“Coming here you should speak English”: performing creativity on a YouTube channel for teaching speaking

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ABSTRACT

The present study aims to explore strategies in teaching speaking using YouTube as media as well as the advantages and disadvantages of this platform in teaching speaking. Nested in a narrative case study approach, data were garnered through interviews using WhatsApp and Google Forms. An EFL teacher who is also a YouTuber and six students in tenth grade of a senior high school in Purwokerto, Central Java, Indonesia volunteered to participate. Study findings demonstrate that the EFL teacher integrated technology, i.e., YouTube, as a learning medium, and she provided video learning videos according to the material needed by students. The teacher designed a learning video with herself as a role model. Before uploading it on YouTube, the teacher watched the video first and edited some errors. The study also reveals several advantages of using YouTube in teaching speaking. YouTube videos promoted the teacher’s creativity in employing technology as learning media. Students could learn anywhere and anytime through videos on YouTube and practiced from videos of native speakers. Conversely, adopting YouTube videos in a speaking class had disadvantages, such as the selection of YouTube videos relevant to learning materials, restricted opportunities to have feedback from their teachers, and poor internet connection.

Keywords:
Teacher creativity; Teaching speaking; Teacher strategy; YouTuber teacher

Introduction

Nowadays, technology is getting more advanced. It has become increasingly sophisticated and are used in various ways by many people. The sophistication of technology and information is very influential in various fields of human life (Karchmer-Klein & Konishi, 2021). Technological advances that exist make humans become creative and innovative figures (Herro et al., 2021). In addition, by using technology, humans can make the best use of existing technology, especially social media and YouTube (Khaif & Salha, 2021).
In education, YouTube is one of the media that is often used in the learning process. The most recent thing is the development of media-based learning on YouTube, a teaching process using the internet (Fyfield, 2022). Another increasingly popular term is a learning model using communication and information technology media, especially YouTube. As a social media, YouTube can be used as a learning medium. Everyone, especially teachers, can create creative things in teaching, such as making interesting learning videos, because most students are more interested in the video than the general learning process. With the use of YouTube, students will be more interested, and it will be easier to understand a theory of knowledge. Through YouTube, they can understand the material more than learning through textbooks because, usually, learning media is made more interesting so that everyone who knows, especially students, will not feel bored. It is alleged that this can increase interest and motivation to learn (Mujianto, 2019).

To learn English, especially in teaching speaking, YouTube is one of the most social media used learning media. Because one of the most popular entertainment media on the internet widely accessed in Indonesia is YouTube (Labas & Yasmine, 2017). People who create media content through YouTube videos are usually called YouTubers. A significant majority of YouTube users only consume video content rather than produce it (Holmbom, 2015). YouTuber is a term for someone who uses YouTube as a medium for hobbies or as a medium to carry out various activities related to videos. Many YouTubers use YouTube as a medium of entertainment for uploading video content.

Likewise, many YouTubers upload different kinds of videos, such as funny and motivational videos, and many also upload various learning videos according to their creativity. Besides, YouTubers commonly use YouTube to earn money by uploading multiple videos on YouTube. A study conducted by Labas and Yasmine (2017) regarding the commodification of society in the network era show that content creators or YouTubers use YouTube to take advantage of creativity, a space for self-expression, to interact with the audience as a form of the commodity used by creators for their benefit to gain material benefits and popularity.

Many creative YouTubers make various kinds of learning videos using YouTube media. Because nowadays many people prefer to watch YouTube on their handphones or computer, YouTubers take the opportunity to make multiple kinds of learning videos on YouTube to increase their YouTube viewers and also to help everyone learn anywhere and anytime. YouTubers create creative ways to make videos that are interesting, fun to watch, and easy to understand for everyone who knows through their videos on YouTube (Saed et al., 2021). In addition, to the need to prepare tools and materials for making videos, YouTubers who make learning videos also need to prepare material that will be discussed in the video and also need to prepare learning strategies and media that will be used when teaching through learning videos so that later the viewers will learn through videos. On YouTube, they will understand the material in the learning videos uploaded to their YouTube channel.

In the pandemic era, technology is needed to help the learning process so that it can be carried out correctly and achieve learning objectives. Because the learning process is required to be online, many people, especially teachers and students, experience many obstacles and difficulties in learning English, especially in teaching and speaking. To help everyone learn quickly, anywhere, and anytime, various English learning videos are made to support and facilitate everyone learning English in education. In addition, speaking requires correct
grammar and well-organized language rules. Based on the opinion of linguists related to speaking, it can be interpreted that learning speaking is an activity of conveying a message or information to others in oral form. This learning will be more successful if someone exercises pronunciation before they use language (Hartiwi et al., 2015).

Most teachers only use other people’s videos as teaching materials and then ask students to watch and study the learning videos. The teacher is still not used to making media technology-based learning, and teachers do not take advantage of the existing facilities and infrastructure in the school. Therefore, innovation is needed, especially in learning media that supports online learning (Astuti et al., 2021). Because only a few teachers use YouTube as a learning medium with themselves as a model, there is a teacher who takes the initiative to become a YouTuber who plays an active role in the learning videos that she makes and then uploads them to her personal YouTube account.

In addition to increasing creativity, the teacher does this to help and make it easier for everyone to learn English, especially learning to speak. The teacher as a YouTuber motivates all teachers to be even more creative in using technology and creating teaching media. To be more specific, this research had two questions that were formulated as follows:

1. How does the teacher use YouTube as media in teaching speaking online?
2. What are the advantages and disadvantages of using YouTube as media in teaching speaking online?

**Method**

This research used a narrative case study approach in analyzing the study with the information obtained through the interview and documentation. The research participant is a teacher who uses YouTube as a learning medium in teaching speaking online from the YouTube channel “Madam English YouTube Channel” who joined YouTube in June 2020 and has more than 50 thousand subscribers and has been viewed by more than three million viewers on YouTube.

There are also 10th-grade students at one of private senior high schools in Purwokerto, Central Java, Indonesia as research participants taught directly by teachers who use YouTube as a learning medium. The researchers selected them because they felt interested and inspired by the teacher who used YouTube as a medium of learning English. The object of this research is the strategies a teacher uses YouTube as media in teaching speaking online. Another object is the advantages and disadvantages of using YouTube as media in education and speaking online.

The researchers chose the school because there was an English teacher at the school uses YouTube to make English learning videos with herself as a model in the learning videos she makes. The researchers focused on analyzing strategies used by a teacher the use YouTube as media in teaching speaking online and focus on exploring the advantages and disadvantages of the use of YouTube as media in teaching speaking online by involving a teacher who used YouTube as a learning medium, and 10th grade students which are taught directly by a teacher who uses YouTube as a learning medium.
Findings and discussion

Strategies for teaching speaking using YouTube videos

Teaching and learning strategies are essential things that must exist in the learning process, especially in learning speaking. Teachers must have and develop teaching and learning strategies before starting the learning process. Strategy is helpful to help the teaching and learning process to be carried out well; the strategy can also be referred to as the actions of teachers and students to realize learning activities and to achieve learning objectives. From several aspects that can be assessed from speaking practice, the teacher guides students to practice speaking in several ways. Start from comprehension, learning vocabulary, studying grammar, learning diction, and also learning how to make eye contact while speaking. Some students are considered good at vocal clarity and intonation accuracy.

The students like learning English, especially speaking, because the teacher has creative learning strategies, and the teacher’s friendliness and pleasant attitude make the students not feel bored when learning. According to students, teachers can create a comfortable atmosphere during the learning process. The learning strategy used by the teacher in learning some critical things in speaking is that students can respond smoothly to what is being discussed and give their own opinions. In this research, teachers have creative learning strategies by utilizing information and communication technology developed to allow direct and online access to learning.

The teacher uses audio-visual media in the form of learning videos on YouTube. YouTube was chosen by teachers as well as YouTubers as a learning medium because YouTube can be accessed by everyone anytime and anywhere. The strategy used in teaching speaking using YouTube media in the form of learning videos is to prepare tools to make videos and prepare materials about speaking, such as some examples and applying the target vocabulary. In this research, teachers have creative learning strategies by utilizing information and communication technology developed to allow direct and online access to learning. According to Arkorful and Abaidoo (2015), the e-learning process refers to learning media and a learning process that uses information and communication technology to access online learning.

The teacher plays an active role in the YouTube media as a YouTuber by making various learning videos; the teacher is also a model in learning videos and an example of speaking practice through learning videos. The teacher does some things that should be the job of a YouTuber. When making learning videos, the teacher collects several ideas and considers the learning needs of students. If there is an error in creating a learning video, the teacher will edit the video first before uploading it on YouTube. The teacher’s strategy used YouTube as media in teaching speaking by making various kinds of learning videos that help everyone to learn English, especially speaking.

Because apart from being easy to access, learning videos are also exciting and can be watched repeatedly while studying. Students or viewers are interested in the learning videos made, the teacher has several creative ways, such as creating videos with different styles, and the teacher greets students or viewers and explains the material in a friendly way to make it seem more fun. In addition, the teacher also provides several examples related to the material so that students or viewers understand the material being discussed. With this, the teacher can motivate other teachers to use technology and create creative things to use as
learning media; because learning media are exciting and easy to access, such as teaching videos, everyone can learn English anywhere and anytime.

Students are greatly helped by the creative and fun teacher strategies used in the learning process. Teachers use various ways to improve students' English skills with multiple methods that make students feel happy while learning English. Some aspects emphasized by the teacher in teaching speaking using YouTube media in the form of learning videos such as the pronunciation, the topic presented, and the vocabulary or tense target. In addition, in improving speaking skills using YouTube media in the form of learning videos, the teacher usually gives some examples in the video. Even though several obstacles hampered the students, the teacher still tried various ways to keep the students learning and keep trying to improve students' speaking skills, such as giving examples of correct pronunciation, learning vocabulary, learning grammar, etc.

To help the students learning process, the teacher has a creative strategy by making various kinds of English learning videos with the teacher as a model and uploading the learning videos on YouTube so students can easily access them. The teacher always provides examples of the material being taught, such as video examples of correct English pronunciation, and the teacher gives direct examples. The examples given by the teacher are the teacher's efforts to help students become more confident in learning English, especially speaking. There are still some students who have difficulty communicating because, according to their students, they face many obstacles, such as difficulty in pronunciation, lack of vocabulary, lack of memory of the theory being taught, and lack of grammar. Sometimes students also feel nervous, so they forget what they want to say.

Even so, some students have their way of dealing with these obstacles, such as watching learning videos on YouTube continuously to understand the material and also practicing getting used to doing speeches in English. The explanation of the material in the learning videos makes students feel helped in understanding the material. Usually, the practice carried out with students during the learning process will be tested directly or through a zoom meeting. When there are students who feel insecure when speaking, the teacher and a YouTuber will anticipate it by doing individual tests and not telling the results to other students in the class.

When the learning process is carried out online using YouTube media in the form of learning videos or offline, taught directly by teachers, students can understand the material. Students also practice grammar and vocabulary in several ways. The teacher does not only provide examples by using YouTube media in the form of learning videos, but the teacher also becomes an example or model in the video, and the teacher also helps students to learn pronunciation in class offline or via zoom. The teacher said that some students were quite fluent in practicing grammar and vocabulary through this method. From several aspects assessed from speaking practice, the teacher guides students to learn to talk in several ways. As a result, students can respond well to what is being discussed and give their own opinions. Students learn vocabulary by watching the shared instructional videos and learning diction. Students also learn grammar and practice it in daily life. The teacher also teaches how to make eye contact when speaking by giving an example before asking students to practice it.

Teachers use technology creatively by becoming YouTubers to make various learning videos. Not only must one be creative, but several things must be done and prepared by the
teacher. When making a learning video, the first thing to do is think about what will be discussed in the learning video. The material to be addressed must be adapted to the needs and topics of students learning. The teacher does not research but looks at the material that is needed by students and the suitable material to be discussed in the learning video that will be made. After the learning videos are made, the teacher will watch the video first. If there is an error in the learning video made, the teacher will edit the learning video before it is shared or uploaded. The students thought the learning videos made by the teacher on YouTube helped them learn English, especially speaking in online or offline classes. Videos can facilitate the teacher’s task in delivering teaching materials and achievements of learning objectives that have been designed.

The study findings show that speaking is an oral language skill that is functional in everyday human life. Speaking is a productive ability. Speaking cannot be separated from one English skill, namely listening. If we talk, we create meaningful text through what we say. We can find speakers, listeners, messages, and feedback in communication. Besides, speaking cannot be separated from pronunciation (Rokhayani & Cahyo, 2015). Speaking is one of the language skills that must and needs to be mastered by everyone who wants to learn English because it is essential and has many uses and benefits for communicating. In addition, learning to speak English will not make it difficult to communicate and interact with people worldwide while travelling anywhere. Speaking is a productive skill, like writing, which involves using speech to convey and express things and meanings to others. However, speaking is not the same as writing, speaking is different from writing, and there are certain aspects.

Teaching means giving knowledge and making someone understand what the teacher has taught. In education, the teacher guides students to learn new knowledge. Teaching speaking has more attention in many language programs because the need for fluency in English continues to increase. Therefore, teaching strategy cannot be denied as one factor influencing teaching outcomes. The methods used to teach English skills should be based on each skill to achieve the expected results (Wahyuni et al., 2020).

Advantages and disadvantages of YouTube videos in teaching speaking

YouTube also has advantages and disadvantages to use as a medium for learning English, especially speaking. The teacher’s strategy in using YouTube media in the form of teaching videos as an alternative learning to learn English, especially learning to speak must be well understood by students; as argued by (Burke & Snyder, 2008) that YouTube is an appropriate alternative learning resource time-related videos for educators and participants educate. The teacher must also know the extent to which students understand the material presented so that the discussion of the material in the learning process can be continued to the following material. Student perceptions will assist teachers in discussing material and understanding the material during the learning process to achieve the desired learning objectives.

Learning English is fun even though it is difficult to learn because English is not their first language. The students like learning English, especially speaking, because the teacher has creative learning strategies, and the teacher’s friendliness and pleasant attitude make the students not feel bored when learning. According to students, teachers can create a comfortable atmosphere during the learning process. The teacher emphasizes several
important aspects when learning English, such as the importance of speaking, vocabulary, grammar, pronunciation, and spelling. The teacher always provides examples of the material being taught, such as video examples of correct English pronunciation and the teacher gives direct examples. The examples given by the teacher are the teacher's efforts to help students become more confident in learning English, especially speaking. There are still some students who have difficulty when speaking because according to their students they face many obstacles such as difficulty in pronunciation, lack of vocabulary, lack of memory of the theory being taught, and lack of grammar.

Sometimes, students also feel nervous so they forget what they want to say. Even so, some students have their way of dealing with these obstacles, such as watching learning videos on YouTube continuously to understand the material and also practicing getting used to doing speeches in English. The explanation of the material in the learning videos makes students feel helped in understanding the material. This was also stated by Nofrika (2019) reporting the benefits of YouTube media in the learning process, particularly in developing students’ English competences.

When learning English, especially speaking, using learning videos on YouTube, students feel happy and helped by the material presented interestingly in the learning videos. However, students prefer to learn directly with the teacher rather than using learning videos on YouTube because students can interact directly with the teacher and practice right away. Students think that learning videos on YouTube are fun and easy to understand because the learning videos presented are fascinating to watch. However, when learning to use learning videos, students only learn the material and the speaking learning process, which is not supervised.

According to students, learning videos on YouTube help them in learning. Learning by using learning videos is effective because it is easy to access and can be watched anytime and anywhere so that students can watch continuously until they understand the material. Learning English through YouTube makes it easier for everyone who wants to learn English because it can be accessed online. There is no need to go to various places to study, and it doesn't cost much to take courses. Everyone can learn English quickly because English is an international language that one day will be needed if you are going to study abroad or while on vacation abroad.

Learning English using videos on YouTube can also be reviewed because it can be monitored repeatedly. Wang and Chen (2019) also state that learning English through YouTube is more interesting and fun. The students also thought that learning English, primarily through videos on YouTube, was very helpful because it could help them learn new verbs, improve vocabulary, and helps pronunciation. In addition, students can be entertained while learning by using exciting videos. It is in line with Yu et al. (2022) who stated that the use of mobile learning technologies could improve students’ cognitive skills in learning English. Since English is an international language, students will understand what people from abroad are saying. However, students think that learning using learning videos on YouTube still has disadvantages, such as not being able to ask questions directly if don't understand and not being able to get answers if have something to ask quickly. Therefore, some students prefer to learn English, especially by speaking directly, because they can interact or ask questions now to the teacher. In addition, sometimes students have difficulty
getting an internet signal when they want to watch learning videos on YouTube, so many students have a problem with it.

Apart from being easy to access, learning to use YouTube media in the form of learning videos also allows students to watch learning videos repeatedly; it makes students feel helpful if there is the material they want to learn continually. Yang and Yeh (2021) also state that using YouTube can help students in acquiring vocabulary. Students also think that YouTube makes it easy for everyone to learn English quickly because it does not have to cost too much and can also be accessed anytime and anywhere. Even so, the students still feel there are some flaws when learning to use YouTube media. One of them is not being able to interact directly with the teacher and not being able to ask questions and get answers now from the teacher if something is not understood from the material discussed.

In addition, sometimes students have difficulty getting an internet signal when they want to watch learning videos on YouTube, so many students have a problem with it. This makes some students prefer to learn English, especially speaking directly, because they can interact with the teacher. The teacher’s strategy in using YouTube media by making learning videos can help students learn English, especially speaking. Students feel several advantages when learning to communicate using learning videos. Although there are still some disadvantages, students feel interested and helped in learning to speak using learning videos on YouTube.

The findings confirm that YouTuber is a term for someone who uses YouTube as a medium for channeling hobbies or as a medium to carry out various activities related to videos. YouTubers who usually also called content creators for the YouTube platform. A content creator creates content in writing, images, video, sound, or a combination of two or more materials. Content is made for media, especially digital media, such as YouTube, Instagram, blogs, and various other media platforms, called YouTubers (Idris, 2021).

A person who acts as a YouTuber must be creative, competitive, and as attractive as possible in creating content because exciting content will make people interested in seeing the videos produced and uploaded so that more viewers will view the content. YouTuber is one of the workers in the creative field, which is also a part of a content creator’s job. (Sundawa & Trigartani, 2018) Argues that YouTubers can share information that can be expressed creatively through an image, video, and text in a content platform. Then, the content is distributed through the YouTube platform.

After the pandemic (COVID-19), technology is very much needed to help the learning process run well. Because at the time the learning process was required to be online, many people, especially teachers and students, found it difficult to learn English. Online learning outcomes are incorrect for all students, in all situations, and always (Wahidiyati, 2020). E-learning is a learning process that refers to learning media and also a learning process that uses information and communication technology to enable access to online learning (Arkorful & Abaidoo, 2015).

The online learning process makes it easy to learn additional English, and you can also get English material from websites or videos. It is supported by (Cai, 2012) that online English learning is such that it is easy to access the information to learn English. Because it relates to technology, text, images, and sounds can be stored on their mobile phones or computer to support the teaching and learning process.
Burke and Snyder (2008) argue that YouTube is an appropriate alternative learning resource for time-related videos for educators and participants to educate. Integrating specific videos from YouTube can develop capabilities for student appreciation and provide a learning experience, not only limited to material lessons but also the technology used. With the learning videos offered, even the teacher as a material provider can provide illustrations in the form of pictures or caricature videos to provide information enthusiasm and attract students’ attention to the material being presented.

Conclusion
To sum up, it was found that teachers, as YouTubers, utilize technology and create creative teaching strategies to guide students’ learning processes and train students’ speaking skills. The teacher gives an example of using YouTube media in the form of a learning video made by the teacher. In making learning videos, the teacher prepares several materials according to the needs of students and the tools that will be used to make videos. Before the video is uploaded to YouTube, the teacher will watch the learning video that has been made, and if there is an error, the teacher will edit the video first. The teacher also gives examples directly during the learning process in class. The teacher’s creative and fun strategies make students more enthusiastic about learning English and make students not feel bored while studying. It is because the teacher tries to create new ideas with engaging media such as YouTube to learn correct pronunciation, vocabulary, grammar, etc.

Some students find it helpful to practice their speaking skills by repeatedly watching learning videos on YouTube until they get used to it. However, students find disadvantages when learning English using YouTube media. Students often experience signal difficulties and admit they cannot interact directly with the teacher. This makes some students prefer to learn English, especially speaking now with the teacher because they can now ask questions if there is material that has not been understood.

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