LEARNING ENGLISH WITH YOUTUBER:

(A DESCRIPTIVE STUDY)

SKRIPSI

Submitted

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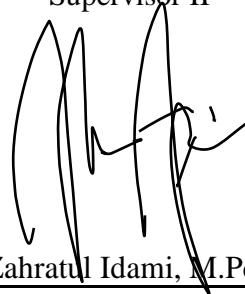
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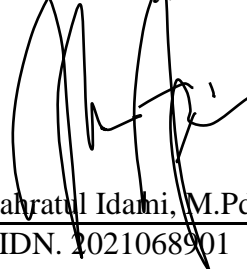
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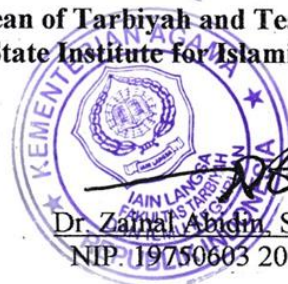
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ii

PERNYATAAN KEASLIAN TULISAN

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Menyatakan dengan sebenarnya bahwa skripsi yang ditulis dengan judul"***LEARNING ENGLISH WITH YOUTUBER: (A DESCRIPTIVE STUDY*** "untuk memperoleh gelar Sarjana Pendidikan merupakan hasil karya saya sendiri.

Apabila dikemudian hari terbukti atau dapatdibuktikan bahwa skripsi ini adalah hasil jiplakan, maka saya bersedia menerima segala sanksi yang diberikan atas perbuatan saya tersebut.

Langsa, 08 Desember 2021

Yang membuat pernyataan

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LIST OF CONTENT

LIST OF TABLE

LIST OF FIGURE

ABSTRACT

The research deals with English Youtube Channel or Influencer. According to Kadekova & Holiencinova, Influencers have the power to influence the purchasing decisions of others because of the authority, their knowledge, position or relationship with their audience. This research aimed to know the presence of the Linguamarina Youtube channel through English learning video content and Linguamarina Youtube channel influences Youtube users to learn English. The formulation of the problem in this study was analyzed using qualitative methods and descriptive elaboration as the approach. Data was collected using observation and documentation instruments. In this research, the researcher found that the Linguamarina channel is liked by viewers or Youtube users, according to the remarks summarized in the document section. Researchers also found comments from YouTube users or channel viewers that they were inspired or motivated to learn English because of Marina Mogilko's content on her channel.

Keywords: *Digital Learning, Youtube Channel, Linguamarina Youtube Channel, Influencer, Social media.*

CHAPTER 1

INTRODUCTION

A. Background of Study

English is the most commonly spoken language in the world. One in five people can speak or at least understand English[1]. English has evolved into the world's most widely spoken language and has been recognized as an international language. A language used by people all around the world to communicate. As a result, it is the right thing for non-native English speakers to study this language.

There are so many methods used in learning and teaching this language, Ranging from memorization methods to creating an English-speaking environment in an area. All of these methods have been used to develop students who can master the English language itself. The forms are also constantly updated according to the times to be related to the teaching method.

In today's digital era, social media can also be used as a place to obtain information and lessons for students. As we experience now, all aspects of life have been conveyed so much through social media because the information and messages are conveyed so quickly to the broader community.

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[1]. Rajathurai Nishanthi and Department of Sociology, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India, "The Importance of Learning English in Today World," *International Journal of Trend in Scientific Research and Development* Volume-3, no. Issue-1 (December 31, 2018), 871–874.

According to Hartshorn in El-Badawy. Social Networking is "the act of engagement," while social media is the tool used to communicate with the mass audience. This platform allows everyone to interact. In this way, everyone can share information or messages from their mind to others.[2]

The usage of social media by youths has become a way of life, and personal activities are made public. Young people spend more time on social media rather than doing exercises in the real world. This is supported by the complete aspects of satisfying teenagers' lives, such as hobbies or entertainment. It is not wrong that if social media has become the lifestyle of young people today.

According to O'Keeffe and Clarke-Pearson, there are several benefits to using social media at the American Academy of Pediatrics. They believe one of the most important benefits of social media is that it enhances the way individuals understand themselves by engaging with others and being creative through blogging. This leads to better results in the work of each school. Another significant benefit, according to O'Keeffe and Clarke-Pearson, is that using social media allows students to improve their learning because they have the opportunity to share knowledge and do group projects more efficiently.[3]

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[2]. Tarek A. El-Badawy and Yasmin Hashem, "The Impact of Social Media on the Academic Development of School Students," *International Journal of Business Administration* 6, no. 1 (December 16, 2014), 46.

[3]. G. S. O'Keeffe, K. Clarke-Pearson, and Council on Communications and Media, *"The Impact of Social Media on Children, Adolescents, and Families,"* (PEDIATRICS 127, no. 4, 2011), 800–804.

Social media has become a place for billions of people worldwide from all backgrounds to convey their messages and thoughts through the platform.

One of the most used social media by people today is youtube. A video-sharing platform where users or content creators can create video content that they are interested in. The content creator will attract viewers through content that their viewers also like.

On YouTube, there are so many video creators who create content about English. Their content teaches the viewers about the US or UK Cultures, Grammar, Pronunciation, Vocabularies or many more. This kind of people called a Youtuber.

Marina Mogilko, a Russian Youtuber who has a channel on Youtube called "Linguamarina." She is originally from Russia, but Now she lives in Silicon Valley, San Fransisco, California, USA. She has made various videos about teaching English. Her subscriber comes from any country and region. Marina has inspired other people to speak English and learn about it. She has made 3.9 Million Subscribers (update on June, 30nd 2021). It is mean numerous people follow her content to build or improve their English skill.

From the things that have been described above about how Marina has done to make 3.9 million subscribers in Teaching English on Youtube. Based on the description above, the researcher wants to research **"Learning English with Youtuber: A Descriptive Study.".**

B. Research Question

1. What proves the presence of the Linguamarina channel influence

Youtube users to Learn and Improve English?

C. The objective of the study

1. To Find out what proves the presence of the Linguamarina channel

influence others to Learn English.

D. Significances of the Study

This research is expected to be able to provide information about

how Linguamarina Channel influences others to learn English.

E. The Scope of the Study

To focus on the problem, it is the scope of the study that will state

Researchers focus on the phenomenon of Linguamarina Channel influence

her viewers on Youtube to learn English. At the same time, Observation and

Documents will seek to investigate more about the phenomenon.

F. The Terminology

1. Youtuber

According to Driessen in Martinez and Olsson state that Youtuber

can be interpreted as a microcelebrity that is often ordinary people who have

gathered a substantial number of followers or subscribers on social media platforms. [4]

2. Descriptive study

According to Gall, Gall, and Borg in Nassaji, the goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data.[5]

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[4]. Carolina Martínez and Tobias Olsson, *Making Sense of YouTubers: How Swedish Children Construct and Negotiate the YouTuber Misslisibell as a Girl Celebrity,* Journal of Children and Media 13, no. 1 (January 2, 2019), 36.

[5]. Hossein Nassaji, *Qualitative and Descriptive Research: Data Type versus Data Analysis,* Language Teaching Research 19, no. 2 (March 2015), 129.

CHAPTER II

LITERATURE REVIEW

A. Learning English in Digital Era

In the twenty-first century, English learning has evolved to the point where the Instructor or Teacher is no longer the primary source of information but rather a facilitator. It means that instead of being the objects of learning, students have become the subjects of learning.[6]

In this century, the students are encouraged to be the subject of the lesson. They can take part in sorting out the information they get themselves. They are no longer dependent on the teacher as a facilitator. Still, digital media can be a substitute for a facilitator as well for them.

In the digital era, English language learning necessitates that all learning elements, including teachers, students, and infrastructure, have a shared vision and objective, resulting in an independent learning activity. As a result, the outcomes are in line with digital citizenship.[7]

It is essential to investigate how digital technologies affect our everyday life inside and outside the educational environment. Our recent inquiries indicate that these so-called digital natives are far from being a unified group[8]

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[6]. Arif Suryo Priyatmojo and others, eds, *LEARNING ENGLISH IN THE DIGITAL ERA,* (Semarang: UNNESPRESS, 2018), 1.

[7]. *Ibid.*

[8]. Kirsti Lonka and Vincent Cho, *Innovative Schools: Teaching & Learning in the Digital Era,* (n.d.), 78.

B. Influencer

According to Szczurski, To be an Influencer, someone must have passion, and with the passion, they are able to share it in an entertaining way through social media platforms. The passion of influencers must be represented in their lifestyle and achievement or skill.[9]

Someone who is called as an influencer means someone who can give a sense of enthusiasm and also a positive influence for their followers. Influencers will show their passion to their followers. Through their lifestyle, their followers will follow as trendy and attractive thing.

According to Kadekova & Holiencinova In Anjani & Irwansyah. Influencers have the power to influence the purchasing decisions of others because of the authority, their knowledge, position, or relationship with their audience. However, an important note is that these people are not simply marketing tools but more of a social relationship asset to collaborate to achieve marketing goals.

An influencer is believed to have the power in terms of influencing something to his followers. That strength is obtained through close relationships with their followers. Their followers can be easily influenced because of the Influencer's knowledge and skills on what their followers need.

Influencers are identified according to the number of followers they have on social media. A celebrity influencer describes someone who is has gained influence because of his fame. Because of popularity, these types of

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[9]. Marcin Mateusz Szczurski, *Social Media Influencer- A Lifestyle Or A Profession Of The Xxist Century?,* New Zealand (2017), 4.

influencers usually have a high price range to use its impact on others. Furthermore, Influencers are divided into three different categories, these categories regarding the number of followers and their social status on the media social, namely;

1. Mega Influencer or Celebrity Influencer

Mega Influencers usually consist of celebrities, actresses, actors, athletes, or public figures. Celebrities carry the image of a brand or supporters through the media. Influencer marketing agencies have an extensive reach (has up to a million followers), they are very excited about low involvement (2% -5%). They provide high topical relevance but brand relevance low. They also have the lowest ability to direct the desired action from the audience on behalf of the brand, though they are best for impression and awareness.

2. Macro Influencer or Opinion Leader

Macro Influencers consist of existing bloggers or journalists who have an affinity with their followers. They have resonance and the ability to convey an action that influences their followers on social media and provide a significant influence on purchasing behavior of the items they promote on social media. When a customer wants to buy something new, and for the first time, a recommendation from an opinion leader helped them reduce the risk of buying something new that they weren't familiar with previously.

3. Micro-Influencer

Unlike traditional celebrities, micro-influencers have a larger audience a little. Which they guard strategically through consistent

communication. Micro-influencers are the ones who are described as a person who is victorious, talented, and attractive to admiration, association, and aspirations. They are capable of sparking consumer desires, and belonging positively impact brand attitude and loyalty as they can forward their recommendations to a large scale of their followers. They are everyday consumers, with abilities leading to high engagement (26% -60%) of his followers.[10]

In this study, Influencer is a term that is needed. Because this study wanted to know the presence of English Influencer or Youtuber can influence Youtube users to learn English. In this study, the Youtuber or Influencer used is LinguaMarina.

C. Motivation

According to the PMBOK definition, motivation is "Powering people to achieve high-performance levels and overcoming barriers to change."Psychologists have provided different purposes according to attitude to the motivation phenomenon, which is briefly mentioned below:

The motivation was inspired by the Latin term "Move" For the first time, which means movement, and it is an English word. Motivation is a force that causes people to behave particularly. According to the management point of view, the aim of creating motivation in employees is to have a behavior that brings the highest benefits for the organization. Although motivation researchers study this issue based on how behavior strengthens and leads to specific goals, consequently study of motivation is research for "Event condition," which gives power and direction to

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[10]. Sari Anjani and Irwansyah Irwansyah, *Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [The Role Of Social Media Influencers In Communicating Messages Using Instagram],* Polyglot: Jurnal Ilmiah 16, no. 2 (May 7, 2020), 203.

behavior. Whenever we consider an event condition for assertive and guided behavior, we enter the territory of motivation. Motivation is the force that causes movement in humans. Any agent that causes (internal or external) activity in a living creature is considered a kind of motivation.[11]

According to Gardner, motivation is the combination of attempts plus desire to learn the language plus favorable attitudes toward learning the language. Oxford and Shearin defined motivation as a desire to gain an objective, combined with the energy to work towards that objective. Narayanan said that motivation is the reason or reasons behind one's actions or behaviors[12]. Motivation is the reason underlying behavior. Broussard and Garrison defined motivation as the attribute that moves us to do or not to do something.

D. Mobile Application

Mobile applications are consist of software/set of program that runs on a mobile device and perform specific tasks for the user. Mobile application is a new and fast-developing Segment of global Information and Communication Technology. Mobile application is easy, user-friendly, inexpensive, downloadable, and run able on most mobile phones, including affordable and entry-level phones. The mobile application has broad uses for its vast functioning area like calling, messaging, browsing, chatting, social network communication, audio, video, game, etc. In a large number of mobile applications, some are pre-installed on the phone, and others users can download from the internet and install it on a mobile phone. This sizeable mobile application market is served by increasing mobile

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[11]. W. Akram et al., *A Study On Positive And Negative Effects Of Social Media On Society, (*International Journal of Computer Sciences and Engineering 5, no. 10, 2017), 351.

[12]. Mimin Aminah and Muhammad Anjar Nugraha, *The Effect Of Intrinsic Motivation On English Language Learning Among Secondary School Students*, 9.

application developers, publishers, and providers. From the technical point of view, the different mobile applications are run-able in other managed platforms like iPhone, BlackBerry, Android, Symbian, windows; also some virtual machines such as Java/J2ME, BREW, Flash Light, Silverlight.

According to the application area, there are different categories of the mobile application.

1. Communications: Internet Browsing, email IM client, Social Networking.

2. Games: Puzzle/ Strategy, Cards /Casino, Action/Adventure.

3. Multimedia: Graphics /Image viewer, Presentations viewers, Video Players, Audio players.

4. Productivity: Calendars, Calculators, Diary, Notepad/Memo/Word Processors, Spreadsheets.

5. Travel: City guide, Currency converter, Translators, GPS/Maps, Itineraries / Schedules, Weather.

6. Utilities: Profile manager, Idle screen/Screen saver, Address book, Task manager, Call manager, File manager.[13]

E. Social Media

Social media is a platform that many people use to be able to interact with each other. They will share messages or things with each other. They

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[13]. Rashedul Islam, Rofiqul Islam, and Tahidul Arafhin Mazumder, *Mobile Application and Its Global Impact,* International Journal of Engineering 10, no. 06 (2010), 7.

will not infrequently share the same personal interest or activities, hobbies, and everything related to one another. [14]

Social media is a platform that can share many things with fellow users. Social media is the right place to socialize between one user and another in sharing things that attract the same interpersonal interest. A strong bond is formed between its users, which affects their lifestyle.

Individual interaction on a broad scale became easier for individuals than ever before due to the emergence of digital and mobile technologies; as a result, a new media age was formed, with interactivity at the center of new media functions. One person could now communicate with another. There were a lot of them, and fast feedback was a possibility.

Citizens and customers used to have restricted and relatively subdued voices, but now they can share their thoughts with a large number of people. Because of the low cost and accessibility of modern technology, individuals today have more options for media consumption than ever before — instead of only a few news outlets. They can now seek information from a variety of sources and discuss it with others via message boards. Social media is at the heart of this continuing change.

Kaplan and Haenlein defined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-

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[14]. Akram et al, *A Study on Positive and Negative Effects of Social Media on Society*, 3

generated content".[15] The exchange of content means that every post that someone posts will also be seen by other users, which may also inspire or inspire among users.

Boyd and Ellison define Social Network Site, an important category of social media, as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" By definitions, social media provides an interactive web-based platform to users for sharing and discussing own ideas. According to social constructivism, sharing and discussion is effective way for building new knowledge.[16] Social media is a web-based socializing place where users can interact and discuss various ideas from their heads. As a social theory of constructivism says, discussing and sharing is an effective way of finding new knowledge.

The use of social media has also begun to permeate educational institutions. YouTube videos and podcasts are commonly used in the learning experience, either during class or asynchronously outside the physical classroom. Besides discussing and sharing ideas, social media can also be used as educational penetration. Social media that have the capacity to share ideas and discussions should also be a place to share knowledge.

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[15]. Feridun ÖZÇAKIR, Mehmet Fatih ERKOÇ, and Şahine ÖZÇAKIR, "The Use of Social Media In Education: A Review of Recent Research" (2015), accessed August 16, 2021, http://rgdoi.net/10.13140/RG.2.1.1310.7924..

[16]. *Ibid.*

F. Youtube

Youtube.com is a website that focuses on sharing media in the form of videos. Anyone can post any videos they want to share on this platform. The videos can be in the form of daily life or what is often called daily-vlog. In addition to daily vlogs, Youtube users can also share cooking videos, social experiments, and even educational videos.

It was launched in June 2005 by Chad Hurley, Steven Chen, and Jawed Karim. Youtube has become such a leading digital platform and one of the biggest now. This platform has also arrived in purchase with google in November 2006 and became a subsidiary of the giant Google.

In 2018, CEO of Youtube Susan Wojcicki declared Youtube has 1.8 billion users registered, and that number does not include youtube viewers who did not report their account. Also, on their official website https://www.youtube.com/intl/id/about/press/ it was written that youtube has 2 billion users, which means that it constitutes almost a third of the total internet users. Has users in more than 100 countries 80 languages.[17]

It also makes YouTubers (the term for regular video content creators on the platform) compete to make videos to get paid money from the Google Adsense they activate. As the owner of YouTube, Google pays video content creators through Google Adsense as a form of appreciation. It is not surprising that YouTube video content is now increasingly diverse.

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[17]. Youtube.com, *"Youtube dalam Angka"* accessed on 27 june 2021.

Mullen and Wedwick argue in their research study that modern technology should be integrated into classroom instruction to help students gain the abilities they will need in our new digital world.[18]

By that statement in this research. The researcher committed to research that impacts English teaching and learning with the digital world as the primary focus.

Educators are responsible for preparing kids for the future, and technology is an essential part of that future. The phenomenon of technology is at the forefront of education, as is preparing pupils for the future. The New York State Department of Education has set guidelines for instructional technology because it has become such a hot topic.[19]

1. Youtubers

Youtuber is a content creator who uses Youtube as their primary platform to share the content they create. Youtuber is currently a pretty promising job for people. Many of the artists even now have made their channels to increase their coffers of money. This is due to the high income from videos that their fans watch on YouTube. As explained in the previous point, YouTube provides salaries for Youtubers who have a lot of viewers and subscribers. The numbers are fantastic too. YouTubers can even earn up to millions of dollars in profits every month, depending on the number of views of their videos that YouTube users watch.

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[18]. Norlidah Alias et al., "A Content Analysis in the Studies of YouTube in Selected Journals," *Procedia - Social and Behavioral Sciences* 103 (November 2013): 10–18.

[19]. Ibid.

2. Channel

Youtube channel is a part of Youtube itself. Channel is a place for a collection of YouTube videos by a Youtuber or a Youtube account. This channel has a number called subscribers, which is another word for the followers of a YouTuber or content creator.

G. Linguamarina Youtube Channel

Marina Mogilko is a Russian woman who created her video in December 2014. When she was applying for an MBA program in the United States, she began filming a video in Russian. She felt friendless as an overseas student attempting to acquire financial help and interacting with other applicants. She planned to share her trip on YouTube and use the comment section to interact with other applicants.

Linguamarina (an English channel), Silicon Valley Girl (a channel about living in Silicon Valley, San Fransisco), and a Russian channel are the three channels she manages in two languages. She reached over 4 million subscribers from all around the world. Her videos inspired people to learn English.

Figure 3.1
Linguamarina Youtube channel

H. Previous Study

Several previous researchers researched learning English and also YouTubed comments as data from their research. Those research have the exact term or are related to some time in this research.

1. YouTube as a Media in English Language Teaching (ELT) Context: Teaching Procedure Text by Abdul Khaliq R. Nasution.

The researcher of this research aimed to present a video on how to manufacture or accomplish anything, or in other words, "process." The goal of the learning outcome is for the pupils to become more knowledgeable. Understand procedural text, particularly how to create and identify it. The purpose of this article is to determine whether YouTube is useful as a learning tool. They are making the media work for us will assist us in the teaching and learning process.

The Researcher also used YouTube as learning media in EFL learner's classes because they wanted to make students more understand about procedure text. As a result, this research aimed to provide some practical advice for EFL students who wanted to use YouTube as a learning tool. To have a positive impact on their learning through the use of learning media. Media that would help them develop their writing skills and in areas

such as dialogue, listening, and others can assist pupils in comprehending English.[20]

The Similarities with this research are Nasution's research related to this research because Nasution's use youtube as the primary media to do the research. This research also has the aim to use Youtube as a learning tool.

The difference to my research Nasution's research does the research with students and teachers to be included in this research. But, my research does not include the participants such as Students and Teachers in the study. This research used a Youtuber channel as part of gathering data.

2. Effectiveness of Using Youtube Video in Improving Students' Speaking Skill Through Asking and Answer Questions (A Pre-Experimental Research at SMA Negeri 7 Selayar). By Andi Putrawansyah

The research aimed at finding out the significance of using youtube video materials in teaching speaking. The term "youtube video material" refers to a study piece converted into a video format using YouTube's application. It was a procedural text that was designed. This study aims to assess students' speaking abilities in terms of communicating effectively, using YouTube video material, and asking and answering questions to improve vocabulary and pronunciation.

This study used an experimental procedure using a one-group pre-test and post-test. The subject of this study was chosen utilizing the purposive sampling technique. Oral tests were used to obtain the research

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[20]Abdul Khaliq R. Nasution, "YouTube as a Media in English Language Teaching (ELT) Context: Teaching Procedure Text," *Utamax : Journal of Ultimate Research and Trends in Education* 1, no. 1 (July 14, 2019): 29–33.

instrument. There were two parts to the test: a pre-test and a post-test. Students were given a picture concerning procedure text in the pre-test, and then they had to speak out verbally in front of the class. Students were given three options for the post-test. Students must choose one of the three photographs that have been chosen and then speak up in front of the class orally.

The similarities between previous research and this research are that both types of research chose Youtube as media to do the research and the research has some term that is aimed to make Youtube as learning media.

The differences of both research were the previous research did field research to gather the data. Previous research also used pre-test and post-test as procedures to obtain the information or data. The following research gathered the data from the channel Youtube of a Youtuber.

3. Nilai Budaya Khalayak Digital Dalam Komentar Pada Pemberitaan Kali Sentiong Di Kanal Youtube Detikcom By Fera Rahmatun Nazilah.

This research was conducted to see the practice of cultural values and values that appeared in the comments on the news of Kali Sentiong on the Detikcom youtube channel. The author used a virtual ethnography method with the cyber media analysis (AMS) technique which Rusli Nasrullah coined. This research method tried to record how culture, interactions, and structures form the reality of cyberculture.[21]

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[21]. Fera Rahmatun Nazilah, *Nilai Budaya Khalayak Digital Dalam Komentar Pada Pemberitaan Kali Sentiong Di Kanal Youtube DETIKCOM,* (Skripsi, Journalistic Studi Program faculty of da'wah and communication science of UIN Syarif Hidayatullah, 2019)

The similarities between previous research and this research lay in the method of cyber media analysis. Both studies also used the same data, namely from comments on a YouTube video, and the difference lay in the context. If the context of previous research is related to the audience's culture, but in the current research, this research was related to education.

Chapter III

RESEARCH METHOD

According to Sugiyono, The research method is a scientific way to obtain data with a specific purpose and use. Based on this, four keywords need to be considered, namely the scientific method, data, purpose, and usability.[22]

A. Research Approach

This research was qualitative as its method. According to Lichtman in Suwarsono: "Qualitative research is a general term. It is a way of knowing how a researcher gathers, organizes, and interprets information obtained from humans using their eyes and ears as filters. It often involves in-depth interviews and observations of humans in natural, online, or social settings. It can be contrasted with quantitative research, which relies heavily on hypothesis testing, cause and effect, and statistical analyses".[23]

Bogdan and Moleong stated that qualitative research is defined as a "research process that yields" descriptive data in the form of written or spoken words from individuals, as well as observable behavior. Qualitative research is based on the background natural background holistically, positioning humans as tools for research, conducting inductive data analysis, prioritizing the process rather than the results of the research carried out is agreed upon by the researcher and research subject.

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[22]. Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* (Bandung: Alfabeta.CV, 2013).

[23]. St. Suwarsono, *"Pengantar Penelitian Kualitatif "* (2016), 1-8

In general, researchers concluded that research using qualitative descriptive produces descriptive data in the form of written or spoken words from people and observed behavior, which aims to make a systematic description or description of the relationship between the phenomena being investigated.

In this study, researchers carried out or drew a systematic description of the relationship between 2 phenomena that occur, namely: the presence of the Linguamarina Youtube channel through English learning video content and Linguamarina influence Youtube users to learn English.

According to Mukhadis, Ibnu, and Dasna in Kusumastuti and Khoiron: inductive reasoning begins with observing certain things, such as factual information. This research's final report has a flexible framework or structure.[24]

This qualitative approach to linked study uses a subjective assessment of attitudes, opinions, and behavior. In this case, research is essential. Generally, technique focus group interviews, projective techniques, and in-depth interviews were used. Furthermore, this study used a description as the level of giving information. Descriptive research is intended to describe a social phenomenon, situation, or event in the field.

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[24]. Adi kusumastuti and Ahmad Mustamil Khoiron, *Metode Penelitian Kualitatif*, (Semarang: Lembaga Pendidikan Sukarno Pressindo, 2019), 3.

B. Data Source

There were two sources of data, namely primary data and secondary data. These data can be collected using the following methods: questionnaire, interview guide, observation, and documentation.

Data were collected and analyzed; data only becomes information suitable for deciding on some fashion. Gathering data can be accomplished through a primary source (the researcher is the first person to obtain the data) or a secondary source (the researcher receives the information that other sources have already collected, such as data disseminated in a scientific journal).[25]

This research used two methods to collect data, namely: observation and documentation.

1. Observation:

Observation is one of the most significant and one of the most diversified research tools in the social sciences. The phrase encompasses a variety of styles, strategies, and approaches that can be difficult to compare in terms of implementation and expected outcomes; the choice must be tailored to the study topic and scientific setting. In truth, most people's daily social lives are built on observation; we are keen observers of other people's behaviors and their environment.[26]

In terms of observation, the researcher joined the research field to find the video content, types of video content, Marina's interactions with the

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[25]. Oluwatosin Victor Ajayi, *Primary Sources of Data and Secondary Sources of Data,* (2017), 4.

[26]. Malgorzata Ciesielska, Katarzyna W. Boström, and Magnus Öhlander, *Observation Methods,* in *Qualitative Methodologies in Organization Studies*, ed. Malgorzata Ciesielska and Dariusz Jemielniak (Cham: Springer International Publishing, 2018), 33.

audience, the number of subscribers, the number of viewers, and the number of comments.

2. Documentation:

A "document" is a collection of data that is generally permanent and can be read by humans or machines, independent of the medium on which it is recorded. A document is a collection of information on related topics organized and presented as a single unit for a specified purpose. Documents that can be utilized for systematic evaluation as part of a study come in many shapes and sizes. Advertisements, agendas, attendance registers, meeting minutes; manuals; background papers; books and brochures; diaries and journals; and event programs are just a few examples.[27]

In terms of documentation, the Researcher used comments from audiences of 10 videos on the Linguamarina Youtube channel as data of the research.

C. Collecting Data Technique

1. Editing: a re-examination of the data obtained, especially in terms of completeness, clarity of meaning, and harmony of meaning between the one another;

2. Organizing: organizing the data obtained with a framework that is already required;[28]

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[27]. Glenn A. Bowen, *Document Analysis as a Qualitative Research Method*, Qualitative Research Journal 9, no. 2 (August 3, 2009), 27.
[28]. R Poppy Yaniawati, *Penelitian Studi Kepustakaan,* 31.

D. Analysis Data Technique

The data analysis technique used in this study is descriptive analysis, which provided an overview of Marina Mogilko's YouTube channel that teaches English, namely "Linguamarina." This is where the channel could influence other people to learn English further.

Based on Yaniawati. It is said that data analysis (continued) has five ways, namely:

1. Deductive; thinking that departs from general facts then is drawn to a specific conclusion.

2. Inductive; draw a finding or conclusion from a concrete situation to abstract things or from a different understanding particular to a general sense.

3. Interpretive; interpret meaning into a normative definition.

4. Comparative; compare the object of research with the concept of comparison.

5. Historically; perform an analysis of events in the past to know why and how an event has occurred.

However, two approaches chose among the five that are appropriate for the title and study aims. As a result, the researcher chose two options: Inductive and interpretive.

The following are 10 videos used by researchers as data collection:

No	Title Video	Total			
		Viewers	Like	Dislike	Comments
1.	How Writing Online Can Make You a Millionaire.	228.529	12.000	148	706
2.	How to speak English FAST and understand natives | EVERYTHING YOU NEED TO KNOW IN ONE VIDEO.	1.811.002	72.000	914	2.173
3.	Learn Present Perfect Easily in 9 Minutes.	1.112.175	64.000	583	1.828
4.	VOCABULARY THAT NATIVE SPEAKERS USE IN ENGLISH.	2.915.009	160.000	1.300	5.768
5.	14 OVERUSED ENGLISH WORDS - Stop Using Them! Use these alternatives	1.350.300	82.000	456	2.076
6.	I am afraid to speak English – ACTION PLAN	624.338	36.000	225	1.493

7.	15 OVERUSED ENGLISH WORDS you should try to AVOID.	970.504	72.000	452	2.900
8.	English Vocabulary in the Kitchen.	306.849	25.000	179	1.400
9.	Native English Speakers DON'T SAY this | Annoying Grammar Mistakes in English.	483.691	23.000	447	1.100
10	HOW TO LEARN ENGLISH – TIPS TO BECOME ADVANCED.	1.390.354	56.000	734	2.700

Table 3.1

Note : The researchers reveived the data on October 10, 2021

CHAPTER IV

FINDING AND DISCUSSION

This research was a descriptive study as the level of providing information. A descriptive study was to characterize a phenomenon and its characteristics. This study was more interested in what happened than how or why something happened. As a result, observation and document tools are frequently utilized to collect the data. This research applied qualitative methods as its approach.

A. Descriptive about Marina Mogilko as a Youtuber

Marina Mogilko is a Russian woman who created her video in December 2014. When she was applying for an MBA program in the United States, She began filming a video in Russian. She felt friendless as an overseas student attempting to acquire financial assistance and interacting with other applicants. She planned to share her trip on YouTube with people and use the comment section to interact with other applicants.

Linnguamarina, Silicon Valley Girl, and Marina mogilko are the three channels Marina mogilko has been so far. Each of the three channels has a distinct purpose. Marina's Linguamarina channel is dedicated to helping her subscribers learn and understand English, as well as her own experience studying English as a non-native speaker. The next channel is "silicon valley girl," which Marina Mogilko shares her narrative while living in San Francisco and stories about work and lifestyle

recommendations. The last channel, Marina Mogilko, is for her Russian-speaking subscribers.

The three channels have various subscriber counts. The Linguamarina channel has the most, with 4.46 million subscribers, followed by the "marina mogilko" channel with 1.37 million subscribers, and finally the "Silicon Valley Girl" channel with 500.000 subscribers. As of October 10, 2021, the researcher has this information.

Apart from being a YouTuber, Marina is also a CEO for a company she founded called "LinguaTrip" a company engaged in the booking platform for language courses. Apart from the YouTube platform, Marina also uses Instagram as a second platform to develop her influence.
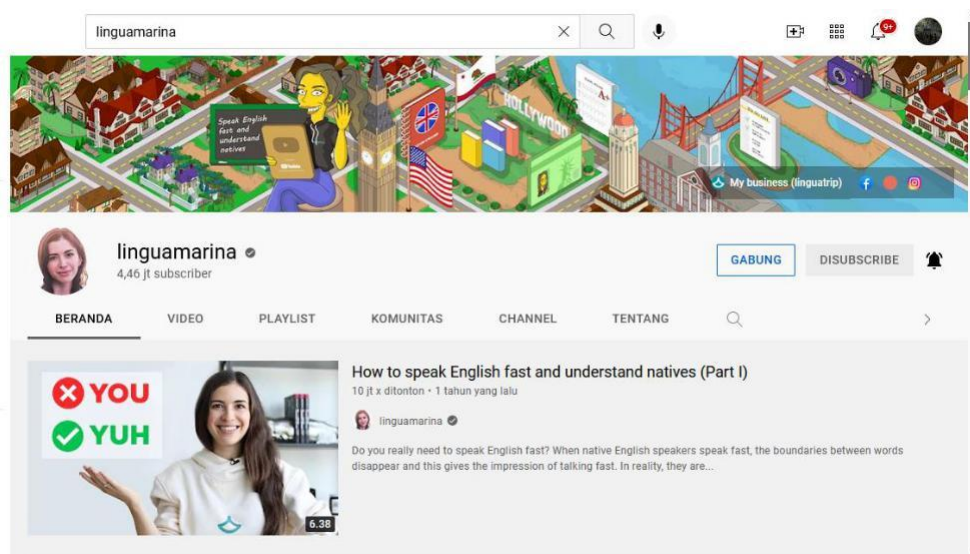
Figure 4.1
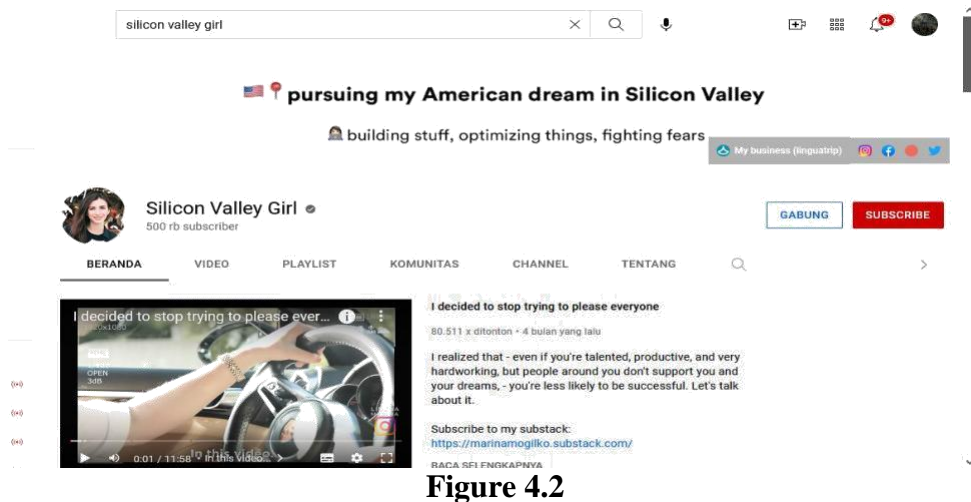
Figure 4.2
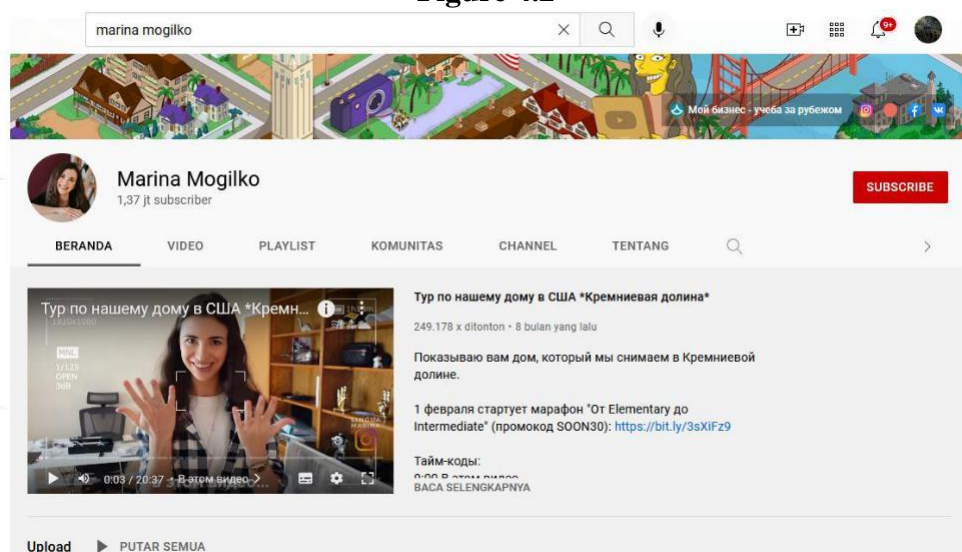
Figure 4.3

B. Descriptive about Research Finding

1. Observation result

The researcher applied observation as one of the instrument to collect the data. According to Sugiyono, observation is a way of collecting data by making direct observations of existing objects, not limited to human behavior only.

In this study, the researchers observed various objects on the Linguamarina Channel, starting from the video content, types of video

30

content, Marina's interactions with the audience, the number of subscribers, the number of viewers to the number of comments. Until the data can be obtained in **table 3.1.**

2. Document Result

In the following finding, the researchers combined the results of ten videos on the Linguamarina channel, and There were ten videos chosen by the researcher because they had several characters. Such as the most views, the most likes, or videos valid for viewers and subscribers.

This finding would answer the research question: "What proves the presence of Linguamarina channel influences Youtube users to Learn English?"

1. **How Writing Online Can Make You a Millionaire.**

Figure 4.4

This video taught how to become an online writer and how to make money from it. Marina offered advice on how to write correctly, from creating an outline of what you want to write to recognizing your target

31

reader, comprehending what you want to write, and using platforms as an online writer.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:
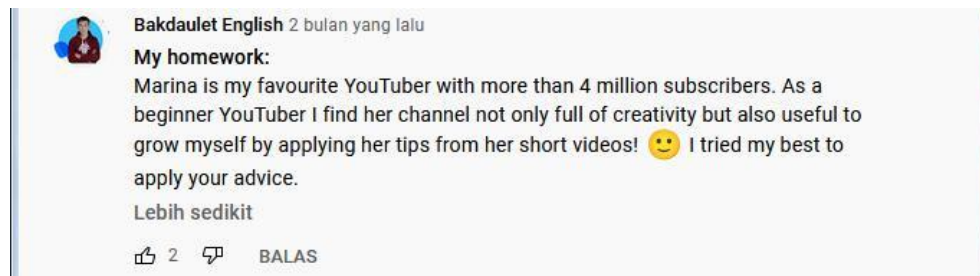
Figure 4.5

From Figure 4.5 a viewer said that Linguamarina or Marina was his favorite YouTuber. As a beginner English YouTuber, he found a Marina channel not only to find out creativity but also to develop himself from the tips that Marina gave from his channel.
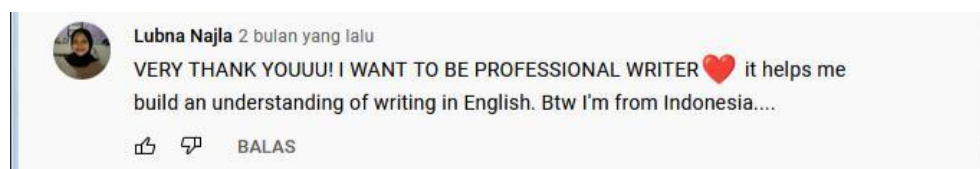
Figure 4.6

"I want to be a professional writer," said Lubna Najla, a watcher with the username Lubna Najla, in the image above. This Lingumarina video also aided her in improving her English writing comprehension.
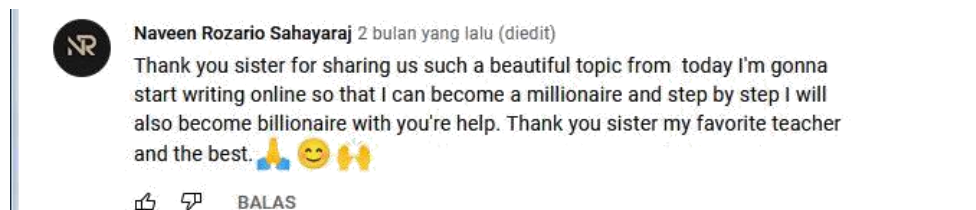
Figure 4.7

From the Figure 4.7, a viewer thanked Marina for sharing such a great topic. From these comments, it can be concluded that he was inspired to start writing online from Lingumarina videos to become a millionaire.
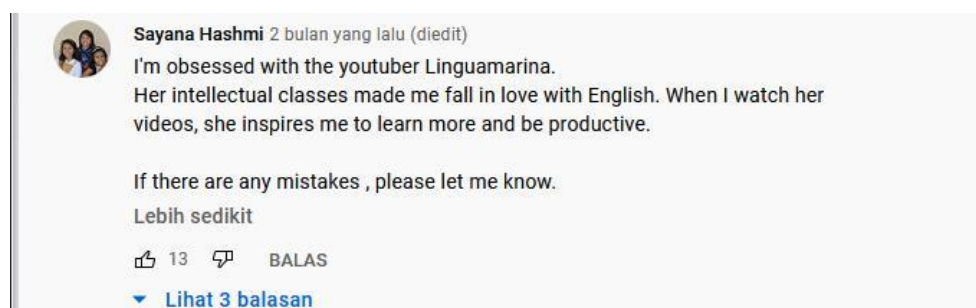

Figure 4.8

Sayana Hashmi, a viewer, said that she was obsessed with Lingumarina. Intellectual Marina made her fall in love with the English language. Marina also inspired her to study continuously and be productive in English.
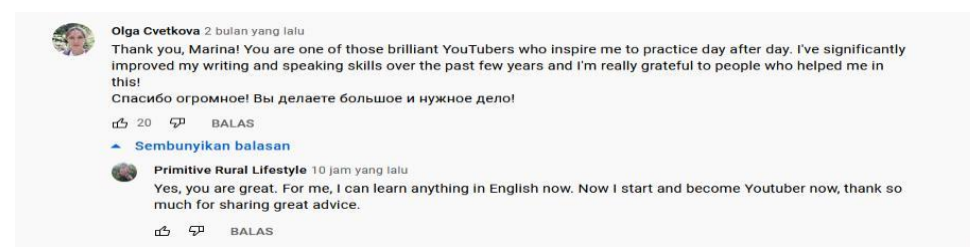

Figure 4.9

Lastly, from the comments on Figure 4.9 written by Olga Cvetkova, Marina is one of those brilliant youtubers who inspired her to practice English every day. She also improved her writing and speaking skills over the years.

2. How To Speak English Fast And Understand Natives | Everything You Need To Know In One Video.
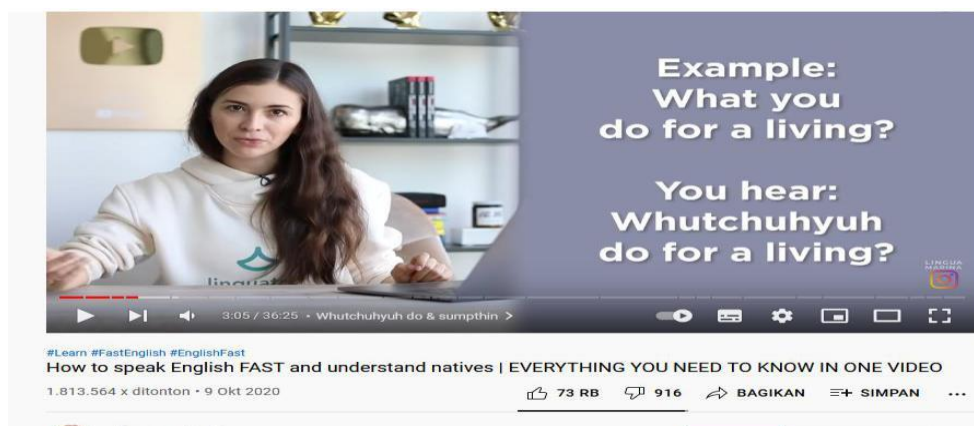

Figure 4.10

Although it is titled "How to speak English fast and Understand Native." Marina did not explain how to speak English fast like native speakers, but she explained how native speakers talk in everyday life. The fact was that native English speakers don't speak fast, but they combine the words they say together instead of separating each word.

The following were comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:
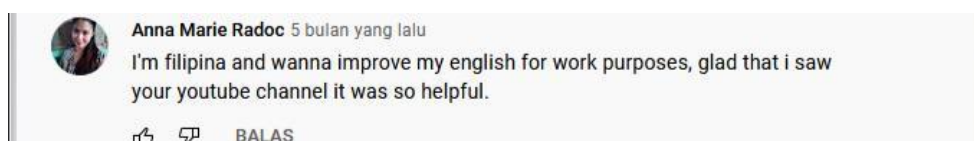

Figure 4.11

Anna Marie Radoc, a Filipino, wants to enhance her English for work objectives in image 4.11. The Linguamarina Channel is also beneficial. This channel, it might be argued, influenced her to learn English further.

Figure 4.12

Further from a comment on figure 4.12. It can be concluded that a viewer said he learned a lot of English from the videos on the Linguamarina channel. This comment was also strengthened by a reply comment that agreed with the first comment.

Figure 4.13

The commentary on figure 4.13 said that Linguamarina's videos keep him learning English. This concluded that the Linguamarina Channel has an influence on him to keep learning English.

Figure 4.14

Marina's teaching style appeals to Tamayo. He devoted a significant amount of time to English study (via Linguamarina Channel). This

demonstrates that someone was motivated to learn English and made significant time sacrifices to do so.

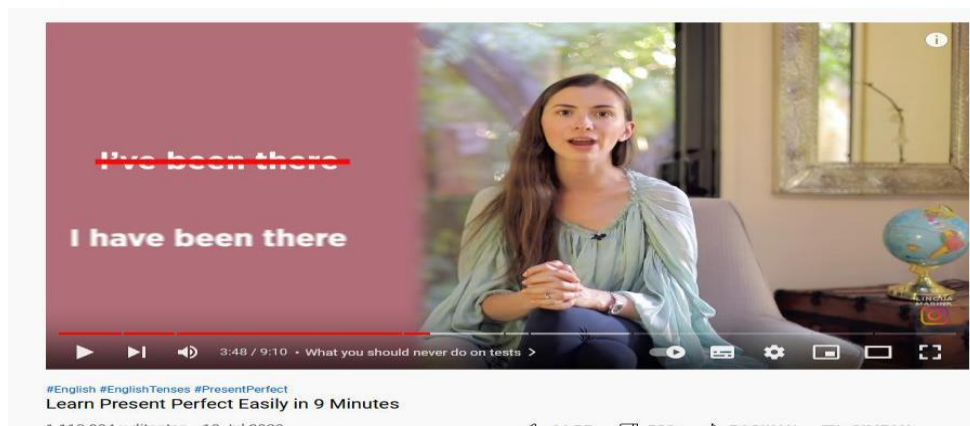**3. Learn Present Perfect Easily in 9 Minutes.**

Figure 4.15

In this video, Marina explained the present perfect form, which is considered confusing for English language learners.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:

Figure 4.16

From Figure 4.16, a Korean said English is not his primary language, but Linguamarina helped him learn English.

Figure 4.17

Although the comments above did not show that he is influenced to learn English from the Linguamarina Channel, his words that said the commentator learned a lot from this video can be categorized as a Linguamarina channel has influenced him to learn the topic that Marina Mogilko is discussing.

Figure 4.18

Same as commented on Figure 4.17. Although the comment in Figure 4.18 did not show a sentence in which the commentator felt inspired to learn English, the commentator said he knew one thing, namely: the difference between the simple past and present perfect tense from the video above.

Figure 4.19

Different from the comments above. Comments from Mohit Sharma said openly that he is motivated to learn English without feeling afraid. Every time he watched Linguamarina's videos.
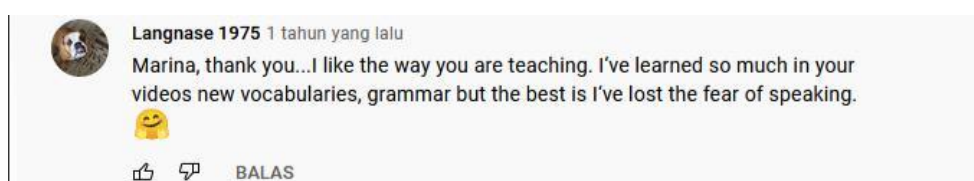
Figure 4.20

Subsequent comments from the user name Langnase 1975 stated that the audience liked the way Marina taught English. He also learned many things from Lingumarina videos, such as new vocabulary, grammar and what he loves most is losing the fear of speaking. From this comment, reaearcher can conclude that Langnase 1975 was motivated to learn English because he said that he learned many things from Linguamarina videos, even he was not afraid to speak English anymore.

4. Vocabulary That Native Speakers Use In English.

#StopSayingVery
VOCABULARY THAT NATIVE SPEAKERS USE IN ENGLISH

Figure 4.21

In this video, Marina explained how English learners often use the word "Very." but in fact, "very" is a not so strong word. These words can be replaced with words that feel more professional and can help improve writing scores. Some examples are "very cold" can be substituted with "Freezing". Then there is the word "very good" can be replaced with "splendid".

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:

Figure 4.22

In the video entitled "Vocabulary that Native Speakers Use in English,". Marina asked the viewers to make a sentence that contained the word "very" in it. After that, the conviction replaced the word very with a more substantial synonym like what he said in the video. It seemed to motivate a viewer in Figure 4.22 to do so. In the end, the commentator managed to do his job well, showing how the audience can receive Linguamarina's way of conveying something. The audience has also succeeded in doing what Marina asked well.
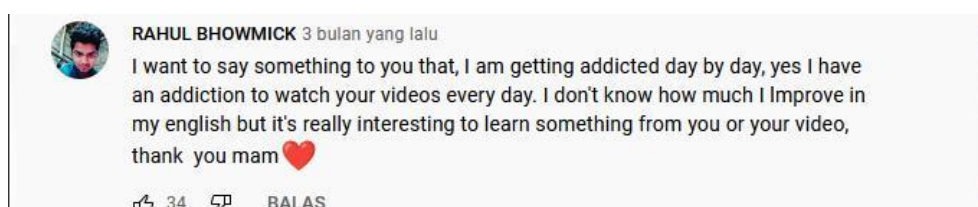

Figure 4.23

The next comment said that the commentator was addicted to watching Linguamarina videos. He felt Linguamarina's videos have made him improve his English skills. This shows that the Linguamarina channel has succeeded in spreading positive things to someone to feel very interested in learning English.
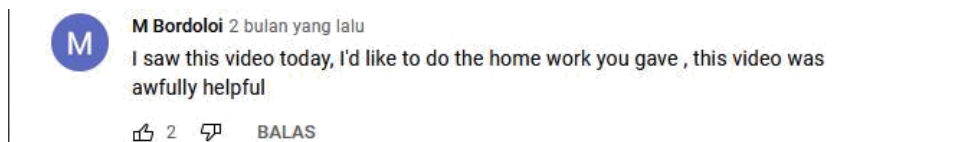
Figure 4.24

In some people doing homework is not fun but Linguamarina managed to inspired someone to make sentences as he asked without feeling forced. This showed how Linguamarina has a significant influence on the desire to learnt English students.

Figure 4.25

The next researcher found a comment that was so interesting for this research. Comments from the username ForceofMind show how the comments answered what the researcher was looking for. The user said in the comments column he started learning English and thanked Channel Linguamarina, But what's more interesting is that this comment is supported by several people who agreed andthat they even plan to create a WhatsApp group to form a community that is interested in learning English.

5. 14 Overused English Words - Stop Using Them! Use these alternatives.

Figure 4.26

The following video explained how to sound like a native speaker. This video shows how to get rid of 14 overused words in English and replace them with any related words or synonyms.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:

Figure 4.27

In Figure 4.27 another comment said the Linguamarina video is very useful for learning English for the commentator.
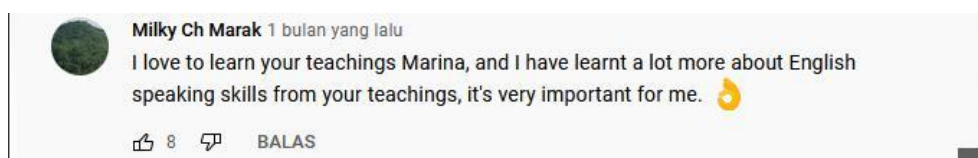

Figure 4.28

Figure 4.28 displayed a comment where a commenter says he likes the way Marina teaches English. The commentator also said that he learned

many things about English from Linguamarina learning, such as speaking skills.

Figure 4.29

The last comment showed a comment saying that Linguamarina's videos are very helpful in learning the commentator's English.

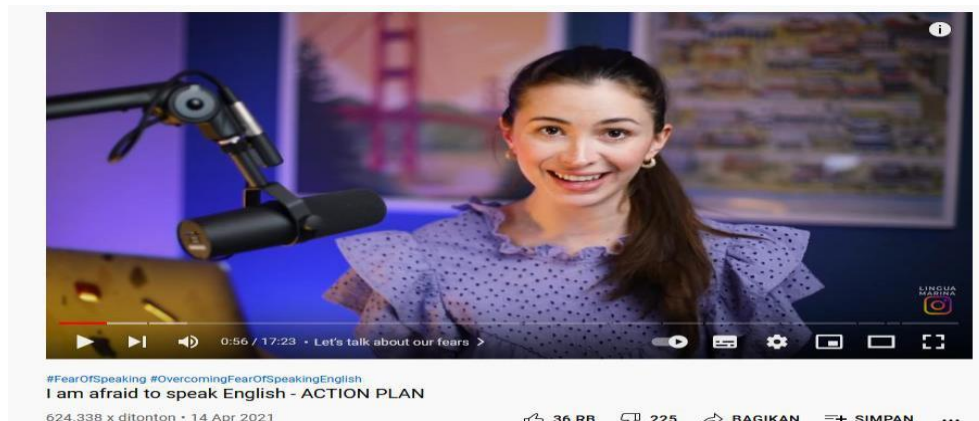## 6. I Am Afraid To Speak English – Action Plan.

Figure 4.30

The video mentions some of the fears experienced by non-native speakers when learning English. Besides that, Marina also gave tips to get rid of those fears.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:

Figure 4.31

A commentator with the username Pink Blusher said that he really learned English from what Linguamarina was given. Pink Blusher never took English lessons before. He also admitted that Marina inspired him.
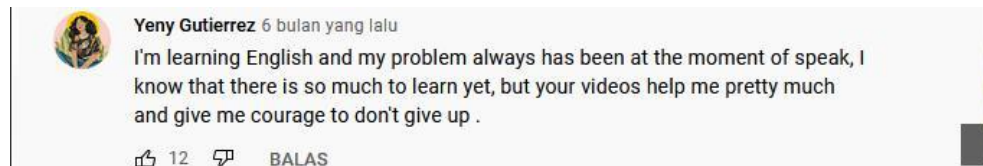

Yeny Gutierrez 6 bulan yang lalu
I'm learning English and my problem always has been at the moment of speak, I know that there is so much to learn yet, but your videos help me pretty much and give me courage to don't give up .
12   BALAS

Figure 4.32

We can deduce from Figure 4.32 that the Linguamarina Channel provides someone the courage to keep working on their English skills. Marina has an indirect positive influence on someone who wishes to continue studying English.
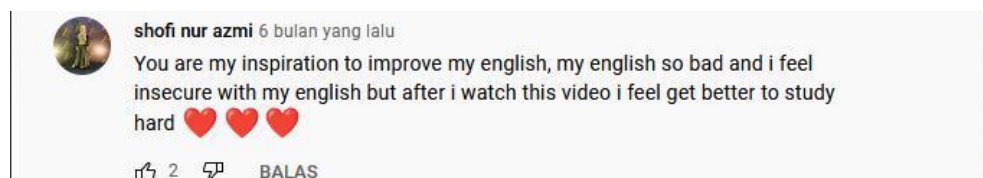

shofi nur azmi 6 bulan yang lalu
You are my inspiration to improve my english, my english so bad and i feel insecure with my english but after i watch this video i feel get better to study hard ❤️ ❤️ ❤️
2   BALAS

Figure 4.33

Similar to the comments on Figure 4.32, the comments on Figure 4.33 also believed that watching videos on the Linguamarina channel has improved their English. According to the commentator, Marina is his inspiration for improving his English skills.
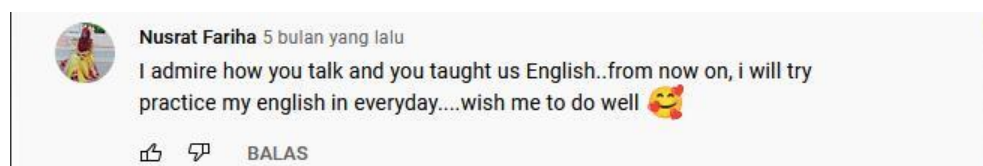

Nusrat Fariha 5 bulan yang lalu
I admire how you talk and you taught us English..from now on, i will try practice my english in everyday....wish me to do well 🥰
BALAS

Figure 4.34

A subsequent comment expressed dismay at how Marina taught her audience English. Even in the comments, the commentator intends to practice his English every day.

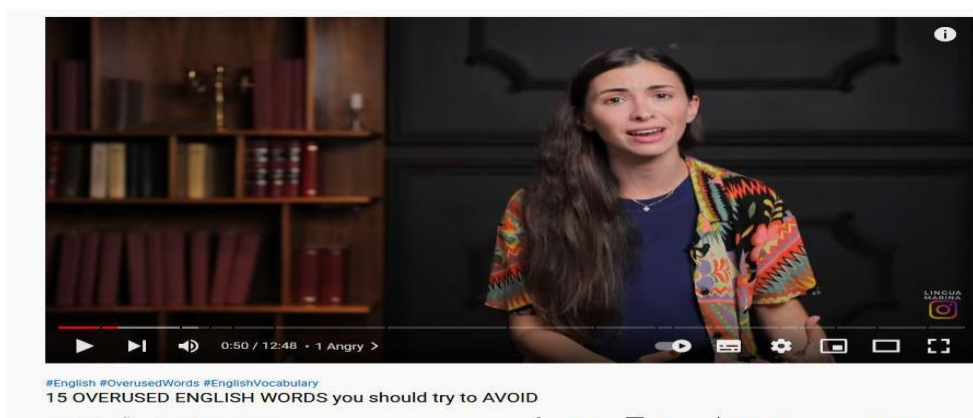**7. 15 Overused English Words You Should Try To Avoid.**

Figure 4.35

The video is one of the videos that discuss vocabulary and improve vocabulary. The video shows 15 words in English that are overused. Marina also added replacement words from the fifteen words or what is called synonym.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:

Figure 4.36

The comments on figure 4.36 provided a statement of the English lessons that Linguamarina is so interesting. Even a commentator, he enjoyed the study.

Babita Sharma 3 bulan yang lalu

Thank you so much sis! I really improved my English very much! Lots of love from India!

Anyone else here from India?

👍 14 👎 BALAS

▼ Lihat 5 balasan

Figure 4.37

The comment above states that he improved a lot of his English in the comments section of a Linguamarina video. It can be concluded that it was the videos or even the Linguamarina Channel that influenced it.
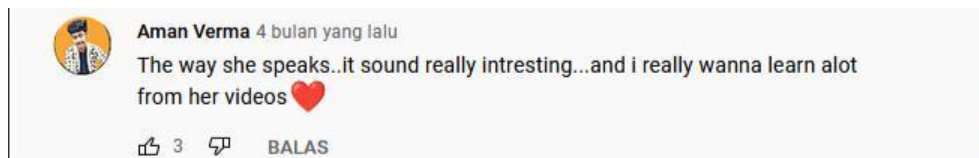
Aman Verma 4 bulan yang lalu

The way she speaks..it sound really intresting...and i really wanna learn alot from her videos ❤️

👍 3 👎 BALAS

Figure 4.38

The statement in Figure 4.38 stated that Linguamarina's way of speaking sounds exciting, and she felt like she wanted to learn a lot from her videos.
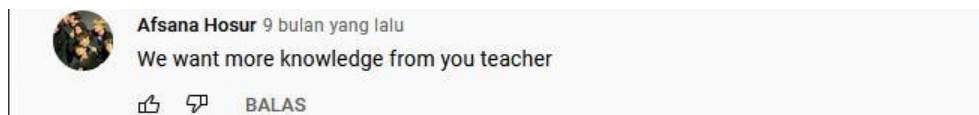
Afsana Hosur 9 bulan yang lalu

We want more knowledge from you teacher

👍 👎 BALAS

Figure 4.39

A commentator also wanted to learn a lot about English from the Linguamarina channel, as shown in Figure 4.39.

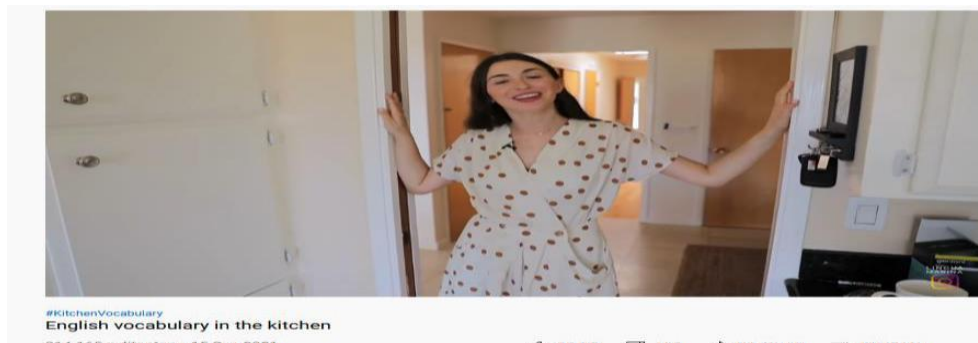## 8. English Vocabulary In The Kitchen.

Figure 4.40

In the video, Linguamarina again provided a video about vocabulary. This time about vocabulary in the kitchen. This video may be very suitable for beginner English learners because it explains the vocabularies in detail by directly showing the items.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:
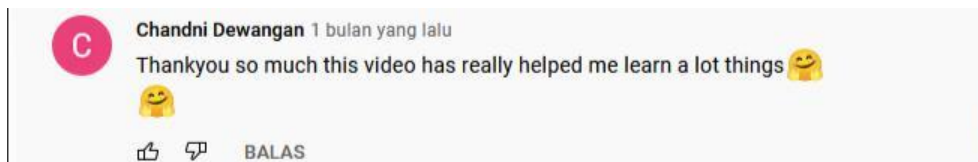

Figure 4.41

The comment above admitted that the video entitled "English Vocabulary in the Kitchen" helped him learn many things. In this case, someone has been influenced to learn English with simple vocabularies that are in the kitchen. By introducing the vocabulary, then the person will improve their English.
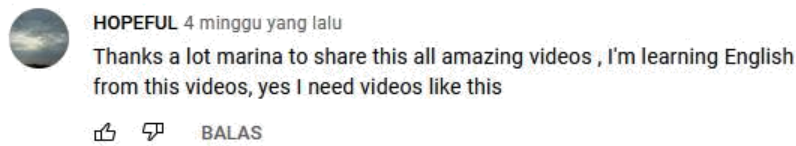
Figure 4.42

Following that, someone thanked Linguamarina for providing such an incredible Video. Because of the video above, he's also studying English. Someone has been motivated to learn English due to such a terrific video, and the commentator appears to be quite interested, stating that more videos like this are needed.
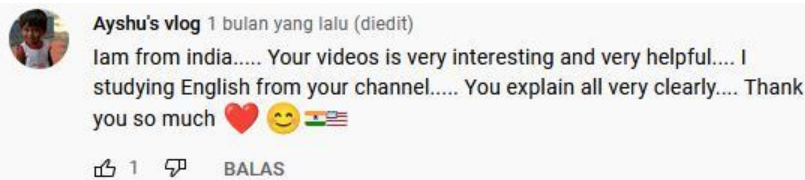

Figure 4.43

The following comment also mentioned that Linguamarina's videos are fascinating and also very helpful. The commentator also learned English from the Linguamarina Channel. From the statement above, it can be concluded that someone has been influenced to learn English thanks to this channel.

Figure 4.44

From the comments on figure 4.44, a commenter has been following Marina for a long time. She also realized that she was developing his

English thanks to this channel. from the comments, it is known that the commentator was influenced to continue studying English with evidence he said that he had followed Linguamarina for a long time
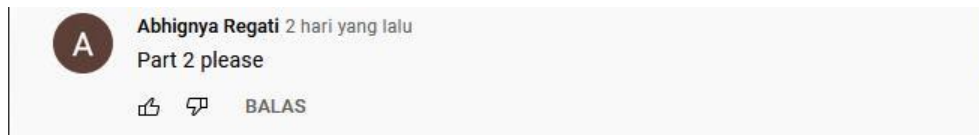

Figure 4.45

From the short comments above, we could conclude that the viewer with the username Abhignya Regati wanted the same video for the second part. This means he draws more attention to videos with simple discussions.

9. Native English Speakers Don't Say This | Annoying Grammar Mistakes In English.

Figure 4.46

In the video above, Marina explained how common grammar mistakes are often made by non-native speakers when using English. Marina also gave other, more correct forms of the word.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:
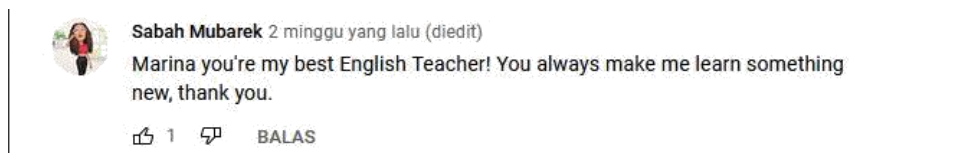
Figure 4.47

The comment above features a statement about how Linguamarina always makes the commentator learnt something new all the time. This shows that the commentator admitted that every time he watched content from the Linguamarina channel, he always got new lessons about the English language.

Figure 4.48

Another commenter in Figure 4.48 stated that he wanted to understand what native English speakers, especially American English were saying, and he also wanted to develop his English skills. The commenter also said that Linguamarina's videos helped him to achieve that.
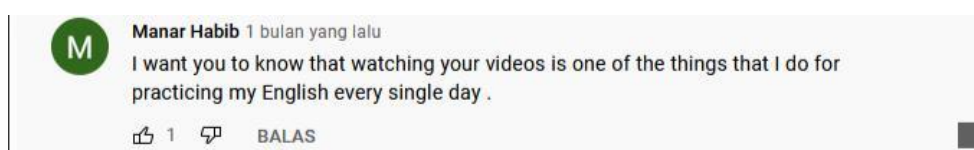

Figure 4.49

From the comments above, we can conclude that the commentator watches Linguamarina videos to improve his English skills
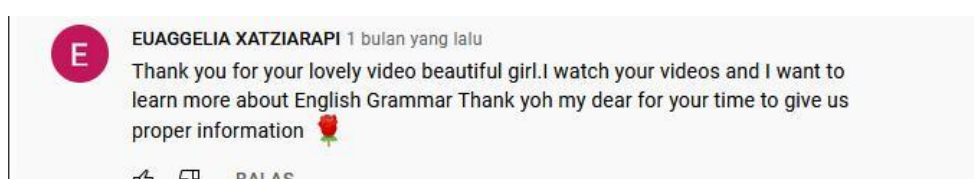

Figure 4.50

The last comment on figure 4.50 said that he wanted to learn English, especially grammar, more because he watched Linguamarina videos.

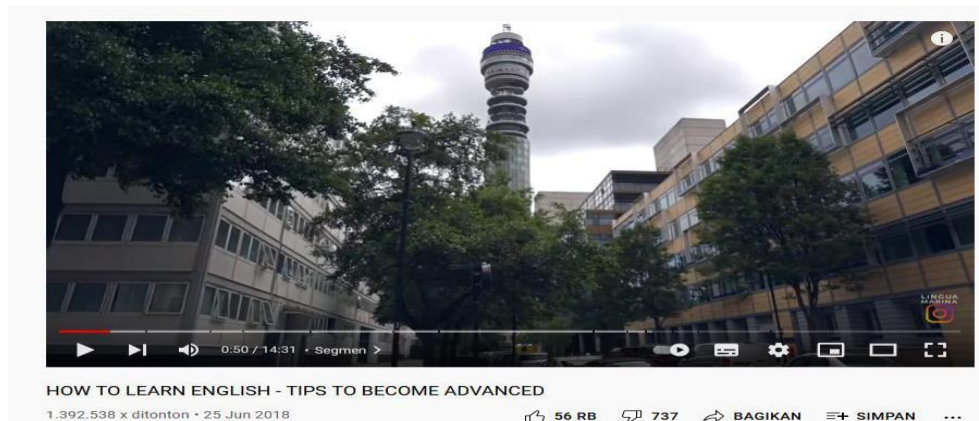**10. How to Learn English - Tips to Become Advanced.**

Figure 4.51

In the video above Marina gave tips on how to learn English. These tips are also very easy to do and simple. Those tips are what Linguamarina did until she became an advanced level.

The following are comments that can be categorized as comments that mention the presence of the Linguamarina channel as a channel that teaches English and the interest of YouTube users to learn English:
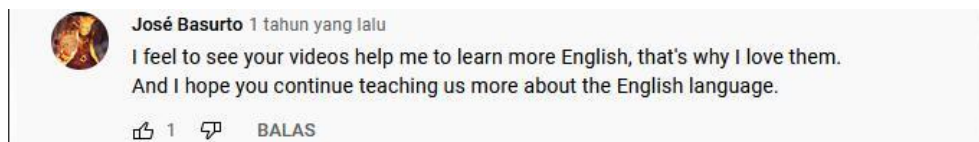

Figure 4.52

The comments above showed how the Linguamarina channel influences its viewers. It is indicated by a comment saying that the commentator wants Linguamarina to continue to teach about the English language.

Figure 4.53

The comment in the form of thank is addressed to Marina for making the commentator want to learn more English. In other words, the Linguamarina channel influences him to want to learn English further

Figure 4.54

The next comment said that Linguamarina has inspired the commentator and provided motivation to live and learn English.

Figure 4.55

The comments above also showed how the commentator wants to improve her English because she watched videos from the Linguamarina channel

D. Discussion

Researcher want to provide clear answers to research questions. Therefore, the Researcher would explain it below clearly. This session will answer or discuss the research question "What proves the presence of Linguamarina channel influence other to Learn English?".

The presence of the Linguamarina channel is liked by viewers or Youtube users, according to the remarks that were summarized at the

document section. Every Linguamarina channel's material received positive feedback from viewers. The existence of Linguamarina content is also welcomed because of Marina's accent and easy-to-understand pronunciation.

Furthermore, the acceptance was also due to Marina Mogilko being categorized as not a native speaker because he was not born and raised in a country with the main language of English, such as giving the audience a relatable spectacle for them, especially non-native English language students. Linguamarina videos seem to represent all the difficulties faced by most English language learners. Such as being afraid to speak English because of fear, then worrying about making grammatical errors, and so on. it also gives an influence for non-native English students to want to learn English through Linguamarina content.

Furthermore, several comments compiled in the document finding section show that most viewers or subscribers from Linguamarina are mostly those who are at the level: Beginner to intermediate. It can be seen from how many grammatical errors in their comments and typing errors.

Researchers also found comments from YouTube users or channel viewers that they were inspired or motivated to learn English because of Marina Mogilko's content on her channel. They mentioned that Marina's videos had made them improve their English skills further, and some were even interested in learning about English.

Some other comments also show that youtube users sometimes ask Marina to upload other videos similar to the types of topics that already

exist to increase the audience's knowledge of a topic in English. This shows that the presence of the Linguamarina channel can influence the audience's curiosity to continue learning English. Marina Mogilko's way of explaining a topic also looks so simple and easy to understand, and that's another reason why the channel now has over 4 million subscribers and millions of likes.

Other than that, based on the theory in chapter 2 on point B regarding influencers, Marina Mogilko can be categorized as a mega or celebrity influencer with millions of followers. This demonstrates Linguamarina's ability to pique the audience's interest in learning English.

Such a significant influence in attracting the audience to learn English because of the Linguamarina channel, even contributing to creating a very positive community of viewers to learn English, to planning to create an online chat group specifically for those who want to learn English.

CHAPTER V
CONCLUSION AND SUGESTION

A. Conclusion

1. According to the comments summarized in the document section, the presence of the Linguamarina channel is liked by viewers or YouTube users. Every Linguamarina channel's content received positive feedback from viewers. This shows that the influence of a Youtuber who teaches English through his content is very welcome. The materials obtained through watching videos from the Linguamarina channel influence people to continue studying English, especially those at the Beginner and Intermediate levels.

2. According to existing theory, Marina has influenced others to learn English and has also become a movement for learning English itself, such as creating chat groups that gather people to learn English or influence others. They should also devote their time to teaching English on the YouTube platform. This is a significant movement that will impact the larger community of people who want to learn English properly.

B. Suggestion

As a student of education who is more concerned with the advancement of education, mainly English, I sincerely hope that media or platforms such as YouTube can be included as a method for learning English. Materials that are not always obtained through school materials but rather through influencers' content have a significant impact on the

development of students' English skills. Linguamarina channel or Marina Mogilko is a small example of the magnitude of digital media's influence on the development of digital learning.

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