



## Implementation of youtube as a learning media in the new normal era

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### ABSTRACT

The world of education must be able to adjust to new typical conditions, such that some schools use online learning, blended learning, and face-to-face instruction. Currently, the transition period from pandemic to new normal is known as the period of adjusting government policies and the management capabilities of each school, so that in the transition of this condition in the world of education, it is necessary to change learning procedures, including the original learning media. Internet is a technological innovation that can be utilized to facilitate distance learning. The internet facilitates human communication, information access, and entertainment. YouTube, which is a social media network but also has advantages as a learning medium, is one of the most popular platforms. The objective of this research is to investigate and assess the current application of YouTube as a learning medium in the new normal era. The research technique employs a literature review of YouTube's implementation and usage as a learning medium in order to create an analysis of YouTube's implementation and use from the perspectives of educators and students at varying levels of education in order to facilitate learning.

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## INTRODUCTION

In this New Normal era, the Indonesian government released various policies, including those from the Ministry of Education and Culture on the new academic year, learning, and campus amenities and services. After the COVID-19 epidemic, schooling changed from face-to-face to online (Kamaruddin et al., 2022). Technology can help online learning in the New Normal. Online

educators help pupils grasp the topic (Fatimah, 2020). Communication components including communicators, messages, communicants, medium, and feedback are essential to learning. So learning media differs from face-to-face learning. The New Normal in education combines face-to-face classroom instruction with digital-based e-learning. The administration urges the citizenry to follow health protocols in this new normal. Some schools use online, mixed, or face-to-face learning to adapt to new normals (Bali et al., 2021; Subakti et al., 2021). Of course, government regulations and school management abilities determine learning processes, and the government has abolished the Restriction of Community Activities to offer flexibility for Indonesian learning settings. The move from the epidemic to the new normal in education needs changing learning approaches, including media that was originally utilized in online learning but must also be used in blended and face-to-face learning.

In a learning process with a communication process, communication components such as communicators, messages, communicants, medium, and feedback cannot be separated (Al Haddar & Azmi, 2020; Mauldfi Sastraatmadja, 2022). In such a way that the learning media employed differs from the conventional or face-to-face learning procedure. One of the challenges in education nowadays is adapting to the new normal era in which people cannot meet in person (Nuryatin, 2020; Sudipa et al., 2022). However, these difficulties can be addressed with the help of government policies on learning methods and the availability of technology-based learning media that can be used as an effective learning alternative. Any online learning medium is not intended to replace the function of each educational stakeholder, including instructors, parents, and schools. Indeed, education necessitates a system that not only cultivates intellectual prowess but also character (Dini, 2022). Moreover, pupils want interaction to receive direction, so that their learning process is more directed and certainly beneficial (Fatwa, 2020).

Along with the current development of Science and Technology, the government will implement its online learning initiative. Educators can facilitate the learning process by the use of many platforms, such as Google Classroom, Google Meet, Zoom, and other platforms; through the use of multiple platforms, educators can give learning simply (Baharun et al., 2021; Mahmud et al., 2021). Online learning, often known as Distance Learning, involves an interactive telecommunications infrastructure to connect students and teachers who are located in distant locations (Mustakim, 2020). Internet is the technological innovation that can be utilized to facilitate distance learning. The internet facilitates human communication, information access, and entertainment. YouTube, a social media platform that contains online videos, is one of the most popular platforms. YouTube stores various types of videos in online storage in the form of the YouTube platform, so that these movies may be viewed and accessed by anyone with internet connection (Baharun et al., 2021; Widiyanto et al., 2022).

Using YouTube for learning should consider its various benefits. YouTube's learning benefits (Amaliyah et al., 2021): 1) Informative is YouTube may provide current science and technology news. 2) Free internet connection makes YouTube cost-effective. 3) Potential, suggesting YouTube is popular and adding more videos, which could impact education. 4) Practical and thorough, meaning all groups can use YouTube and numerous videos can be used for knowledge. 5) Shareable, meaning YouTube videos can be shared to other sites via the video URL. 6) Interactive, so YouTube may host debates and queries. YouTube's benefits can be used as learning media (Swandi et al., 2022). Potential because to YouTube's public accessibility; Practical since YouTube is easy to utilize for all groups; Informative because YouTube offers lots of news and instruction on various topics; Interactive because YouTube allows commenting and question-and-answering; shareable because YouTube allows social media sharing; YouTube is free (Sari & Margana, 2019).

The goal of the study is to conduct a study and analysis of the current use of YouTube as a learning media that may be utilized in the new normal era, from the perspectives of educators and students at various levels of education in supporting learning.

## RESEARCH METHODOLOGY

This research utilizes literature research or literature study by reviewing journals and other references that have linkages or relationships with the use and exploitation of YouTube as a learning medium in education during the new normal era. Multiple studies provide a study of YouTube's position as a learning medium and its relationship to learning achievement. The literature study method is a technique for collecting scientific literature-based theoretical studies and references (Sugiyono, 2017).

## RESULTS AND DISCUSSIONS

### **YouTube as a Learning Media**

According to research (Utami & Zanah, 2021), YouTube was initially used only as a social media platform and could be a source, or material, as well as educational media or learning media, which could be used by teachers, students, school staff, and even parents or guardians of students to locate and assist with every task - existing tasks. In addition to its good effects, YouTube also has negative effects. Students who use YouTube are susceptible to cyberbullying and may experience sadness as a result. In addition, the continual usage of YouTube will cause children to develop a sense of dependency, which will result in their learning laziness (Rohmah et al., 2022). The amount of non-educational and criminal-smelling stuff uploaded by content makers can result in students emulating it. Empowerment is required to mitigate the negative impact, particularly for students, who must consume more educational content or content with educational themes.

According to data given by YouTube, one of the primary areas of development is educational content, as YouTube is used daily by a large number of users. There are three main types of educational content that can be published on YouTube that are relevant to the learning process (Leicht, 2018; Zanatta, 2017);

1. Edutainment is content that mixes education and fun to give learning in a fresh, inventive, and memorable manner.
2. Education and direct responses include guidelines, academic teachings, and curriculum-based content: Typically guided by teachers or professionals.
3. Skill-based learning is for job progression and direction: typically guided by professionals with specific abilities, experts, or organizations that provide skill-based instruction (Maulana, 2020).

### **YouTube as a Learning Resource**

YouTube has significant potential as an educational resource for kids during the covivirus outbreak. YouTube as a learning resource for students has the potential to increase their motivation and excitement for education. YouTube can be a resource for learning if the teacher provides good and clear instructions by providing a YouTube link related to the subject matter being taught or by creating his own YouTube channel (Taufik et al., 2022). It is not unusual for many pupils to feel bewildered when viewing the numerous videos on YouTube. In addition to providing students with effective learning media, the instructor must also supervise and select which movies can be used by pupils. This is done in order to reduce the negative effects of using YouTube as a learning resource.

According to study (Tutiasri et al., 2020), most people use YouTube as a learning tool for both academic and non-academic soft skill development, in addition to using it to learn about their passions during the present Covid19 pandemic. There are various assignments from courses that call for access to YouTube due to certain explanations from informants who were students. They use YouTube for a variety of lecture activities within the learning process, from gathering

assignment materials like vlogs, video review material, and other outputs to studying from information supplied by lecturers via YouTube.

### **YouTube as an Innovative and Informative Learning Media**

According to research (Setiadi et al., 2019), which explains how YouTube serves as a sustainable information medium, it is impossible to ignore the fact that information technology is still evolving. As a result, it is crucial for students to stay current on information, and YouTube media presents a lot of current videos about current events, so they must have the skills necessary to master them. If pupils do not master information technology as a learning resource, they risk falling behind. Due to YouTube's abundance of current videos regarding current events, students today must pay close attention to the material offered there.

There are a number of good reasons to use YouTube as a learning tool. One of them is that YouTube is used as a branding tool for institutions and organizations. YouTube is also the largest and most popular online video-sharing website in the world today. It is also easy to use and free (Rabiman et al., 2021), and it has enough resources, including different kinds of videos and audiovisual forms to get students interested in learning (Yudha & Sundari, 2021).

During the current epidemic, both professors or lecturers and material recipients, namely students, require advanced learning technologies. YouTube is an alternate learning medium (Tohet et al., 2021) due to the ban on face-to-face instruction. YouTube gives information that is typically more understandable because it is audiovisual, as opposed to Google, which exclusively provides text-based results. In contrast to conventional learning, those who listen to educational content on YouTube will not be left behind because it can be retrieved again and replayed. In conventional learning, when students miss the material delivered, they cannot repeat it (Ni'mah et al., 2018).

According to the research cited in (Tutiasri et al., 2020), YouTube is one of the media with outstanding potential for enhancing the quality of learning. Youtube can provide students and teachers with the ability to express themselves freely, cooperate in the field of education, and earn useful experience to enhance their skills (Ilmiah & Muzdalifah, 2022). YouTube as a learning platform has enhanced student learning activities and discussions with peers and teachers. Technology that aids and motivates students (Sirait et al., 2021).

According to research (Suwanto et al., 2021), the use of YouTube as a learning medium among high school students has increased student learning motivation, increased student learning activities, and improved the quality of both student discussions with other students and discussions between students and the teaching teacher. All of these enhancements have ultimately enhanced the standard of education. So that this effort can have a good impact on the learning quality.

YouTube can be used as a suitable replacement to the teaching medium employed in the research-described teaching and learning process explained in research by (Utami & Zanah, 2021). By utilizing YouTube, students become more receptive to acquiring knowledge about the subject matter taught by the teacher, receive assistance in completing tasks, and obtain real-world examples to illustrate the subject matter taught. The usage of YouTube as a learning medium can also raise students' passion and motivation because it reduces monotony and improves students' comprehension of the given content. Increase understanding of information technology so that YouTube may be utilized more effectively as a learning resource, achieving maximum benefits in education.

Research (Indarsih & Pangestu, 2021; Yudha & Sundari, 2021) highlights the benefits of YouTube, which may be a stimulant for creativity and interest in producing the finest ideas, which were initially merely copied and pirated from YouTube into references, becoming new content while performing practical tasks with their particular skills. YouTube indirectly boosts interest in analysis through the search for ideas and educational resources.

## CONCLUSION

The result of the research examining the usage and potential of YouTube in learning through a literature analysis is that the use of YouTube as a learning resource for students can increase their motivation and passion for learning. YouTube's use in education must take into account its various benefits, which include being educational, cost-effective, practical, and accessible to a large number of people. YouTube is an educational resource YouTube can be used as a suitable replacement to traditional instructional media during the teaching and learning process. The employment of YouTube as a learning medium has significantly boosted student learning activities, including the frequency of subject-related and learning-related dialogues. Technological advancements that can be used to enhance and inspire student learning. YouTube media must be equipped with the ability to understand the functionality of information technology as a learning resource because it provides numerous up-to-date videos about current events.

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