

IMPACT OF LEARNING CONTENT IN YOUTUBE ON THE ATTITUDE OF INFORMATION TECHNOLOGY EDUCATION STUDENTS

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Received: May 9, 2020

Accepted: June 16, 2020

Published: June, 2020

Abstract

This research aims to determine the impact of YouTube learning content on the attitudes of students of Information Technology Education in the Teaching and Education Faculty, University of Lampung, (PTI, FKIP Unila). This study uses a simple correlational method, consisting of variable X content on YouTube and Y student attitudes, as well as the strength and direction of both. The results of the study of PTI FKIP Unila student attitudes showed a strong relationship with the moment product value of 0.62, while attitude had a large influence with a determinant value of 37.0%. So that the overall value obtained is strong and a large positive influence.

Keywords: Learning Content, YouTube, Students' Attitude

INTRODUCTION

Information Technology Education Study Program of the Faculty of Teacher Training and Education, University of Lampung, (PTI, FKIP Unila), has been born since 2017 and is a study program that prepares an educator who is competent in designing innovations in learning, has skills in utilizing the development of information technology for education in general and students in particular. The Information Technology Education Study Program (PS PTI) has four graduate profiles, namely as ICT Information and Communication Technology educators, ICT laboratory managers, information technology experts, and as entrepreneurs. In addition, graduates are expected to have the ability to be responsive in understanding and developing information technology, such as changing media, from old media to new media.

New media has the characteristics of interconnectedness or interconnectedness with each other, has wide access both senders and recipients of messages, has diverse uses, is open and is everywhere. New media can be categorized into six parts namely; interactive, hypertextual, networking, cyberspace, simulation and digital. In the Interactive section, new media is recognized as having the most interactive features compared to old media, although some old media can be bi-directional like quizzes, chatting with viewers from home, but limited through selection. In the Networking section, interpreting new media in the form of the internet to make it easier to find information quickly. These networks include state / company websites, educational websites, The World Wide Web (www), social media sites (blogs, online forums, facebook, etc.). In the hypertextual or Hypertextual section, an information content on old media (newspapers, radio, television) is included in new media and adjusts the appearance. This is done as a form of storage from old media to new media so

that the first information is not lost. In the Virtual or Virtual World Section, the new media of the internet provides flexibility for all users who use, consequently the identity of a person or group is unclear, can be falsified. In the Simulasi or simulated section, new media can mimic content from old media, besides that the public as a new media user can mimic the information he gets and it can affect his life.

In the last part of digital YouTube, it deals with machines that are driven by information systems based on codes made by humans. In the media of representation and communication sound and light are formed from certain codes, for example ancient photos using analog, now changed by using a digital memory with a code. The presence of this new media can influence people's lifestyles, with the internet humans can communicate and obtain information even to meet their needs. Influence according to the Big Indonesian Dictionary (KBBI) is a power that arises from something forming one's character, beliefs and deeds. Influence can also be interpreted as one of the elements in communication that is very important to know the extent of communication that we want (Syarif, 2015). Communication is a transaction, a symbolic process that requires people to regulate their environment with: (1) through information exchange; (2) building relationships between people; (3) trying to change attitudes and behavior, and (4) to strengthen the attitudes and behavior of others. Communication between humans can occur if there is a conveyer and recipient of the message. In other words communication can occur if there are elements of communication such as; Source, All communication events will involve the source as the maker or sender of information. tricomponent approach.

According to Jalaluddin Rakhmat (2015: 39) some things that can be concluded from the definition of attitude are: First, attitude is the tendency to act, perceive, think and feel in the face of objects, ideas, situations or values. Attitude is not behavior, but a tendency to behave in certain ways according to the object of attitude. Second, attitude has the driving force or motivation. Third, the attitude is relatively more settled. Fourth, attitude contains evaluative aspects: meaning that it contains pleasant or unpleasant values (Likes and Dislikes). Fifth, attitude arises from experience, not brought from birth but is the result of learning. Therefore attitudes can be strengthened or changed. Attitude is a factor that determines a person's behavior, so that the teacher's knowledge and attitude towards first aid actions in mental health conditions will influence the implementation of rescue action on children in school. In Iran, elementary school teacher's knowledge of first aid to trauma to teeth is in the low category (Ristina Mirwanti & Aan Nuraeni, 2017).

According to Azwar (2012: 33) attitude structure is divided into 3 components that support each other, namely: 1) Cognitive component is a representation of what is believed by the individual owner of attitude, cognitive component contains stereotype beliefs that individuals have about something can be disguised handling (opinion) especially when it concerns issues that are controversial or issues. 2) Affective component is a feeling that involves emotional aspects. This emotional aspect is usually rooted deeply as a component of attitude and is the most enduring aspect of the influences that might be changing one's attitude the affective component is equated with the feeling someone has towards something. 3) Conative component is an aspect of certain behavioral tendencies in accordance with attitudes possessed by someone. And contain tendencies or tendencies to act react to something in certain ways and relate to the object it faces is logical to expect that a person's attitude is reflected in the form of behavioral tendencies

Hypodermic Needle Theory

Hypodermic needle theory makes the point that one-way communication, the assumption that mass media has an immediate, direct, and very decisive influence on the communicant audience (audience). This theory is often also called the bullet theory because

when using the right communicator, a good message or the right media, the communicant can be directed at our will. The mass media is a picture of a giant needle that injects a passive communicant audience. (Sumadiria, 2014). This theory has been around for a long time in the 1950s and has been abandoned among researchers, but the ordinary people still believe that media that broadcasts information can affect someone, especially at the age of children. This theory has a model, as shown at Figure 1.



Figure 1. Hypodermic Needle Model

The credibility of this model lies in two main elements, namely the element of expertise and the element of trust. The element of expertise is the impression formed by the communicant about the communicator's ability in relation to the topic being discussed. While the element of trust as the communicant's perception of the communicator related to his character. Is the communicator considered sincere, polite, honest, and ethical This credibility component lies in the communicant's perception and not inherent in the communicator's self (Rakhmat, 2015).

Pierre Levy in (Littlejohn & Foss, 2016) defines the World Wide Web or WWW as an information environment that can be accessed either openly, flexibly or dynamically. This can be developed into various fields, one of which is in social media like YouTube. New media technology provides opportunities to create media content such as blogs, portals, Facebook and YouTube.

YouTube is a social media with video sharing website or video sharing web. Youtube is increasingly popular with ease of access and users can share, watch videos for free. YouTube has been established since February 2005 which was founded by Steve Chen, Chad Hurley and Jawed Karim, all three of whom were former paypal executors. YouTube has successfully developed and has a database that contains the most complete and varied content. YouTube was not previously developed by Google, but Google acquired it and synergized with other Google services. YouTube as a social media has a lot of interest among people of various ages, users reach 2 billion per month, this is possible to continue to grow if you look at the same source in 2017 amounting to 1.5 billion., In the following year it increased to 1.8 billion and in 2019 there were 2 billion users. (logged-in monthly users) of 1.5 billion in mid 2017.

Quoted from CNN Indonesia (2020), the increasing popularity of YouTube is motivated by the usefulness of the YouTube platform as a video sharing site for its users. YouTube noted that Indonesia has 200 local channels which already have 1 million subscribers as of March 2019. This number has increased five times compared to March 2018. With this number of subscribers, the local channel has assumed YouTube Gold status. "There are 500 hours of content uploaded every minute in Indonesia," Schremp said.

Indonesia itself has Atta Halilintar and Ria Ricis who received the Diamond Award, with total subscribers exceeding 10 million. Both names are the first independent creators in Southeast Asia to get the Diamond Award.

Internet users when visiting the YouTube platform are not just looking for entertainment, but as a vehicle for learning, and getting information. This is an interesting study to do research, looking at the largest number of 82% YouTube users are aged 18 to 29 years. This data is based on a central statistical body, the age range is dominated by the age of teenagers who work as students. One of the content on YouTube that interests teenagers is vlog.

A vlog is a video blog. Vlogs contain good stories, news, opinions, or daily activities that are usually written on the media blog. Vlog making has grown in popularity since the founding of YouTube in 2015. One of Indonesia's best channels occupying the top position is Deddy Corbuzier's channel, according to SosialBlade.com (one of the social media statistics sites) and watched more than 1 billion times on May 6, 2020. Around the last three years Indonesia has begun to emerge many Vlog makers or better known as Vloggers. Making vlogs is very easy, one of the main requirements is to have a google account or have an email from gmail. Making a Vlog is also relatively easy, using a cellphone can record daily activities and upload it on YouTube as a vlog.

The government even supports vlog activities as a form of creativity to actualize positive self toward good, especially seen as one of the digital businesses. Joko Widodo as the 7th president of the Republic of Indonesia also has a personal YouTube account that contains a Vlog about his activities as a President and daily life with his family, and is followed by a number of elite officials.

The high interest in YouTube users in Indonesia makes the competition to get the highest audience even higher. Because of that YouTube users are always innovating to make the show more interesting and different from the others. These events are like traveling, prank, culinary, podcasts and so on. Recently podcas nuanced content became an interesting event and received high ratings among the Indonesian youth community. Video podcas become interesting because they have a unique style in delivering messages. But not infrequently also vlog content creators such as prank, reaction, entertainment with an interesting definition to the negative side.

Video blogs according to the Educase Learning Initiative article have various advantages, namely; Easy to create, potentially a commercial vehicle, more dynamic than written or textual content, communication choices, and a means of expressing oneself. Vlog initially as a means to express themselves as the main goal, but over time users are too vulgar in expressing themselves users and tend to be negative so then trends emerge; the use of harsh words of concern, lifestyle trends imitating western culture, such as dating, behaving sexy and so forth. Vlogs are an important part of Indonesian youth, the ease of accessing and watching vlogs via smartphones is inevitable. As a result, not a few teenagers who make watching on YouTube as a benchmark for their way of life. The high number of Vlog users is a routine part of watching young people. The young people he referred to included students. FKIP Unila Education Information Technology students consider vlogs as an interesting show that is always being discussed. They prefer YouTube over other shows, like television for example. In fact, they are willing to wait for YouTube shows regularly from the creators of their idol content. In addition, some students known to be vloggers also have YouTube accounts and upload their own Vlogs. Students are highly educated young people, so it is hoped that they will not easily accept negative things that they watch on YouTube. Students who have obtained multimedia courses, are considered more able to create vlog content, this

is because they achieve the objectives of the course, one of which is able to use tools such as cameras and programs that can produce videos.

Therefore this research was conducted for students of information technology education, University of Lampung, besides having received multimedia courses, they have watched YouTube. According to the field in the Information Technology Education study program, it will be seen the influence that occurs from the content it consumes (YouTube) both containing positive and negative elements, from the perspective of students. So this research was conducted to find out "the influence of Vlog content on YouTube towards the formation of the attitude of the Technology Education and Information students of the teacher training and education faculties of Lampung University.

Previous Research:

Mujianto's research (2019) Shows that YouTube has a role as a positive teaching medium. Whereas in this study conducted student attitudes towards the response of YouTube. David, Sondakh, and Harilama (2017) revealed that the results of vlog content research affects attitude to view, whereas in this study, it is modified and carried out based on differences in geographical location and sample characteristics. Furthermore, research by Faiqah, Nadjib, and Amir (2017) also showed that YouTube can help communication in community. In this study YouTube as a means to reveal the effect of watching YouTube.

METHOD

Research activities that discuss this distribution are manifested in the correlation between two or more variables (Susetyo, 2014). This research method uses the correlational method, this method is used to examine the extent to which variations in one factor are related to other factors (Rakhmat, 2015). Simple correlation or simple correlation if only two variables are connected. In addition, this method can be used to determine the strength (form of direction) of the relationship between two variables and the magnitude of the effect caused by one variable to another variable (Siregar, 2015: 335).

Population and Sample

The population in this study were all students of Information Technology Education, Faculty of Teacher Training and Education, University of Lampung, Batch 2017, 2018, and 2019. Samples were taken from each batch proportionally with a total sample of 25 people. The correlational method is used to predict the dependent variable and our knowledge of the independent variable, measuring the relationship between various variables, and paving the way to make experimental research designs. The advantage of using the correlational method is that researchers can predict independent variable behavior with information about the dependent variable and research can determine the association and correlation of two or more variables (Bajari, 2015).

Variables

This research variable consists of independent and dependent variables. The independent variable is YouTube Video and the dependent variable is student attitude. Student attitudes include tendencies to avoid, or approach, or do something, both positively and negatively towards an institution, event, idea or concept. Attitudes consist of components that act as indicators consisting of Affective components (feelings and likes), Cognitive (knowledge and beliefs), and Conative (habits and willingness) to Vlog content. These indicators can be described as follows: Affective (likes / dislikes, likes / dislikes), Cognitive

(Knowledge of vlogs, and acquired knowledge), Conative (Watching habits, trying to watch things).

The Vlog content on YouTube is a content that shows the attractiveness of the content, credibility, and delivery of video messages, so that it can be understood and accepted by the audience. The indicators can be described as follows: The attractiveness of a Vlogger (similarity in age, interests and Physicality), the credibility of a Vlogger (Expertise in making Vlogs and Trust gained from the audience), Vlog Content (Interesting, unique, easy to understand, giving information, bias entertaining, and useful).

Data Collection

Data collection used is a survey method with an instrument in the form of a questionnaire to obtain information about a number of respondents who are considered to represent a particular population. Data collection is done by the Google Form application. Questionnaire in the form of questionnaire is used to collect data from respondents. The advantages of this questionnaire can control the high level of reliability, and can obtain relevant information in accordance with the objectives of the study. Information that can be obtained, namely, facts, opinions and attitudes, information and knowledge, and self-perception.

Data Analysis Technique

The data analysis method used is the correlation coefficient analysis. Correlation coefficient is a number that states the strength of the relationship between two or more variables, can also determine the direction of the relationship of the two variables (Siregar, 2015). The magnitude of the correlation coefficient ranges from $-1 \leq r \leq +1$. The direction of the relationship is expressed as a positive or negative sign in front of the correlation coefficient number (Susetyo, 2014). The formula used to calculate the correlation coefficient in this study uses the Product Moment correlation formula.

RESULT AND DISCUSSION

This research was conducted in the Information Technology Education study program, Lampung University. Research conducted in depth about YouTube as an impact or influence on student attitudes. The information of this research was obtained from the results of a survey of PTI student samples.

The purpose of this study was to determine the impact of vlog content on YouTube on the attitudes of students of information technology education in the teacher training and education faculties of Lampung. From the analysis of the correlation coefficient, the correlation coefficient (r) of 0.62 was obtained. So that it can be said the relationship between variable X (Vlog content) and Y variable (student attitudes) is 0.62. This means that the correlation value is strong and positive. Positive means there is a direct relationship between Vlog content and student attitudes. If the Vlog content is watched frequently there will be an attitude formation on the students.

After it is known to have a relationship between variable X and variable Y, then the hypothesis test is continued with the t test or t-test. Based on the value of the correlation coefficient, the t-value of 4.45 is obtained. This shows the value of t is greater than the value of the table at a significant level of 1%, 2.338. Thus obtained the hypothesis reject H_0 and accept the alternative hypothesis H_a . Thus showing a significant relationship between vlog content with student attitudes.

The magnitude of the influence of vlog content can be sought with the coefficient of determination, obtained 37.0% indicating the magnitude of the influence of the vlog content variable (X) on the student attitude variable (Y). the rest 62.05 is influenced by other variables. Hypodermic needle theory plays a role in responding to the results above, then the relation is likened to a syringe (Vlog content) injecting influence on the audience or the audience.

The communication variable is related to three things, namely the communicator, the message, and the media. Communicators in this case must have credibility, appeal and power, the communicators referred to here are YouTube video content creators. Vlogs on YouTube are rated by students as meeting the credibility category of what is being reviewed in a topic of conversation. Besides that video packaging can be packaged well in terms of editing capabilities. Attraction in YouTuber is also related to the similarity of hobbies and interests in the fields discussed (culinary, fashion, traveling, etc.). Matching topics with age is an additional attraction for students. Another reason is in the appearance of the video maker, and this is relative among students. The next category in communication variables is power. Vlogger is able to create an image of admiration for the students watching. It means that the creator of the content is considered powerful if it is set as an example for others.

In the intermediate variable, it includes attention, understanding and acceptance. The attention category is a Vlog video content that attracts attention is unique and new. New and unique videos can show new trends and are popular with young people. Besides the video can be in the form of original work or has never been made by someone else. then, the intended understanding category is that Vlog content creators can interact with the audience through comments about what the audience wants or through the question and answer segment. Sehinnga vlog is able to provide an understanding of what the audience wants. The reception category, video vlog uses everyday language sentences, is easy to understand and is informative and entertaining so that it can be the type of video that is received by the audience.

The research variables are X and Y variables. X variable is vlog content and Y variable is the attitude of students as spectators. Entering into the effect variable is related to the Y variable of research, namely the formation of student attitudes. Attitudes according to Mercy consist of three components namely cognitive, affective, and conative. Categories of cognitive change as the impact of the acquisition of information on the audience what they have watched. Viewers or students admit that vlogs are more popular and interesting to talk about compared to television shows. With vlogs, various events such as self-expression or other hidden abilities are obtained. The affective change category gives the viewer a feeling of happiness if the vlog event is a comedy genre, and can inspire and add information according to their needs. In addition, the audience or students also learn how to express themselves through the styles displayed by vlog makers and learn to be confident. However, not all students are interested in the program being aired.

Behavior change category, showing student behavior towards YouTube content shows. YouTube content that they watch becomes fun and becomes a habit, but there are also students who don't. Students who don't always watch YouTube are related to limited internet access, limited time. Conative categories are behaviors that have reached the stage of the individual taking action on objects. Students feel addicted to the video they watch, he feels there is something missing if he hasn't watched YouTube every day, but he also feels limited internet quota.

Students' Attitude

The attitude of students towards the YouTube content that they watch about things becomes trending because of negative things, such as the disclosure of harsh sentences, and the use of foreign cultures, ranging from different lifestyles of adolescents to the costumes they use and which are not in accordance with Indonesian culture. The results obtained by the majority of students said they did not agree with it. They think it is not good and not in accordance with customs, norms that apply and are considered taboo, should not be exhibited. This attitude is motivated by cultural factors according to Azwar (2012). However, there are students who think that this may happen because it is the video creator's right to express himself and / or gain a large audience. When asked about the use of abusive words, most students also disagree with abusive sentences, although some students state that abusive words are only for entertainment.

The desire to try arises from students in this study. They want to create an interesting content such as reviewing places to eat, travel, and podcast products. Most want to try something positive. While the negative things are all do not want to try, because they are considered not in accordance with their background, namely prospective educators. Some students do not want to make a vlog, because of limited tools and some who do not have confidence, he felt ashamed to do the activity. The student assumed the vlog was not an interest but was still happy to see YouTube content. There are also students who think that creating vlogs cannot share their time with lectures.

Therefore, based on the hypodermic needle model, the Needle illustrates vlog content such as drugs that are injected into students and has an impact. These effects can range from pleasure, to the desire to do. So the theory used in this study has a significant result, namely there is the influence of YouTube videos on the formation of audience attitudes in this case students of Information Technology Education, University of Lampung

CONCLUSION

The conclusions obtained from the YouTube vlog content correlation analysis on student attitudes showed a strong relationship, with a product moment correlation of 0.62. Then the influence of YouTube video content on student attitudes shows a value of determination of 37.0% which means it has a large influence.

The overall value of the correlation obtained is strong and positive. It can be interpreted that the relationship between YouTube video content with student audience attitude is unidirectional. If YouTube video content is watched frequently, students will form attitudes. The attitude is in the form of a positive attitude to get pleasure because the video being watched is entertaining, informative, and provides inspiration, useful in the transfer of knowledge. Some students have even become YouTube content creators and some have the desire to become a YouTube content creator.

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