

Vlog Media Utilization To Improve English Speaking Skills

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Abstract: *The shifting of English language learning from conventional way to technology-based learning is popular nowadays. The development of technology has given a wide chance for students to find out the best media in supporting them to learn English. One of the media that can be used is Vlog. The main focus of the study was to describe the roles of video blog in improving speaking skill by students' perspective. This study aims at identifying the improvement of the students' performance after learning English using Vlog. This type of research is qualitative research. The subjects in this study were English Department Institut study Islam Sunan Doe, totaling 20 students. Data collection was done through interviews, observation and documentation. The results depicted that there is significant improvement towards students' performance after learning English by using Vlog. Vlog benefits students in improving their English speaking ability. Students' perspective on the use of video blog to improve speaking skill is good through various strategies. Furthermore, students have good English skills by using video blog as the media to learn English.*

Keywords: *English Skills, Video Vlog, EFL Learners.*

Abstrak: Pergeseran pembelajaran bahasa Inggris dari cara konvensional ke pembelajaran berbasis teknologi sangat populer saat ini. Perkembangan teknologi telah memberikan kesempatan yang luas bagi siswa untuk menemukan media terbaik dalam mendukung mereka untuk belajar bahasa Inggris. Salah satu media yang bisa digunakan adalah Vlog. Fokus utama dari penelitian ini adalah untuk mendeskripsikan peran video blog dalam meningkatkan keterampilan berbicara menurut perspektif siswa. Penelitian ini bertujuan untuk mengidentifikasi peningkatan kinerja siswa setelah belajar bahasa Inggris menggunakan Vlog. Jenis penelitian ini adalah penelitian kualitatif. Subyek dalam penelitian ini adalah Jurusan Bahasa Inggris Institut Studi Islam Sunan Doe yang berjumlah 20 orang mahasiswa. Pengumpulan data dilakukan melalui wawancara, observasi dan dokumentasi. Hasilnya menggambarkan bahwa ada peningkatan yang signifikan terhadap kinerja siswa setelah belajar bahasa Inggris dengan menggunakan Vlog. Vlog bermanfaat bagi siswa dalam meningkatkan kemampuan berbahasa Inggris mereka. Perspektif siswa tentang penggunaan video blog untuk meningkatkan keterampilan berbicara dirasa baik melalui berbagai strategi. Selain itu, siswa memiliki kemampuan bahasa Inggris yang baik dengan menggunakan video blog sebagai media untuk belajar bahasa Inggris.

Kata kunci: Skill Berbahasa Inggris, Video Vlog, Siswa EFL.

INTRODUCTION

One of the famous for young generation is YouTube, TikTok or video blog (vlog) where someone can take a video for specific purposes. (Watkins & Wilkins, 2011). Vlog is an activity of taking a video for specific purposes. The persons who take the video blog called blogger. (Husain et al., 2012) stated that by YouTube it can give the students opportunity to be more active where they can access it free. (Majid, 2011) said that a media of technology is used as a bridge for teachers to teach language. A media is needed to combine four skills in language to be learned and mastered easily by the students. stated that YouTube is an online repository video where it is free to exhibit the activity. (Rakhmanina & Kusumaningrum, 2017) YouTube

is a responsive media where everyone all over the world can watch or even subscribes the channel. (Nasution, 2019)

Making video blogging or vlog, of course it needs prior preparation where it will improve someone's oral skill where it is a productive skill. Video blogging is a trend today in enhancing students' speaking in fluency, accuracy, accent and complexity. (Qureshi, 2017). A media is needed to combine four skills in language to be learned and mastered easily by the students. (Majid, 2011). In making video blogging or vlog, of course it needs prior preparation where it will improve someone's oral skill where it is a productive skill, where it is the point component in vlog. Vlogging is a comfortable media to practice the language as the target (Rakhmanina & Kusumaningrum, 2017).

Speaking skill are one of the skills that student must master when learning English. Speaking skill is the ability to communicate effectively. This skill requires students to be able to express what is on their minds not only through writing but also orally. If we pay attention at his time, youtube and vlogs are very popular keyword. Youtube is a video based social media where we can share information with each other by uploading or downloading videos through their platform. <https://radarsemarang.jawapos.com>. The researcher intended to observe the implementation of creating a vlog speaking by creating the video vlogger where they can create a video and can express the idea in front of camera will decrease their less confidence and will add their creativity in create new thing.

This study mainly focuses on analyzing to improve speaking English using speaking skill through media vlog. The main purpose is to know so far student ability and understanding how to speaking skill practically and contextually.

LITERATURE REVIEW

Students' speaking ability may be influenced by various situations and circumstances such as pressure in terms of time, performance, and also a number of supports and is also influenced by other factors such as motivation, ability to hear and respond during speaking (Tuan & Mai, 2015). Even though English has been taught for years starting from schools to universities, but students in universities still have difficulty speaking English (Safitri & Khoiriyah, 2017).

English language proficiency in college students should be at an advanced level, but in reality, due to observation, most of them is still at a basic stage. This makes learning English less effective and tends to be passive. Therefore, an interesting way is needed to bring out their interest in speaking English, so as to improve their language skills. Why? Because we know that English is a global language. Learning English can help you meet new people. Besides,

English is the language of the internet. English is also one of the most important languages for business. With English, you can study all over the world and increases your chances of getting a good job in a multinational company within your home country or of finding work abroad.

Social Media

Students in this era called generation Z (gen Z) tend to depend on technology since the young age and are comfortable with the internet and social media. Students can become more active in learning by using technology and technology can also change learners from passive learners to active learners (Lowerison et al., 2006). Therefore, through technology student learning motivation becomes higher such as being actively involved when learning, collaboration between team members, and can help students find such a wide range of resources (Phillips, 2014).

This situation can be used as an opportunity to improve students' English skill, especially speaking skill. Vlog or Video blogging is currently a technology that is in great demand by students because it can also be used as a medium to improve their achievement, especially in speaking English. When they finished making their video, then they will be easily uploaded and shared with friends and other users on their social media.

Social media is an electronic communication media based on communication input, content-sharing and collaboration. Web sites used for social networking, social bookmarking, microblogging and wikis are examples of social media. There are many types of social media that occurs nowadays, for example facebook, twitter, Instagram, google+, Wikipedia, pinterest, YouTube, and many more.

The presence of technology such as video blogging is expected to be able to improve students' ability to speak English. Many educators see video blogging as a potential learning medium as well as a suitable learning tool for today's generation of students who grew up during the World Wide Web and other digital technologies, so they are called digital natives (Considine et al., 2009).

In connection with this, there are a number of things that will be achieved when implementing the video blogging method. First, it can build student's high self-effectiveness with technology and social media in the learning process. Several research results concluded that video blogging is one of the effective learning media to develop students' learning abilities independently (Avci & Askar, 2012). The second is, EFL students will be in a situation that resembles a real situation using somewhat limited English (Watkins, 2012).

Speaking Skill

Kazemi et al. (Zoghi, M., Kazemi, S. A., & Kalani, 2013) state that "speaking is considered as an important and essential matter for foreign language learners or English as a

foreign language of learners”. Speaking competence plays important role in learning and understanding language. It is used for expressing thought in verbal utterances. “Speaking is the productive skill aural/oral skill. It consists of systematic verbal utterances to convey meaning. Speaking is a human interaction which is used to share information to other” (Nunan et al., 2003).

Moreover, Florez in Nunan (Nunan et al., 2003) says that speaking ability is an interactive process to produce production, response and information processing. Speaking in English is rather difficult, because it is not just understandable, but demands a correlation and correct usage between grammar, vocabulary, and pronunciation. We also have to be able to put proper and correct language when it comes to what, where, when, who, why and how questions. This is where learners sometimes misplace the right words and the right grammar.

English can be a very theoretical thing if you grew up in the countryside. Find out about the student's other interests and incorporate English into it. There are so many English speaking communities both online and offline that you can find attachments for almost any other field of interest. Social networking is one powerful tool.

Video Vlog

Video blogging can be interpreted as a video component (Gunelius, 2012) that present a series of events online (Molyneaux, Gibson, O'Donnell & Singer, 2007) that allows anyone to create and share their posts (Biel & Gatica-Perez, 2010) which consider it a collection of videos that are used as an archive of life in the form of audio-visual and as a means of communication. Several researches have raised the phenomenon that video blogs can facilitate an effective language learning and teaching process, especially in terms of ‘learners’ language complexity, grammatical correctness, and fluency” (Hewett, 2000).

Videoblogging is the new trend in blogging. Video blogging or vlogging in this article is a form of blogging that uses video as a medium. Vlog is defined as a blog that uses video as its main source and not text. Vlogs these days are essentially text blogs that are in a video linked externally for each entry (Rosenberg, 2006). Video can improve simulation which not only can give excellent reaction and response when students can watch and evaluate their own work, but also with this video can create a more realistic simulation (Harmer, 2001).

Nowadays, video blogs are very popular with many people, especially young people who are very familiar with social media. With social media, students can upload the videos they make and will be seen by many people. This is also a good opportunity to improve students' English speaking skills.

Moreover, (Safitri & Khoiriyah, 2017) stated video blogging provides a richer experience than sites with text blogging, due to the collaboration of video, sound, images, and text,

enhancing the informational content and emotions that are shared with other Internet users. So, Vlog can help students improve their English-speaking ability. Students are better able to tell stories, express ideas, and others. Students can also involve in video blog, as a project assignment.

This project assignment is considered effective for them to improve their personal communication skills in foreign languages (Rakhmanina & Kusumaningrum, 2017). And at the research school, researchers found that many students had difficulty communicating in English due to a lack of fear of making mistakes, mastery of vocabulary, poor grammar and lack of confidence when speaking directly in front of their classmates.

Of all the research conducted, it aims to use vlogs as a medium for learning speaking, the use of vlogs in English lessons has succeeded in making learning more interesting, this can increase student perceptions in increasing interest and students will become interested in learning speaking, then students will assume that speaking is which is easy, does not make students bored and find it difficult to learn. From previous research explaining that vlogs are one of the easiest media to access for everyone can freely convey what is done from their daily activities, the purpose of this research is to describe the use vlogs as medium for learning speaking.

Utilization of vlogs as medium in learning English speaking provides a good perception for students. That's why we need a learning media that can motivate students to want to improve their skills in speaking English, and this technique will provide experience that they have spoken English and speaking fluently in front of the camera, students are more able to express ideas, tell daily activities directly, and others.

RESEARCH METHODS

This type of research is qualitative research, namely data collected in the form of word, picture, not number. In other words, this type of research cannot use quantitative method. (Murray, 2010) also stated that qualitative research method has the aim on focusing on the systematic explanation and analysis. It has been attracting more attention in the field. Based on the explanation this paper was focused on analyzing and explaining the implementation of creating video blogger.

The subjects in this study were English Department Institut study Islam Sunan Doe, totaling 20 students. Data collection instruments in this study used qualitative. Qualitative techniques are used by using interviews, observation and documentation, the data collection technique in this study was carried out in several stages, namely 1) Observation: the observation referred to in this case is the observation made by the researcher on the symptoms

being studied. With this technique researcher and fine out how the process of implementing teaching in the classroom.

2) Interviews: Interviews were conducted with students and supporting parties relevant to the research context which could provide informational data. 3) Documentation: The documentation in question is in the form of photographs, school committee document, archives, and other supporting documents. In conducting this research, the researcher used classroom action research. It was done at the design. Which the classroom consisted of 18 students. They are considered to have adequate knowledge and capacity in English as reflected from their daily performance score particularly in reading and writing activities yet they have problem in speaking.

They show little enthusiasm for activities and mostly produced simple and unelaborated sentences. Students also showed less initiative to volunteer to speak up or ask questions. Lecturer's factors were in teaching technique/strategy and choosing materials. To overcome the problems, the researcher did some classroom action research to enhance students' speaking skill through videoblogging (vlogging) as strategy. And researcher chose the citizen journalism as materials. In this case, the researcher believes the students would speak English actively because this strategy and materials were so close around with their habit live.

RESULTS AND DISCUSSION

To know the result of findings gained from student, the researcher use to find out the use of media vlog in English Language of Institute Study Islam Sunan Doe in speaking, by doing, observation, interview, and questionnaire. Result of the study shows that creating vlog in teaching English shows that it has many advantages in connecting the students with technology in learning process. The students could have creativity and showed their idea in form of video. They also learnt new things related to create a good video such as editing, taking a picture with good angle and how to interact with the audiences in the video.

In addition, the data is obtained by observing students' activities and instruction in the teaching and learning process. During the teaching and learning process, the researchers found that most of the students rarely used English language when they are doing communication and some did not even use it. They were not aware of the importance of speaking English that makes their English sound more natural in speaking performance. On other hand, the researchers did not only observe student activity inside the class but also observed student activity outside the class.

Speaking is oral communication (Byrne, 1984). It means speaking is a tool of expressing someone's opinion and the speaker must know the aspect of speaking, with a purpose that the

message is understandable to the listener or not. Vlog will be very much involved in the activity with record and then will give learners feedback. The other side. On the other hand, the researcher did not only observe students' activity outside the class but also observed student activity inside the class. Difference in what student did when communicating where they still rarely use English Language outside or inside class, students revealed that they had difficulties in speaking English for a long time, so not used to using it directly. Compared to vlog media without realizing that they can speak English directly in front of the camera rather than with friends inside or outside.

The technique can affect to the viewers and likes that the students will get in their channel. Higher confidence will be other advantages they get. They will learn about public speaking where they promote or offer something to the audience. As the result of this activity, they will be more fluency in speaking English. Learning about good attitude in performance when they are talking in the video is also a benefit that they can get. The attitude also impacts the viewers of the video. By creating a vlog, the students and the teachers will have good communication because they will always keep in touch discussing about the video to get comments from the teachers. It can be also a media for the students to use technology not only to watch useless video or play games but they can also create their own channel contains useful things for others.

Presenting a video blogger

It is purposed to give an example for the students to enrich their references about a vlog. The example is used to give them some description about how the blogger can communicate with the audiences although they do not in the same place. Informing about kinds of vlog also explained by the teachers, so the students know what kind of vlog they will create with their friends. From the video given, the students can learn about how to take a video, why the video is interesting and the video is important to watch. In this paper the video blogger is focuses on 'how to make something' or it can be a explained the day in their life.

Creating a title and arranging the text

It relates to students' activity in the class after they have deep understanding about vlog. The teacher asks the students to make a title related to the video blogger that they will create. After the students make a title and the teacher agree with, the students will start to compose the text. In the first day of the implementation, the students felt excited in the use of technology in the process of learning. The use of the technology carries new phenomenon for them. In this case, they had to be able to have a product 'making video blogger' and then publishing the video after recommendation and revision from the teacher.

Students were very active to discuss how to make a good video blogger the teacher also gave them motivation to ensure that they can make it. As stated by (Johnson, 2017) that giving motivation for students is very needed to raise up their mood in doing something. Before the students made the product, the teacher gave them some examples of video blogger. Creating vlog is complicated project because it is related to preparation of taking the video, software for editing and the editor teams in creating good video (Guide, n.d.)

In this paper, they will able to express their activities in the video with good speaking where the impact is for their improvement in speaking ability because speaking is important element to deliver a message for others. (Syafiq et al., 2021) found that speaking and motivation of the students can be improved by using youTube as a media in technology era. The students were very interested in creating their video. It could be seen from their responds when they submitted the video.

They asked the teacher whether there was wrong pronunciation in the video. They had very high intention in creating a good video because they feel that by creating and publishing the video in YouTube channel will become the important and amazing experience where it is the first step to them to upload their vlog to YouTube. As stated by (Filgona et al., 2020) that motivation is the crucial factors in learning process. It is useless where the teacher uses good method but the learners have low motivation in learning but it becomes biggest problem for educators.

The students' response of the implementation of the method could be described by the questionnaire. The researcher used close ended questionnaire where there are five questions. The first question '*are you interested in creating video blogger? and give short reason!*' from nine students, six of them answer '*yes*'. They are interested of creating a video blogger. They felt that it is a challenging project where they had to work and try harder to get a good video blogger. '*I personally think learning English using vlogs is very effective.*

When we learn to use vlogs indirectly, we will more often communicate or explain something in English. Therefore, our ability to speak English will increase. Because as the saying goes, how can you get used to it'. A student answered that it is not interested in making the video blogger because this is a strange for him and the student prefer watching the vlog rather than creating and having their own channel.

When the students asked about *whether they are interested in learning English by creating vlog or not*, about seventeen students answered that they were interested learning English by creating vlog and the rest did not agree. It shows that they have high attention in learning English by creating vlog. (Balla, 2014) in his research found that an activity that is encouraged from inner urge called motivation. It can be highly motivated if there is a purpose

to be achieved and the purpose is very attractive. From the previous research we know that by high motivation it can be make something be achieved easily. (Dini Deswarni, 2016) also found that a factor that influences of achievement and proficiency of learning is learners' motivation.

The students also stated that creating vlog is very challenging them in making their project because they had to work harder to create better vlog. They have to learn many things in creating a good vlog to get a good mark from the teacher. three students agree that creating vlog is very challenging. It can be seen from their activity in the class. When they were discussing about their difficulties in taking the video.

In creating the vlog, the students make video at home with each of their activities outside of school. The students' response shows that they are very delighted in group because they can do two things in the same time, creating vlog as well as making an adventure to take the video. They give positive response because they think that by doing the project, they will have many advantages as the experience in learning. By creating vlog, they also said that they can express their idea by making self-video and can show their ability in performing something. By expressing their idea, they felt that their speaking is better than before because they can make it by using English.

CONCLUSION

Using technology in learning process is familiar nowadays where the teachers should master in the field. learning by technology can facilitate the teachers in doing their jobs. The students will have high motivation when they learn using technology. Video blogger is very popular for young generation, almost of them have YouTube channel and access it every day. Sometimes some students like to save their activity by video and share it in YouTube. This addiction can be used to improve their ability in learning especially learning English (speaking skill).

This paper is intended to know the implementation of creating vlog in teaching English (qualitative research). The data was taken from the implementation in the class, observation sheet, field note, students' questionnaire as the respondent and the interview from the teacher. The implementation of the method, students' response and teachers' interview are described detail in this paper. In the implementation, there were some steps in implementing this method such as presenting video blogger, creating title and arranging the text and giving feedback is the last.

Based the students' response in the questionnaire can be concluded that they were very enthusiastic in creating a vlog because they would have confidence in perform their text in the video as the result, they would have improvement in speaking skill. Higher motivation is other

benefit they get in this method because creating vlog is challenging for them. Team work is other benefit they get when they have work with their classmate in pair.

Based on the teachers' interview the teacher had some difficulties in implementations. Motivation is the biggest problem. Some students had low motivation in learning sometimes they did not believe that they could do, so it will affect to the students' confidence. Limited access is other problem because some of the students did not have smart phone to do the project of creating vlog. In this method giving feedback needs patience because not every student learns fast of what they have to do.

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