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The Effectiveness of YouTube Live Streaming as Digital Learning Media in Tourism and Guiding Subject

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Abstract

The purpose of this paper is to study the effectiveness communication of YouTube live streaming (YTL) among the students of English Department at State Islamic University of Maulana Malik Ibrahim Malang, Indonesia concerning the teaching effectiveness. The sample of the study is 45 students of English Department who took Tourism and Guiding II in the sixth semester 2016/2017 as the elective subject. The researchers adopted exploratory study by distributing questionnaires on the communication effectiveness, learning effectiveness and YouTube Live Streaming implementation. The instrument had 15 items in which each point had five items with a three – point Likert scale. The findings show that the communication effectiveness of YTL was considered good in spite of the absence of the teacher and the noise disturbance, the learning effectiveness was increasing due to the students' own learning style, comfortable feeling and the repetition of video display. To implement YTL teachers' digital literacy is highly needed. On the implementation of YouTube –live streaming for teaching it is the responsibility of the school or campus management. The researchers recommends conducting further study on teachers' digital literacy, and teachers' made YouTube-live streaming materials.

Keywords: communication, teaching and learning, You Tube Live Streaming

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Introduction.

The users of internet nowadays in Indonesia reach the number of 143.26 million in 2017 (Diah Setiawan, 2018). While Kemenkominfo (2017) (Ministry of Information and Technology) based on the data of Webershandwick public relation company of service communication of Indonesia states that 63 million people in Indonesia are active in using Facebook and 33 million is active users per day. Of the 55 million active users they use it for uploading photos, videos or texts. The users of the internet are millennial generation who are mostly students from primary, secondary to tertiary level and are very familiar in operating the digital access. They use the internet not only for entertainment as the aforementioned but also becomes the easy source of learning that helps a lot for the students to look for the information assigned by their teachers.

Another strength is that internet helps a lot for the teachers in communicating with the students both in the classroom and out of the classroom. The absence of the teacher in the class can be 'changed' with the presence of the internet provided that the teacher has made lesson plan which has been previously sent by the teacher and clearly understood by the students. Thus the digital teaching is coming to enrich the traditional teaching which has been settled for for a number of decades. In some developed countries the settledness of traditional teaching is gradually eliminated by internet technology which is commonly called as digital teaching.

You-tube as a part of digital teaching is now modernized by the live streaming which enable the channel creator to communicate with the viewers at the actual time. Based on this future teachers can record the teaching activity and the students can access, listen, ask, and communicate with the teachers. When the students miss the class they can turn on the YouTube as long as it has not been eliminated.

Live-streaming via direct broadcasting is direct on air to many people at real time through data media connected to cable or wireless. At the beginning You Tube Live Streaming (YTL) is only for you tube creator but starting from 7 February 2017 it can be used for for all you tubers, and the most interesting advantage is that the live-streaming you tuber can get financial profit by uploading advertisement in between broadcasting (Sinkuakul, 2017).

Tourism and Guiding subject as one of the elective subjects at English Department of Maulana Malik Ibrahim State University is selected for this study due to the high number of students who join this subject compared to TEFL, Journalism and Translation (Document of Student Number of English Department of UIN 2017/2018, n.d).

In the digital era nowadays many campuses in the developed countries use internet for teaching and the students are not necessary to come to campus. This phenomena in the future will be the threat as well as opportunity for the teachers and also the campus, therefore it needs a wise solution to make digital teaching and conventional teaching go hand in hand.

This study aims at investigating the effectiveness of communication using YouTube live streaming specifically when the teacher is not teaching concerning communicative effectiveness, learning effectiveness and YTL implementation

Distance Learning

As a part of distance learning you YTL attracts and gains the popularity among the young people all over the world. This is because it is very easy to upload photos, videos and many kinds of picture that most young people like. One of the findings of the you tube in which it is used in performing arts is effective for the instructional tool and that You Tube is potential to be developed in education for the subject matter (De Witt & Alias, et al 2013).

Distance learning which is also called e- learning is a form of education with the absence of the teacher and the students in the classroom. The students can study from home from office or from other places the students feel comfortable (Study in your time from home n.d). There are three types of distance learning : synchronous which has the meaning of at the same time is a strict communication on line or chatting on line which has the strict rules, asynchronous is on line, has weekly deadlines and the students have more opportunities to meet the tutors. The last one is blended distance learning course and it is the combination of both in which the students have the opportunity to meet the tutors because the students are already given the materials and assessment along with the schedule of on line learning (Types of distance learning and on line education n.d, para 5)

Communication Effectiveness

Communication effectiveness is a matter of transmitting information and common understanding from one person to another which covers transmitting, receiving and decoding the message and the process involves sender, feedback and noise (Lunenberg, 2010-17). It is a process that requires paying attention to the holistic system, not just the content of the message therefore paying attention to some obstacles at several levels make it easier for the public in receiving the meaning (Cohn, 2007). A strong relationship between teacher and student can be built by effective verbal communication and this helps the teacher understand the student's ideas and the students get knowledge and skills of the teacher (Sutiyatno, 2018). In the study of experiment..... "Interactive-Multimedia Package is more effective than conventional methods in improving communicative skill in English" (Singaravelu, 2014, p.1).

Learning Effectiveness

YTL significantly helps students in learning provided that there is a training for the students, teachers and staffs institution. It is because You Tube tutorial approach had a powerful response to recognized student learning (Fralinger & Owen, 2009). Live streaming technologies like twitch have prospect as a program for responsive learning particularly technique of learning that could be selected in the live-streaming setting (Payne, Keith, Schuetzler & Giboney, 2017), and as an instructional media you tube helps essential mastery interpretation and remembrance framework (Buzzetto, 2015). A case study of Kohle and Cuevas (2010) shows the similar result that social media technologies can provide student centered learning, empower students to bring fast response within different areas of knowledge and multi cultural environment (Kohle & Cuevas, 2010). The students, who are familiarized with the videos and take part in the post-viewing activities, are conscious of comprehension, expertise and orientation, important principle of wealthy universal communication. (Romanowski, 2014)

You-tube live streaming implementation

Google provides live-streaming to you-tube channel through Google + using laptop and webcam and will automatically save your live stream, it is equipment cost effective which can record power points, lectures, presentation and not necessary to have more staffs. Do IT-Yourself Live Streaming(Live Streaming on YouTube n.d).There are some stages of applying video in the classroom : carry videos that display students a more enjoyment side of the subject, produce you-tube playlists as student exercises or as suggested more courses, make notes of class lessons or lectures and keep them for future illustration, and go on to the following stage(Hicks, 2015).Another way to implement is selecting existing videos that have been uploaded to You-Tube, make an your own experiment and try to create your own videos (Creating and using YouTube playlists for learning and teaching n.d)

Method

This study is exploratory study. A total of respondent of 45 students who take Tourism and Guiding II were taught using YouTube live streaming and after the teaching learning process the students were given the questionnaire about the use of *you tube live-streaming(YTL)* subject as a learning media concerning the communication effectiveness, learning effectiveness, and students' response on the YTL implementation.

Data collection is questionnaire consisting of three points consisting of 15 items of question based on Likert Scale with three options of *Strongly Agree, Agree and Disagree*, illustrating the percentage, classroom observation, and relevant document. Another data is the process of broadcasting of teaching Tourism and Guiding II subject with the teacher was seated at the back of the classroom explaining about the materials the role and the responsibility of the guide in which the course outline covers : the general guide, the local guide, guiding on board, guiding on site, making tour package and itinerary. It was lasted for 45 minutes, recorded and students had an interaction with the teachers at the real time . Data was taken on October 2017.The final data source was a recorded YouTube live streaming with students teacher interaction and the result of the questionnaire.

Procedure of the Study

The researcher applies the following procedures in order to collect data:

1. Recording and broadcasting at the same time the teaching-learning process
2. Adopting explanatory research to make an attempt of investigating what is going on of the trending issue
3. Determining the population of the study and the sample;
4. Distributing the instrument in the form of questionnaires and collecting the data;
5. Analyzing the results in light of the questions of the study;
6. Drawing conclusions and recommendations according to the results of the study

Limitations of the Study

This study is limited to students who were taking Tourism and Guiding II in the second semester 2016/2017 of English Department of Islamic State University o Malang.

Therefore, the generalization of the results of the study is applicable to the same populations only.

Finding and Discussion.

After the implementation of You-tube live streaming in Tourism and Guiding Class by distributing questionnaires to 45 students about communication effectiveness, learning effectiveness, and students' response on the YouTube live streaming implementation.

Table 1. *Communication effectiveness*

	SA	A	D
Teacher's information quality	64.4	23.3	3.3
Zero noise disturbance	44.4	11.1	11.1
Powerful learning without teacher's presence	62.2	28.9	8.9
Comment notes interaction between student and teacher	82.2	15.6	2.2
Video teaching pictures' quality	60.5	28.5	11

Table1 shows that teacher's information quality is considered good (64.4) and (23.3). This may refer to the fact that there is still noise disturbance (44.4) and (11.1), and it influences the quality of video pictures. In Indonesia most campuses have not been equipped by sophisticated IT facilities so that it is quite understandable that there is a disturbance in communication transmission. The unawareness of weather prediction is also very common in Indonesia and this can also be one of the causes of the disturbance. However the provision of comment notes helps a lot (82.2) and (15.6) in understanding the lesson.

The result is in line with Manu, Arthur and Yeboah (2013) that there are challenges in implementation of social media into coursework that it demands sophisticated devices, high cost of licensing, incompetence in the use of multimedia tools, and the incompetencies of the teacher in technology. This situation has to be anticipated with the supported facilities such various channels, telephone, post email, printed materials that have been prepared by the

Table 2. *Learning effectiveness*

	SA	A	D
Comprehending easily	74.2	25.8	0
Feeling comfortably	65.4	26.7	8.9
One's own learning style	65.4	26.7	8.9
Student's active learning	65.4	26.7	8.9
Video display repetition	95.4	4.6	0

Table 2 shows that comprehension and video display are considered good that the students understand easily(74.2)and (25.8) it is because the students who are accustomed to use social media including YouTube have no difficulty in operating it. In addition when there is video display repetition the students get their learning at most(95.4), becoming active learner(65.4) and

(26.7), comfortable feeling(64.4) and (26.7) it is because it can adjust the students' learning style(64.4) and (26.7)it makes the students more active in learning (65.4) and (26.7).

More advantages of this model of learning are the students need not to come to school or campus this means the students do not spend money for transport, it gives students the option to work and study at the same time and it can develop valuable skills to be self discipline, time management, and it can have greater access for education, meaning that it is limited to the area of the students only."What is distance learning?"(Oxbridge Academy n.d para 1)

The result of this study also reveals that social media provides a new learning environment that make the students and teachers learn and communicate by using advancement of information technology, and it also promotes both a social network and individual learning experience (Chan and Leung, 2016)

Table 3. *You-tube live streaming implementation*

	SA	A	D
Teacher's digital literacy	100	0	0
Technological skills of the education staffs	62.2	37.8	0
Digital literacy of the education staffs	55.1	44.9	0
You tube –live streaming for all subjects	57.8	24.4	17.8
Education's institution awareness	100	0	0

Table 3 shows that teacher's digital literacy is highly needed (100) in YTL teaching, but not too high for the education staffs (55.1), and (44.9). This is because the education staffs help teacher and students whenever there are some obstacles concerning the YTL infrastructure. Although it is easy to operate and students can do, it should be supported by the education staffs because they know well Information Technology (IT) campus facility. Concerning whether YTL applied in all subjects not all students agree (57.8) and (24.4). In spite of the advantages there are some disadvantages as stated by Voogt, Erstad, Dede, and Mishra (2013) that teachers realize of the demands of the students in relation to digital literacy and how it may be influencing their informal learning struggle. Therefore, deciding the priority of You-tube based on the condition of the education areas is of high importance (Snelson, Rice & Wyzard, 2012). It is the duty of education institution to foster and facilitate the digital literacy for the academic and education staffs as the result of the study(100) and the political will of the existence of You-tube live-streaming is the responsibility of the education institution.

Conclusion and Recommendation

YTL is undoubtedly appropriate and effective in communication for millennial generation because of the practicality of the powerful learning, students feel comfortably, and helping the teacher a lot when he or she is not coming. There are some obstacles of noise disturbance due to the lack of good facility, unpredictable weather that can disturb the internet connection so that it influences the quality of video pictures. The disadvantage of communication effectiveness can be bridged by the provision of comment notes as a communication media, between students and

teachers and create mutual understanding cognitively and emotionally between students and teachers

YTL is a good technological learning tool and can be effectively used in teaching. The finding of the study shows that students are enthusiastic in welcoming and using the YTL in the way the students can learn independently, has the freedom upon the learning style, the opportunity to rebroadcast the YTL is very useful for the students' learning repetition. They can also manage their own pace of learning without being influenced by friends or teachers. Its specialty on the comfortable learning for the students lead the students to have more questions from the shy students and this happens in the YTL teaching learning. More students are active asking questions.

Concerning YTL implementation in schools or campuses the study reveals that it is the responsibility of the education management and it should be followed by by the digital literacy of teachers, staffs and the skills in operating IT for the education staffs. The political will of the school management is of a great assistance in anticipating millennial student generation who are familiar with YTL and other IT devices and they are smarter than their teachers.

The millennial student generation has been born, it is the time for the birth of millennial teachers specifically in developing countries where the technology infrastructure as not as advanced as in the developed countries.

It is the purpose of this paper to encourage online educators to accept video sharing services so as to design intentional enlightening videos, adopt similar videos made by others, and implement video design into student projects, presentations, assignments, and/or discussions (Buzzetto, 2015).

As the result of the study the researcher recommends that there should be more research papers on the teacher's digital literacy and teachers' made YTL materials.

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