, Zhang (2009) believed younger learners can acquire the sound system more effectively. However, adult learners' learning processes may be more challenging due to their age. Various techniques, methods, and media can be employed in teaching pronunciation to young learners. However, it is highly encouraged that teachers must design engaging, enjoyable, and fun lessons for young learners (Wulandari et al., 2020). Young learners have short attention spans and easily get bored (Juhana, 2014). Therefore, it is essential to teach pronunciation from an early age.

Technology is crucial in many areas in the twenty-first century. The utilization of technology has emerged rapidly in all aspects of life. (Ghanizadeh et al., 2015; Mandasari & Aminatun, 2020). In the education aspect, technology is crucial because it allows teachers and students to carry out the learning process (Mandasari & Aminatun, 2020). Moreover, YouTube is one of the modern technologies that provide educational content that can improve the teaching and learning process and raise student interest and motivation. (Andini & Zaitun, 2022). Additionally, teachers widely use YouTube as a medium for learning English.

The use of YouTube videos to teach English is considered to have numerous advantages for teachers and learners. This is because YouTube channel, as a social media platform, uses visual and audio elements in many kinds of designs. (Maspuhah et al., 2023). YouTube channel videos serve as a source of enjoyment and numerous educational videos for beginner, intermediate, and advanced learners (Nasution, 2019), as cited in (Tahmina, 2023). Additionally, English Singing is one of the YouTube channels that provide educational content suitable for young learners. Moreover, with technology, teachers can use many platforms suitable for teaching and learning. According to Sayidin et al. (2021), the English Singing channel videos on YouTube offer an exciting and creative learning process, and many beneficial videos for young learners can be found on the English Singing channel. Thus, teachers can use various media to teach pronunciation, and the English Singing channel is one of the exciting media that can be used in young learners' classrooms.

There are numerous previous studies have been conducted on the effectiveness of YouTube in teaching pronunciation. Maspufah et al. (2023) investigated the students' perception of utilizing YouTube videos as learning media in teaching stress pronunciation. The study was conducted at one of the universities in Indonesia and used qualitative descriptive methods. Questionnaires and interviews were used for data collection. Moreover, the study is focused on students' perceptions of utilizing YouTube videos as learning media in teaching stress pronunciation. The result of the study revealed that students have a positive perception towards YouTube videos as learning media, and it is also suggested that YouTube videos be utilized as learning media not only stressing but also other pronunciation subjects. Meanwhile, in the recent study, the researcher used an observational study and focused on investigating the process of utilizing YouTube videos, especially on the English Singing channel, in pronunciation practices among young learners. By conducting an observational study in young learners' classrooms, this research provided practical insights into the pedagogical process and focused on detailed classroom implementation. Contextually, this research was conducted to investigate the implementation of utilizing the English Singing channel on YouTube in young learners' classrooms.

In conclusion, based on the previous studies and the phenomenon above, the researcher is fascinated to investigate the implementation of utilizing the English Singing Channel in pronunciation practices at an English course. Ultimately, this study was expected to contribute as a reference for teachers to utilize the English Singing channel on YouTube as a learning medium for pronunciation practices.

1.2 Formulation of the Problem

The present study addressed a research question: "How does an English instructor implement the English Singing Channel in pronunciation practices at an English course?"

1.3 Operational Definitions

To avoid misinterpretation of the terms set out in this research, the researcher provides the operational definitions related to this study as follows:

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| 1.3.1 English Channel: | Singsing A YouTube channel that provides English learning content on various topics such as vocabulary, conversations, songs, and others for English pronunciation practices for elementary school at an English course. |
| 1.3.2 Pronunciation: | Pronunciation is a way of saying words or sounds in a language. Articulation and intonation are the aspects of pronunciation. Articulation is how to pronounce it by forming the sound with the organs of articulation, such as the lips, tongue, teeth, and vocal cords. Intonation is how the tone pattern is pronounced, such as emphasizing certain words or phrases and the rising and falling pitch patterns used when speaking. It is for pronunciation practices in elementary school students. |
| 1.3.3 Young Learner: | Young learners are children learning foreign languages, such as English. In this research, young learners refer to children aged 7–12 who learn English at the elementary school level at one of the English courses in Tasikmalaya, West Java, Indonesia. |

1.4 Aim of the study

The study aims to investigate the implementation of utilizing the English Singsing Channel in pronunciation practices at an English course.

1.5 Significances of the Study

1.5.1 Theoretical Significance

This study contributes to the existing theories on YouTube channels as a language learning media that can serve as a valuable medium for language learners. Additionally, it may contribute to the development of digital language learning by exploring the implementation of utilizing the English Singing Channel on YouTube as a medium for English pronunciation practices.

1.5.2 Practical Significance

This study contributes to English language teachers utilizing the English Singing channel on YouTube as a learning medium for pronunciation practices. It demonstrates how the English Singing Channel on YouTube can be beneficial by providing authentic and entertaining content that aids pronunciation practices.

1.5.3 Empirical Significance

This study contributes to the researcher's experience investigating the implementation of the English Singing Channel in pronunciation at the elementary school level in one of the English courses. Moreover, it may contribute to the researcher's experience in developing observation skills, data analysis, and academic writing, especially on this topic.