

Youtube As A Learning Medium *(Communication Student Perceptions of Using Youtube Channels as an Alternative Medium of Learning in the Digital Age)*

Haryo Kusumo Aji, Fanny Hendro Aryo Putro

Slamet Riyadi University, Surakarta, Indonesia

Corresponding e-mail: haryokusumoaji@yahoo.com

Abstract : Learning in the digital Age must follow the development of the era, no longer have to face to face in the classroom but can be done anywhere and can be accessed using a device. Youtube as a video-based online media can be a good alternative for young people to learn and deepen everything that is not obtained in the classroom. This study focuses on the perception of students in using youtube channel in the major of Communication Studies program, because the subject of learning in this Department is very dynamic and must follow the development of the era.

This research method is qualitative with in-depth interviews to students who study Communication Science and see youtube channel that focuses on teaching certain techniques in communication science.

The result of the research shows that the student motive in using youtube because of the lack of real practice example in the course material and to add insight. Then the external factor that makes someone use youtube to learn is because it is easy and interesting to be accessed and can be shared by others through the share feature.

Then for the value embraced by the students is a change of view from youtube that originally used for entertainment becomes a place to find materials learning more complete and detailed and there are special tricks of certain materials. From the side of the culture adopted, majority students come from the Indonesian nation, therefore more follow the channel that uses Indonesian language more easily understood. The hope is that more and more informative content from local uploaded on youtube so that learning can be obtained by all people and specifically the Indonesian nation without limitation of distance and time.

Keyword: *Youtube Channel; Alternative Medium; Digital Age; Perception; Learning Medium*

1. INTRODUCTION

Education is the right of every citizen in Indonesia therefore it is the obligation of the State to provide decent education for all its citizens. But with technological development, it is possible that the form of education is no longer

limited to the classroom, but can be done anywhere and anytime.

The presence of internet in the world changed the paradigm of education in the classroom into an unlimited education. Any information flow can be obtained through mass media and internet easily and quickly. Gerbner argues that mass media have certain

values and attitudes. Media also spread the attitude and value to other members of society (Nurudin, 2004: 159).

Youtube which is one of the most popular video-based social media has become the most popular media for downloading or uploading videos. Users can load, watch and share video clips for free. In general videos on Youtube are music clips, reports, events, news, movies, TVs and videos made by their own users called creators. In addition, Youtube also displays video of an event uploaded by ordinary people or called amateurs, commonly called citizen journalism.

Youtube became popular because of its share feature, where the netizen can share what he has seen so that it can be watched by other citizens. This is utilized by a content creator to create learning videos or tutorials in a particular topic. Therefore information can be easily disseminated through videos uploaded via youtube.

Thus more and more learning materials are made practice and recorded using video and then distributed on youtube. This makes learning not only can be done by people who take formal education, but with have capital device and the internet can get an alternative education where using the videos or pictures are more interesting.

Therefore, researchers want to see how the perception of informants, which in this case is a student of Communication Studies when using youtube as an alternative learning media in searching for information. Why the subjects studied are students because they are considered able to use youtube

media wisely and exactly as needed. Likewise, the learning obtained by students in the lecture is sometimes not enough to practice the theory that has been obtained.

Perception is the process by which the sensation received by a person is chosen and chosen, then regulated and then interpreted (Prasetijo, 2005: 67). According to Jenifer Foller perception is a mental process used to recognize stimuli (Mulyana, 2007: 180)

Alex Sobur divides the process of perception into 3 stages, namely: selection, interpretation and reaction: (Sobur, 2003: 446)

- a. Selection, is the process of filtering out the stimuli from the senses, the number and type can be more or less.
- b. Interpretation, namely the process of organizing information so that it has a meaning for someone. In this phase the received stimulus is then organized in a form. Interpretation is influenced by several factors, namely past experience, value system adopted, motivation, personality and intelligence. However, perception also depends on a person's ability to categorize the information it receives, that is the process of reducing complex information becomes simple.

Reaction, that is behavior after the selection process and interpretation. Thus, perception is the selection, interpretation and rounding up of information up to and react to the information. Some factors that affect a person's perceptions are:

1.1 Attention

1.1.1 Motives

In Prasetijo (2005: 79), mentioned that the motive is the impulse to meet the needs. Motives affect what we notice. Meanwhile, Rahmat (2009: 52), divides the motive into two biological motives that is the need that must be filled at the time, and sociopsychological factors that include attitudes, habits and the willingness of a person to influence what is considered.

1.1.2 External factors of attention

The existence of factors such as intensity of stimuli, novelty, repetition (Rahmat (2009: 53).

1.2 Interpretation

1.2.1 Experience

In Mulyana (2001: 198), perceptions based on experience are human perceptions of a person, object or event and their reactions to them based on their past experiences and lessons on people, objects or similar events.

1.2.2 The values adopted

Values are the evaluator component of the beliefs embraced including usability, kindness, aesthetics, and satisfaction. Value is normative, tells a member of the culture what is good and bad, right and wrong, what to fight for and so on (Mulyana, 2001: 198)

1.2.3 Expectation

People usually have hopes about whatever objects and people are facing, this hope is shaped by prior experience,

from the information that he gets from the mass media and from his acquaintance or from what is seen, heard and touched at that moment. (Prasetijo, 2005: 79)

1.2.4 Culture

Perception is also based on culture, that is based on the beliefs and understanding of individuals based on their culture (Liliweri, 2011: 155)

2. METHOD

This research will examine Communication Student UNISRI, representing academics, who use youtube as an alternative medium of learning. To collect data, the method of data acquisition is done through and interview. Interviews are useful for revealing experiences, feelings, about objects being researched when viewing YouTube videos or Youtube impressions that are developing today (Corbetta, 2003: 233). Technique of data analysis done since start interview until got data.

Interview is an important data collection tool because it involves humans as a subject in relation to the reality / symptoms studied. Then the interview used the interview guide which is meant for the benefit of the in-depth interview and focus more on the subject matter of research interest.

This type of research is a field study, with a case study method approach where this method is suitable when used in research with how and why. Yin (Yin, 2002: 13) mentions that case studies as a form of research that attempts to investigate contemporary phenomena in

a real-life context especially when the boundary between phenomena and context is not very clear.

3. DESCRIPTION

This research will seek the perception of student communication in using youtube channel as an alternative learning medium in digital era. After interviewing several communication students at Slamet Riyadi University Surakarta, and analyzed using analytical unit written in the book by Prasetyo can be summarized that the perception of this academic in watching youtube social media is divided into several important parts, namely:

3.1 Attention

3.1.1 Motive

The motive of a person in doing things can be various things, they may not be the same between individuals even though the activities are the same. The motive of a person who commits a crime in the eyes of the law may affect the sentence imposed. Even this motif can be a reference in deciding a case.

In this study one of the variables wanted to find and see what one's motive in using youtube channel in searching for information for learning. When a person uses mass media in expression or self-actualization then there is a motive that lies behind and can vary depending on the individual itself. After interviews with resource persons there are communication students about what the motive when using youtube channel as a medium of learning and searching for

information then got the result approximately more or less the same.

Departing from the lack of a real example in a learning, then students use youtube as a media-based audio visual to look for examples of an information or learning. Then also to add insights from a certain theory or knowledge and add skills, because through youtube described in audio visual so that can be directly practiced and quickly to be understood. Students assume that viewing tutorials using a video is more effective and easier to understand than just reading.

3.1.2 External Factors

The existence of other factors outside the motive of within a person can also affect or attract a person's interest in watching impressions on youtube. External factors can vary in the form of interactivity, portability, shareable, etc. This external factor can allow a person to have an interest in seeing youtube bigger than the internal factor itself, because so much and interesting the look and usefulness that can be realized from this social media, so that need can be created.

In an interview by communication students, argued that using video-based social media is indeed something that facilitates the public in finding information. The easy access provided by this site is the main attraction so that students do not require great effort in searching for an information. The availability of special applications embedded in the devices owned by students makes this site even easier to access and reach. Then the features to

share or share to multiple platforms become a special attraction as well because it meets one of the human needs as a social creature to share information to others. The existence of this share feature allows students to share information that has been obtained to other communities so that the fact becomes more clearly.

Students get information about youtube because the share is done by other student friends. Convenience in sharing learning information obtained into its own value to use youtube as an alternative learning medium. A more interesting view than reading a printed book is a powerful attraction, because spoiling the eyes can make it easier and faster to absorb the information.

3.2 Interpretation

3.2.1 The values adopted

Someone who uses youtube as a video-based social media must have a diverse background. A person's background will affect a certain amount of value, because what is considered important, true, wrong depends on what has been experienced so far, including the environment in which it resides. Assessments about the impressions that circulate on youtube also vary between individuals.

Impressions of information enhancements that present ways such as tutorials or ways of doing things provide different perspectives on social media, where previously youtube is only regarded as entertainment venues only with entertainment shows, but also changed the value of being a place for

learning and alternative educational tools beside books or lectures.

Informants who in this case are students do have a purpose when viewing youtube, that is one of them increase knowledge, like an academician should be. This is the value of usefulness sought, namely knowledge and information. Besides also in searching for value of satisfaction, students also use this media for entertainment facilities because of many aspects of entertainment offered by this platform.

3.2.2 Experience

In this experience variables want to see things that have been passed or implemented by someone. The experience and learning of similar events in the individual's past becomes the basis for a person's interpretation of a particular event.

The informants appointed in this study have a background as an academic, therefore experience and learning as an academic will influence the assessment of an impression.

Some students know youtube because they know the information from a friend, but there are also find out for themselves. Then after getting the right impressions then the student will find the channel from the video. Students then follow (subscribe) a youtube channel that suits their interests, which is searching for information and learning in an easy and interesting way.

Students assume by following a certain youtube channel will be easier to get the latest updates from the video uploaded, so the information obtained also more quickly obtained.

Departing from the background of communication students, most of them are looking for instructional videos or tutorials related to the interest or concentration of lectures, such as cinematography, photography, video editing, animation, and so on. Students in the course get material and assignments about cinematography etc, and there are some techniques in the practice that have not been understood, it will look for easy ways through channels that focus on good cinematographic tutorials.

3.2.3 The Culture Underpinned

The background of individual culture becomes one of the variables that becomes the benchmark of a person in assessing and looking for an impression. The cultural background may consist of: one's belief and one's understanding of something.

In this case, the speakers come from Indonesian academic circles, therefore have limitations in the mastery of everyday language. The language used in the conversation is Indonesian so there will be difficulties understanding if getting certain information using a foreign language.

With this background students prefer to follow the video tutorial learning that uses Indonesian or made by the people of Indonesia. Even though according to channel informants from foreign countries more complete and more detailed in conveying information also has special tricks in providing training, but difficulty in translating the language is the thing that will happen, so students should keep looking with the

same language and culture background with them.

Then by looking at the cultural background of education in Indonesia that teaches more theory than practice, then students must learn to implement theory into practice by looking at it from youtube. Many youtube channels that are specifically present the way the use of a tool or practice of a particular method.

Understanding is also a measure in looking for information. Student's understanding of a knowledge or theory makes it necessary to seek information with other sources that are easy to understand and practice, that is with video which is a facility of youtube because it is perceived more easily understood the video images than just the material in writing and oral in the classroom.

3.2.4 Expectation or Hope

The expectations of individuals on impressions become one of the variables in seeing a person's perception when watching videos from youtube medium. This expectation is formed from the information already obtained from the previous variables. The number of learning videos made both domestically and abroad make certain expectations of the students, one of which is the more reproduced content for learning and the more interesting, so it will be easy to practice in everyday implementation and to understand the use of the theory already taught in formal education.

Then it is expected that a content creator presents special tricks that are more easily understood in a particular learning, where this trick can be used so

that students can practice the material more quickly and easily. Then it should not be a lot of preliminary in the delivery and use language that is easy to understand.

The hope of the informant who in this case as an academic is so that the content creator will multiply impressions that have educational content so that this media can be used as an alternative media in learning, because it can be accessed from anywhere and anytime and does not require much cost. Then from the side of the audience should be wise and appropriate in choosing a youtube channel that is useful for supporting learning advice, not just entertainment but can provide a positive utilization.

4. CONCLUSION

The development of technology, especially the Internet has changed the educational paradigm becomes more dynamic. Education is no longer only found in the classroom formally, but also can be obtained from anywhere via the internet. Youtube as a video-based medium provides easy and practical access in conveying learning, because this media uses audio and visual.

Communication students who should need practical skills in learning need alternative learning tools to support the materials obtained on the formal lecture bench. Therefore, this study looks at how students' perceptions of communication in using youtube as an alternative learning medium in obtaining information / knowledge.

From the research results found that the motives of students in using youtube as an alternative learning medium because of the lack of examples of real practice in course materials then looking from youtube. And to add insight as viewing from videos is easier to understand. Then the external factor that makes someone use youtube to learn is because it is easy and interesting this site to be accessed and can be shared by others through the share feature.

Then for the value embraced by the students is a change of view from youtube that originally used for entertainment only to be a place to find materials learning more complete and detailed. Then in terms of experience using this medium because of information from friends and find out for themselves, then after getting the right channel in accordance with the educational background will be subscribe so will quickly get updates.

From the side of the culture adopted, majority students come from the Indonesian nation, therefore will follow the channel that uses Indonesian language more easily understood. Then the last thing is hope, the students hope more and more informative content uploaded on youtube so that learning can be obtained by everyone without restriction.

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