

## THE USE OF THE COCOMELON YOUTUBE CHANNEL AS A MEDIUM FOR INTRODUCING CHILDREN'S ENGLISH VOCABULARY

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### Abstract

YouTube is a video-watching application that is very popular in today's society. Therefore, people can access YouTube anywhere and anytime. Not only ordinary videos, but nowadays, YouTube is also used for academic purposes for children. Children can also learn English by watching stories, music, or YouTube videos. Various videos on YouTube can be helpful. Be accessed easily, one of which is through the Cocomelon Channel. This study aims to explain using the Cocomelon YouTube channel as a learning medium for vocabulary recognition for children aged 6-12 years. This research is a case study with a qualitative method in which the researchers take observation and interview as the data collection technique. The participants in this study were children aged 6 to 12 years. From the children's feedback and interviews with parents, the result shows that using Cocomelon's YouTube channel can affect the addition of new vocabulary for children.

**Keywords:** Children, Vocabulary, YouTube, Cocomelon

### INTRODUCTION

Education is the most important thing to get attention. That is because the educational goals themselves create a new generation ready to be born to compete with others in global competition. According to Cummins (2005), government policies support the education of particular languages in schools and, in some cases, actively prevent the maintenance of other languages, usually those of subordinates. By doing so, we believe that we should make efforts to influence the educational process. Other languages here are languages that can be used to communicate with others worldwide. English is recognized as one of the languages used as a common language to bridge communication between people and is the most suitable language to use in education as a guiding language for teaching and learning processes. English is essential in the education and learning process at school and at home. Learning English requires appropriate learning methods to increase student's interest and desire to use English in learning activities

that are fun and attractive to students (Albiladi et al., 2018; Krishnan et al., 2020). Learning English given to students has a goal, namely, so that students can fluently communicate using English orally and in writing and by their social context (Subekti, 2019).

Early childhood English learning is a process of introducing foreign languages to children, consisting of several language components that are part of the language program. Generally, the language components consist of grammar, vocabulary, and pronunciation (Binarkaheni, 2019). Thus, the substance of English learning activities for early childhood includes language competencies and skills that are taught in an integrated manner in everyday life. In this age of globalization, where science and technology are constantly advancing, it is essential to learn English early to prepare a generation with understanding knowledge to be competitive. Given that English is the world's standard language, children should be allowed to learn it early. An early start is ideal when learning any language, especially one as complex as English. As a child grows and matures, his or her knowledge base expands. English for kids learning is beneficial because the language is now present in all aspects of life.

Many young families are now raising children with two or more languages. The reasons are very diverse. Some suddenly have to live abroad because they have a foreign husband or wife or want their children to know a foreign language from an early age. Many parents also believe that teaching children a new language early is more profitable because children absorb new languages more easily without hard effort (Ibrahim et al., 2021). The ideal time to teach children a new language is from birth to 3 years of age. This age range coincides with when children learn to speak, where their minds are still open and flexible. However, ages 4 to 7 are also the best time to teach a second language to children because they are still processing several languages in one go. They built a second language system along with the first and learned both languages like the natives. Children over seven years are not too late to learn a second language (Pinter, 2017; Saville-Troike & Barto, 2017). Because the third ideal time to learn a second language is around the age of 8 until puberty, new languages will be stored in a separate area in the brain after entering puberty. As a result, the child must first translate the language or use his first language as a pathway to a new language.

Introducing English to children much sooner can help them stay ahead of their peers. It takes years to learn a language. However, it is not just about learning a language; it is about constantly refining and mastering the skills children have acquired. Studies show that learning English faster helps children understand other languages more quickly and more accessible (Adam et al., 2022; Nengsih et al., 2022). Children spend more time teaching, less restraint, and most importantly, they have a brain designed for language learning. Education is essential, and learning proper English early is also necessary to improve their quality of life. Children at an early age rely heavily on receptive skills (in terms of listening) in acquiring English vocabulary. In addition, providing exciting media can stream the absorption of English vocabulary for children. Introducing vocabulary to children is expected through media that can foster interest in learning so that the vocabulary they learn will continue to stick in their memory and can be applied in everyday life. One of the most effective ways is to introduce vocabulary as early as possible through audiovisual media in the form of animated pictures with songs.

Introducing English as a second language starts from the beginning of a child's development (August & Shanahan, 2017; Paradis & Jia, 2017). Children gradually begin to recognize and

get used to using the new words. In this case, children also have a highly developed ability to understand what they are saying, even if they do not understand individual terms. Voice tones, gestures, facial expressions, and actions help convey what a message can mean. By understanding the information, they learn new words, concepts, and phrases and begin to understand the language. It must be taught via attractive media to attract their interest in learning a language; it would be better to use images or video media to imagine what they see and hear. The growth of technology has significantly impacted life in the modern era. The existence of the most recent device is strongly intertwined with the advancement of technology. Technological advancements benefit many aspects of human life, yet they can also affect human behavior patterns. Everyone, regardless of age, is aware of technological advances and device complexity. Even at a young age, children were tricked by the intelligence of smartphones with several programs and social media. The applications on the device provide a variety of features that can entice users.

YouTube is one of the most popular online applications for children (Neumann & Herodotou, 2020). To make the viewing experience safer for children, YouTube created the Youtube Kids Channel, where parents can limit their children's searches (Mullick et al., 2018). Children's videos have always been the most popular on YouTube. More than 10 million people subscribe to YouTube Kids' search results (Imaniah et al., 2020). According to data from 3,154 families, 80 percent of children aged 0 to 7 use YouTube, with 59 percent using YouTube Kids. Most of them use their parents' cellphones to access YouTube, and a few have personal phones. Children watched 4-9 minute videos for an average of 1.39 hours per day and 1.47 hours every week-end. Games, toys, nursery rhymes, humor, and animal films are topics children are exposed to regularly. The child can remember events more quickly if they watch videos on YouTube. Not only can YouTube make studying more critical, but it also makes it more enjoyable (Alimemaj, 2010). Learning and educational outcomes are influenced by certain design concepts employed in creating video content for children (Izci et al., 2019; Veblen et al., 2018).

The YouTube Kids channel is essential in bringing kids together by providing a fun learning environment (Yelland, 2016; Burroughs, 2017). The YouTube Kids channel features programming suited to the interests of children. YouTube uses visuals and audio to give users a better knowledge of how to remember events for a long time. Because YouTube is considered an interactive language-learning resource, using it in the classroom might attract students' interest (Cox, 2011; Rahman & Ja'afar, 2018). Cocomelon-Nursery Rhymes is one of the YouTube Kids broadcasts that include learning for early childhood. Children's psychology and learning processes are hugely affected by music content (Mullick et al., 2018; Rahman et al., 2021). Children can also use YouTube to increase their language learning opportunities. Furthermore, YouTube is a great social media platform that helps worldwide education (Lin et al., 2009; Alhamami, 2013). Teachers are increasingly using YouTube to teach English (Duffy, 2008; Handrianto et al., 2020) since it is quick and enjoyable (Terantino, 2011; Alhamami, 2013). Children can learn English by watching stories, music, or YouTube videos. Only a few studies have looked into the effectiveness of YouTube in helping children learn languages. A YouTube study has only looked at how effective it is for teachers in teaching and learning and how it could be used for other reasons (Handrianto et al., 2021).

Vocabulary learning is considered essential to language development (Nunan, 1999; Hidayati, 2020; McCarthy & Carter, 2014). The words they acquire can be a solid foundation for better learning for children (Herlina et al., 2021). Introducing English as a second language starts

from the beginning of a child's development. This is done not to teach children to learn English directly but to provide basic knowledge of English through words and their first experience in knowing English. Introducing English to children must adjust it to their level of development (Rahman et al., 2022). The scope of the material is relatively simple such as animal names, numbers, fruit names, family, etc. Early childhood audiovisual media effectively increases the introduction of English vocabulary (Saripah, 2016). Children comfortable with technology have access to YouTube and can pronounce English words daily. After studying it, the researcher discovered that the child enjoyed watching videos on Cocomelon's YouTube channel. This phenomenon is described and explained by this researcher as using the Cocomelon YouTube Channel to master children's English vocabulary related to verbs, nouns, adjectives, commands, etc. Cocomelon had the second-largest rise in YouTube channel subscribers in 2019, with a gain of almost 36 million subscribers, closing the year with 67.4 million. Meanwhile, in 2022 Cocomelon will have 132 million subscribers with 124 million impressions. This study is expected to answer the following questions: What does Cocomelon's YouTube Channel influence as a medium for introducing children's English vocabulary?

## **METHODS**

This study uses qualitative research with the case study method (Harrison et al., 2017; Atmowardoyo, 2018; Busetto et al., 2020). Data is collected through observation and interviews, followed by describing the results of English vocabulary acquisition. The data characteristics are descriptive, and the emphasis is on the outcome rather than the process. The objectives will be to describe how Cocomelon's YouTube channel can influence children 6-12 years old to acquire English vocabulary. Researchers conducted interviews related to the problems studied to the parties concerned, the children's parents who watched Cocomelon Channel YouTube videos. This observation is directly on the subjects studied, specifically children aged 6-12 years who always listen to songs on the Cocomelon Channel at home and their parents who play some videos from Cocomelon Channel to introduce their children to English. The researchers used observation and face-to-face interviews with the children's parents to find out the impact of the Cocomelon YouTube Channel as a medium for introducing children's English vocabulary. The question and answer occur with back and forth communication between the interviewer and the interviewee to explore the problems studied.

## **FINDINGS AND DISCUSSION**

The results of observations from children who listen to songs on the Cocomelon Channel and interviews with children's parents are that the video content can help parents stimulate children's enthusiasm for language learning in an exciting way that is liked by children, namely through singing. The parents who played the video repeatedly could memorize some English vocabulary unconsciously for their children. This is a new beginning for the children in increasing their language and how to pronounce them.

According to interviews conducted with parents, the Cocomelon Channel has a tremendous influence. It is also beneficial for children to understand basic vocabularies such as the names of days, animals, fruits, and others. Singing while learning a new language can arouse children's interest and encourage them to respond well. Using audiovisual media in the form of animation media can increase a great sense of interest in learning and increase mastery of English vocabulary. Audio-visual-based media can stimulate children's understanding through stories with learning themes that are packaged as attractively as possible so that children can easily understand and

want to watch the video. Moreover, animation media with songs is the process of creating motion effects. It can also be a change in the color of an object inside, animation media is also in the form of moving images and emitting sound projected through the projector lens. In this case, it is also explained that video is a communication tool to convey the information in a lesson.

The researchers found that using Cocomelon's YouTube channel could introduce English vocabulary to children. With the children's feedback and parents' interviews, using Cocomelon's youtube channel can affect the addition of new vocabulary for their children. This proves that learning through audiovisual media such as the Cocomelon YouTube channel is influential in introducing English vocabulary. It also proves that parents can stimulate children's learning enthusiasm how they like, such as through singing, and make the best use of technology through their preferred application (Tiara et al., 2021). According to parent interviews, the Cocomelon Channel had an excellent and helpful influence on children's understanding of the names of things in English. Watching Cocomelon is educational and valuable for children because children can recognize the names of objects in English, and children can explore the videos they like on their own. When children enjoy watching videos on the Cocomelon Channel, it allows children to quickly understand and memorize the nouns mentioned in the video because, without realizing it, when played repeatedly, it will be easy for children to digest.

The introduction of nouns is packed with visual themes and catchy songs, making children enthusiastic about watching them. This is because learning English with songs as a learning medium has several advantages: first, songs are a linguistic resource; songs can be a medium for language recognition by strengthening grammar and vocabulary; and second, songs can be a medium for language recognition by enhancing grammar and vocabulary. Second, songs are an affective/psychological resource; songs can pique children's interest in English and encourage them to respond positively. Third, songs are cognitive resources; they can improve a child's memory, concentration, and coordination, making it easier to grasp a song's content. Fourth, the song can serve as a cultural and social resource because it is well-known and straightforward to comprehend. Learning through audiovisual media, such as the Cocomelon YouTube channel, is linked to the senses of sight and hearing, allowing children's minds and bodies to receive the information presented in the video instantly. The audiovisual media used is by the role of the functions and benefits of audiovisual media, namely acting as a means of making the learning process easier to understand objects, events, or materials needed in learning, serving to direct children's attention to concentrate. Researchers also found that learning through audiovisual media in children aged 6-12 has advantages such as being able to be used repeatedly; able to present and explain the material in a way that children like; presenting images and sounds that can increase the child's focus; (4) audiovisual media such as YouTube application can be done anywhere because it is easy to access.

The goal is to develop cognitive skills by providing stimuli in the form of moving images and sounds and conveying messages to influence attitudes and emotions. Furthermore, the best way to learn to use audiovisual is through a video on Cocomelon's youtube channel. If used appropriately, the video content on the Cocomelon YouTube channel offers a wide range of options for children and will help them. One of them is the enjoyable introduction to and mastery of other languages. Thanks to YouTube, children can master everything faster, keep it in their brain memory, and use it in everyday life. Unintentionally, the child's mouth would speak a word or sentence that he had first seen and heard. Children's ability to investigate the environ-

ment increases because of the rising amplitude of coordination and motor control was followed by a more extraordinary ability to ask inquiries using words that others can understand.

Vocabulary has an essential role in human life for understanding passage and also communicating ideas, emotions, and feelings. It is taught in both oral and written forms. Sihotang et al. (2017) stated that their vocabulary determines students' ability to read and understand a lesson. Mastering a foreign language means knowing many words. The function of vocabulary is to be arranged or arranged in one sentence to develop speaking, listening, reading, and writing skills to be understood by others. As a group of all the words that someone or everyone understands, they will be used and arranged into new sentences. Alqahtani (2015) said that vocabulary knowledge is often viewed as a critical tool for second language learners so that in the daily experience, people consider learning a lot. Still, in actual condition, it is stored in their memories. People experience or understand many things and keep them in memory, and the brain manages them. Sometimes, people are difficult to recall their memories. Rahmadhani (2015) stated that vocabulary should be taught early since speech is essential in language learning. Exciting activities and a pleasant learning atmosphere are needed to influence and motivate children to master it (Subekti, 2020). The words they acquire can be a solid foundation for better learning for children.

Children's language mastery is helped by sounds, both in words and sentences (Safitri & Hakim, 2018). In introducing new vocabulary, the teacher must make variations and make the teaching and learning process more enjoyable. It is essential to provide lots of variety in learning. In addition, teachers and parents should consider the four principles for teaching vocabulary, as suggested by Nunan. The four principles for teaching vocabulary are as follows; the first is to focus on the most useful language. First, the second is to focus on the vocabulary correctly, the third is to pay attention to high-frequency words, and the last is to encourage students to reflect and be responsible for learning (Hakim, 2019; Subekti, 2021). Previous research has shown that YouTube is important in learning English (Bunna et al., 2020). YouTube is effectively used in teaching and learning English. Based on the research results, teaching programs that use YouTube can increase students' motivation to learn English and provide opportunities for teachers to teach English better.

## CONCLUSION

Children are enjoyed watching videos on Cocomelon's YouTube channel after studying it. They also can master everything faster, keeping it in their brain memory, and use it in everyday life. If used appropriately, the video content of Cocomelon Channel offers a wide range of options for children to learn English vocabulary excitingly. Through this video-based song on the Cocomelon channel, children get used to hearing simple words through videos, making it easier for parents to introduce English with the help of the Cocomelon channel. Children are also actively asking what they see or say in the video. The limitation of this study is acknowledged in future research. Future research might analyze children's communication skills, particularly in English, and their behavior changes. The future result might have better outcomes and give a detailed explanation of the impact of YouTube on children. Evolved from a Channel that only focuses on introducing the alphabet to Cocomelon with the icon of a small child with his family, which makes Cocomelon even more popular because of its attractive and funny video content but still educational valid and liked by children. Vocabulary development can be developed with various media such as illustrated cartoon media, story media, animated films, etc.

Cocomelon's YouTube channel is one of the teaching media that can be used to assist in the development of children's vocabulary because songs based on cartoon animation are media that present audiovisual and motion messages. Therefore, the film gives an impressive impression to the audience, especially children. Children generally like this film media because of the attractive animated image characters along with the rhythm of the song, which is exciting and easy to remember by the children themselves. For parents, considering watching an animated video on Cocomelon's Youtube Channel can introduce children to new English vocabulary. Parents also can apply it and take an emotional approach so that children feel comfortable while learning. Parents should always support learning activities that children like and continue to use the environment as an interactive medium to introduce English vocabulary directly and always continue to repeat and invite children to chat so that children's vocabulary develops more. Parents must continue to control the shows that their children watch and always accompany them while watching the Cocomelon channel, as well as provide direction to children on the good and bad impacts of the videos they watch and keep children from getting addicted. Parents still have to work well with their children to choose films and media that are educational for their children's learning process, both in introducing language and norms and behavior in society.

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