



The Use of YouTube Platform in Supporting Learning Motivation of Communication Science Students of Universities Nigeria Jakarta in 2020

Adiza Resty Purwaningtyas^{1*}, K. Y.S. Putri², Marisa Puspita Sary³

^{1*,2,3}Communication Science, Jakarta State University, Indonesia.

Email: ²kinkinsubarsa@unj.ac.id, ³marisapuspita@unj.ac.id

Corresponding Email: ^{1*}AdizaRestyPurwaningtyas_1410620080@mhs.unj.ac.id

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Abstract: The presence of increasingly advanced technology certainly makes it easier for people to fulfill their daily needs. Technological developments are accompanied by the emergence of new media as a center or forum for public information in a country. Technological developments encourage community civilization by making the internet and social media as a unified whole, with the aim of using new public spaces for the community. Social media provides many changes and impacts on its users. Youtube is a social media that is in great demand by the public in the current era. This study aims to take a deeper look at how platform Youtube plays a role in helping the learning process and increasing students' learning motivation. By using a descriptive qualitative approach and data collection methods in the form of interviews with the subject of this research, namely the students of Communication Studies at the State University of Jakarta in 2020. This research resulted in several findings from the facts presented by the informants. The big picture of these findings can be concluded into two discussions, the first is that students as the younger generation are very familiar with social media, especially Youtube. Second, platform is very dominant in helping to increase student learning motivation.

Keywords: Social Media, Youtube, College, Study.

1. INTRODUCTION

The times are accompanied by increasingly rapid technological developments. A country's progress today can be measured by how they are able to utilize technology for life, such as in the economic sector, social sector, political sector, cultural sector, and other sectors that support the development process of a country's life. The sophistication of technology can be felt, especially in public service facilities. The presence of increasingly advanced technology



certainly makes it easier for people to fulfill their daily needs. We can see in public spaces, on every side there is definitely technology that we can use, both free and paid.

Technological developments are accompanied by the emergence of new media as a center or forum for public information in a country. New media (new media) provides services in the form of access for people to more easily search and find something they need. New media can be interpreted as a means that can display content or news interactively. In new media, users can interact with other users, users can provide information, get information from other users, and even collaborate with other users. The use of the term "new media" is synonymous with the appearance of content in the form of a combination of text, images, video and sound. The important role of new media in this sophisticated world is felt by the public. New media provides a dazzling display as well user friendly in its services, such as attractive and creative visuals and audio. New media is included in technological developments in the multimedia field. Technological developments in the multimedia field are an important key in improving people's quality of life, changing a person's way of thinking, changing a person's way of learning, and changing the way they obtain information and filter information are major competencies provided by technological developments in the multimedia field.

The emergence of new media began with the emergence of websites and search engines which then had an impact on increasing the number of audiences or users along with the availability of information online. The presence of new media integrated with the internet provides a new nuance in communication. According to Ganley (in Alim & Dharma, 2021) states that society as citizens is more active and interactive in playing roles after the presence of new media. Public space can be defined as a place or container where a group of people can gather to achieve certain goals or meet their needs. Public spaces can be reached by the entire community without having to pay money.

Social media that is now available to the public includes Facebook, Twitter, Instagram, Whatsapp, Line, YouTube, and many more. Interactivity is one of the advantages of the internet and social media compared to previous traditional information media. Social media provides many changes and impacts on its users. Polarization and the creation of new characters regarding the use of social media are increasingly visible, which then encourages cultural and social development of technology in the form of social media. Social media users certainly have their own goals in fulfilling their information needs. We can see in the social life around us, of course almost all people use social media as their main media. Social media users use various platforms as a medium for fulfilling information, a medium for work, a medium for learning, a medium for self-development towards globalization, or even just for entertainment and mere existence.

As we know about YouTube, social media can be said to be complete because it can display audio, visuals, etc. simultaneously. YouTube is a social media that is said to be in great demand by people in the current era. We can see this from its popularity YouTube is balanced by the large number of social media users. This social media in the form of YouTube also offers users a variety of interesting and of course complete features. YouTube



provides free services to users and there are also paid services or what is commonly known as YouTube Premium, for those who want to enjoy the existing features more fully.

Increased use value YouTube for users also continues to increase the level of YouTube's popularity among the social media community. Behind the average usage YouTube in various ages and professions of society, this media also has the most dominant level of society in its use. Based on research results from Pew Research data, YouTube is most popular among young adults, blacks and Hispanics. YouTube is widely used by users aged 18 to 29 years with a percentage of 82% (Mujianto, 2019).

Looking at the results of this research, the Central Statistics Agency said that this age range is dominated by teenagers who work as students. The era of globalization makes it easy for students to be able to utilize various social media to receive information and learning materials, especially YouTube social media. To support the learning process, students and lecturers can make use of the videos contained in YouTube. According to Arsyad (in Yuliana & Aminullah, 2020) Media that is said to be cheap and affordable is in the form of audio media and visual media.

Learning media can be interpreted as a means of supporting or assisting students and teachers in the effectiveness of the teaching and learning process. We also need to know and filter what and how media we should choose, according to the learning objectives we want to achieve. YouTube is one of the media (it could be said to be the largest) website that facilitates convenience for internet users in uploading and watching videos, as well as viewing graphic content presented by people (creator) others (Yuliana & Aminullah, 2020).

YouTube is growing along with the increasing popularity of social media in digital public spaces. This is an opportunity for the world of education to be able to use it as an educational tool. It is said to be important for the world of education because it is useful for creating quality human resources in the future (Mujianto, 2019). To encourage these learning objectives, it is necessary to create an interactive educational atmosphere in developing student potential and talents in order to create active students.

Learning media in videos or content displayed on YouTube is not always learning material. Interesting and positive content can also support learning and provide education to the audience. According to Said A.M, Rusdi, Muhammad Y (in Farhatunnisya, 2020) stated that in 2007 to 2008 in Indonesia, academic achievement was not optimal. Based on this data, we can conclude that the minimum achievement and maximum learning goals achieved by a student are caused by a lack of motivation to learn in that student. This problem is related to the boredom that students feel during the learning process. When students can receive the material comfortably, their motivation to learn will certainly increase.

Motivation and learning are two components that are integrated into each other in its realization. Learning without a sense of enthusiasm will certainly hinder the acceptance of the material within each individual. Learning can be interpreted as a transformation of behaviour relative permanent and potential resulting from practice or confirmation (reinforced practice) which is based on the aim of achieving certain goals. Meanwhile, learning motivation can arise due to intrinsic factors and extrinsic factors.



Differences in learning conditions and situations offline (outside the network) become online (in networking) certainly changes students' attitudes and motivation in their interest in learning. In reality, there are students who are dominant for self-learning or like to study virtually at home compared to directly at school, even vice versa. This picture is clear evidence of the dynamics of the learning process and the level of student learning motivation. There is a positive motivational transition during self-directed-learning which takes place during learningonline (Tohari & Bachri, 2018).

2. RELATED WORK

In this research, researchers used previous research as a literature review which was then used as a reference and reference source in this research. Researchers used three journals from previous similar research or with the same discussion theme as this research.

The first previous similar research was entitled "Use of YouTube Social Media on Student Learning Motivation in Automotive Engineering in Class X TMO 1 SMKN Bantarkalong" by Agus Kadarusman. The results of this research conclude that the use of YouTube social media in learning can support improving the quality of teaching and learning activities in class X TMO 1 SMKN Bantarkalong. YouTube media is used as a learning medium to find learning materials (Tmo & Bantarkalong, 2022).

The following similar research is entitled "Using YouTube as a Learning Media to Increase Learning Motivation for Grade 5 MI Students" by Nasem, Nur Chabibah, and Ismi Melaniadari. The aim of this research is to find out about students' abilities in understanding learning through YouTube media and about how to increase students' learning motivation through the use of YouTube. The results of this research can be concluded that the school and teachers admit that by using YouTube as a learning medium, students become very enthusiastic about learning or in other words students' learning motivation increases (Nasem et al., 2023).

The next similar research is entitled "The Impact of Using YouTube Content on Pamulang University Students' Interest in Learning English" by Juitania and I Gede Adi Indrawan. The aim of this research is to determine and analyze the influence of using YouTube content as a teaching medium on the interest in learning English of students in the Bachelor of Accounting Study Program at Pamulang University. The results of this research show that the use of YouTube content as a teaching medium has a positive and significant influence on students' interest in learning English in the Bachelor of Accounting Study Program at Pamulang University (Juitania & Indrawan, 2020).

3. METHODOLOGY

This research is included in the type of qualitative descriptive research that aims to explain reality as clearly as possible through data collection in the form of interviews by informants, namely Communication Science students of Jakarta State University in 2020, and research through literature studies. Interviews are conducted periodically and through Whatsapp social media due to limited reach and adjusting informant schedules. To meet and answer the problems of this study, researchers use a purposive sampling model in the informant selection



process, where this process is selected based on certain criteria. From the results of applying the informant selection technique, researchers obtained three informants who undertook to be involved in this research. The findings of this study have not become the final result of the research because of the limitations in conducting interviews with more informants, and also seeing the increasingly moving times related to the transformation of student learning motivation in the future.

4. RESULT AND DISCUSSION

Based on the results of interviews with three informants from Communication Science students of Universitas Negeri Jakarta in 2020, mixed results were obtained regarding the perspectives and uses of each informant related to the Youtube platform. To further simplify and facilitate in understanding the results of research findings, the researcher will divide the findings into two discussions or two sub-themes. First, the results of the study show that students (young generation of Indonesia) are very familiar with social media, as our main focus is the Youtube platform. Students who are very literate in technological sophistication, use social media for various purposes ranging from information, entertainment, to education. Students consider social media more effective and efficient in its use shown by the freedom of access, complete information, and very interesting visualization (eye catching) compared to conventional mass media. Second, the results of the study are more centered on how Youtube social media and increasing student learning motivation. These two things are certainly interrelated in the process. We will see the findings of informants through the elaboration of the two major subthemes above.

Students (Young Indonesian Generation) are Very Familiar with Social Media

The flow of globalization continues to grow along with the increasingly sophisticated world of technology. The more sophisticated technology becomes, the more the life patterns of world society, especially Indonesia, change in various fields. Interrelation between young people, social media (new media), and the internet also has an impact on change, especially in the social sector. According to Abudllah & Puspitasari (in Alim & Dharma, 2021) stated that television is the main mass media that is most in demand. However, this also raises many pros and cons because television media has also been criticized a lot regarding several considerations which have apparently affected the mentality of the audience.

Research results show that in the past audiences could spend hours consuming television media. This could happen because at that time, television was at a time of popularity. In the current era, it can be said that audiences or audiences use television for certain purposes that are not available on social media, because basically almost all the content displayed on television is already available on social media. There are also many audiences today who still actively use mass media such as television to receive information and entertainment, this is usually dominated by parents, the elderly or young children who do not use gadget or social media.

From the results of interviews with informants, they have their own perceptions and understanding regarding social media, especially YouTube. They say that YouTube is



platform social media that provides various information, entertainment and education in audio-visual form. Many students, who are also young people, leave conventional mass media and switch to new media (new media) such as social media due to accessibility, interactivity, and the tendency of young people to want things instantly. Of the three informants, on average they consumed the YouTube platform for one to two hours per day. However, when there is free time it can even be up to three or four hours per day. These results show that YouTube is a medium that is one of their main priorities for the purpose of seeking information.

The Youtube platform presents a lot of content from various genres content creator. The results of the interviews show that each informant has a different genre when consuming YouTube content. The first informant stated that he often consumes YouTube with the Music, K-Pop, K-Dramas and Tutorial genres. The second informant has a different genre from the first informant in consuming YouTube content, he more often visits entertainment related content. Meanwhile, the third informant also has differences with the first and second informants in consuming YouTube content, he more often consumes content that contains education and entertainment. The explanation above shows that YouTube social media users or audiences vary in achieving their goals when using social media. The content offered by YouTube is not small, it could be said to be so much that it can provide satisfaction and freedom for the audience to search content creator according to his wishes. Youtube users can be said to be complete, from early childhood to the elderly. They have the freedom to use digital social media if they are supported or have a gadget and internet connection. From the results of interviews, the average informant started using it platform YouTube at the age of 10 to 13 years. YouTube, which is a digital social media that continues to keep up with the times, provides interesting and complete features according to geodemographic conditions. We can see this in the availability of YouTube Kids for young children. The presence of Youtube Kids is expected to be able to filter content between content for adults and content for young children. That way, audiences of various ages can receive information according to their needs wisely. This fact is supported by answers from informants who have started using YouTube from a relatively early age.

Each social media has its own characteristics and uniqueness. Apart from that, social media can be said to be widely used because it provides an easy, attractive and unique appearance. YouTube has experienced many developments in various features since its inception. Since initially just watching, liking, commenting, sharing, now it is even able to be integrated with other digital media such as Smart Television, Live Streaming, and many more new features. The updates provided by YouTube are aimed at pampering and facilitating users, as well as providing an opportunity branding and compete with other social media in terms of attracting the number of consumers. From the results of the interview, the informant stated that YouTube includes “user friendly” or easy to use by users. They provide feedback on usage Youtube this :

"Its features are easy to understand, flexible, and efficient when used" (Informer 1)

"Not bad user friendly for me" (Informant 2)

"I think Youtube can be said to be user friendly" (Informant 3)



The popularity of Youtube social media has greatly grown in line with the growing number of content creators in Indonesia. Content creators have their own characteristics even though the content displayed on Youtube is currently dominant the same. Especially in Indonesia today, content crators that are present seem to have mushroomed in various regions in Indonesia. From the results of informant interviews, it clearly shows that they use the Youtube platform as a form of the times in the field of technology. They realize that Youtube continues to develop in order to provide the best facilities at all times.

YouTube as a Social Media and Increasing Learning Motivation

The YouTube platform is generally needed by audiences as a forum for audio-visual based information to replace television mass media. Information, entertainment, and news that are displayed randomly on the YouTube homepage and for those users who have subscribed to certain accounts, present a variety of information that can be considered very complete in this era. If in the past a news through mass media such as newspapers, magazines, and newspapers would reach the informant to the audience with a long time, then now the process will only take a few minutes or even seconds since the news is published by the informant or media.

The YouTube platform tries to provide flexibility for its users to be able to share and receive news or information from other parties. This is what causes a lot of information to circulate whose validity is not yet known. The results of interviews with informants showed that the three informants felt helped by the presence of YouTube as an information medium. Informant 1 stated that he often felt helped by YouTube to find the latest information, tutorials on using goods, tutorials on using applications, viewing product reviews from various videos, and much more. This statement was then supported by informant 2 who stated that YouTube is sufficient to fulfil his information needs because YouTube can show the videos he wants to see. Furthermore, informant 3 also gave his response regarding YouTube, which plays a role in fulfilling information needs, often provides recommendations for similar videos or other videos that have the same genre as the videos that people often watch.

Behind the abundance and complete information, entertainment and news circulating on the YouTube homepage, users often also get unwanted information or may even get information that is classified as hoax news. As a good user, you should sort information and receive it wisely so as not to be consumed by fake news. However, it seems that all users cannot be aware of this, especially in Indonesia, where there are still many YouTube users who are lulled by hoax news. Sadly, this condition is felt by various age groups due to a lack of education regarding receiving good and correct information. There are differences in the results of the three informants' answers regarding the dominance of content that often appears on their homepage.

"There are so many benefits that I feel as a YouTube platform user because YouTube usually provides information that I didn't know before and becomes a medium of



entertainment because from YouTube I can listen to music, watch vlogs, and others" (Informant 1)

"Sometimes some are just for entertainment because I really prefer entertainment, but sometimes educational content also appears" (Informant 2)

"The content I see on YouTube is so diverse that some do provide new knowledge, some are just entertainment" (Informant 3)

The results of the interview show that the content on the YouTube homepage will display according to the genre that we often visit. There is a lot of useful information and a lot of content that only shows entertainment. It all depends on the users regarding what content or video they will choose. Both provided benefits for the three informants in this study.

Education in Indonesia, which previously ran conventionally through schools, also felt the impact of the Covid-19 pandemic. It cannot be said to be a small matter, this is actually a big problem because many of the parents of students are not technologically literate and do not have the ability or expertise in teaching their children. This condition is now a big concern for the government and urgently needs a wise solution. This problem then causes a shrinkage in learning motivation for students.

Discomfort in the learning process causes a decrease in learning motivation in students. According to the learning method, it must be encouraged by facilitating adequate, cool, and comfortable learning spaces and learning media to increase the motivation to learn for each student. This pandemic era spurred students to be active and proficient in using social media. The use of social media can usually be used as a forum for searching information, disseminating information, and even a forum for assignments for students themselves. One of the most widely used media for students to support their learning is YouTube.

The results of interviews from the three informants who are Communication Science students of Jakarta State University in 2020 gave different opinions about the intensity of using the YouTube platform to support their learning. Informant 1 stated that he often used YouTube for learning media, one example was watching videos related to tutorials or how to solve problems. While informant 2 expressed a different opinion from informant 1, he did not use YouTube too often for learning media but was used to see video tutorials other than related to learning. Informant 3 has the same statement as informant 1 that he uses the YouTube platform quite often, he often uses YouTube as an additional reference if the main reference is not enough to answer his learning.

In addition to adequate and comfortable learning media and facilities for learning, sometimes student learning motivation also arises when he finds an interesting tutor or lecturer in the eyes of students. YouTube, which is a complete information platform with various features, also provides various content creators engaged in education. We can see it like the YouTube account "Republika Siswa" which discusses the world of lectures and various tricks to qualify for Higher Education. In addition, we can also visit the YouTube account "Billykur" which provides fast, interesting, and easy-to-understand discussions about UTBK (Computer-Based Written Exam) questions to material on other subjects. Both examples of accounts are both engaged in education. The three informants also stated



that they subscribed to accounts engaged in education. That way it shows that student learning motivation will arise if they get an attractive teacher in their eyes.

The results of interviews from the three informants who are Communication Science students of Jakarta State University in 2020 showed that YouTube social media greatly motivated their learning process. It can be seen from some of their statements regarding the role of the YouTube platform in increasing learning motivation:

"The YouTube platform plays a role in my learning motivation because of the ease of accessing information, so I don't have to bother looking for information elsewhere and am more enthusiastic to complete tasks or learn more deeply about something" (Informant 1)

"It is quite influential because when I see educational content that entertains me I can be motivated" (Informant 2)

"I can say YouTube helps me to learn because almost all the information I have ever searched for is contained or discussed by content creators on YouTube" (Informant 3)

In reality, there are many other social media that also help the learning process for students, but YouTube social media is considered to have the most complete features and is easy to use. This is what causes the three informants to be very dominant in using YouTube in learning. Informant 1 expressed his opinion on why he prefers the YouTube platform over other social media platforms is because the features are easy to understand and the information conveyed is in the form of audio visuals, so it is easier to understand. Informant 2 said that the reason he prefers the YouTube platform is because it is able to display videos with a longer duration than other platforms. Informant 3 also added that the YouTube platform is easily accessible and a large selection of videos can be watched.

Interest etymologically comes from the English "interest" which means desire, liking, and attention (Mujianto, 2019). In the process, students should have an interest in undergoing the learning process. The explanation and interview results described above strongly support this research topic that the YouTube social media platform plays a role in helping student interest in the learning process, especially related to increasing the learning motivation of Communication Science students of Universitas Negeri Jakarta in 2020.

5. CONCLUSIONS

The presence of increasingly advanced technology certainly makes it easier for people to meet their daily needs. Technological developments are accompanied by the emergence of new media as a center or container of public information in a country. New media provides services in the form of access for people to more easily find and find something they need. The development of the times and technology, the popularity of mass media is receding replaced by new media that is integrated with the digital world. Social media provides many changes and impacts on its users.

YouTube is a social media that is fairly much in demand by the public in the current era. Motivation and learning are two components that are integrated in its realization. Learning without a sense of enthusiasm will certainly inhibit the acceptance of material into each individual. The results of interviews from informants showed that the three informants felt



helped by the presence of YouTube as an information medium. The three informants, who are Communication Science students of Universitas Negeri Jakarta in 2020, are very dominant in using YouTube in learning. YouTube social media plays a role in helping student interest in the learning process, especially related to increasing the learning motivation of Communication Science students of Universitas Negeri Jakarta in 2020.

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