
USING YOUTUBE APPLICATION MEDIA TO INCREASE MOTIVATION IN ECONOMICS LEARNING AT SMK NEGERI 4 MAKASSAR

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ABSTRACT

The aim of this research is to determine the use of YouTube application media to increase motivation in learning economics. This research method uses qualitative research and focuses on students at SMK Negeri 4 Makassar. This data was collected via Google Form, a series of questions were created to see how students used the YouTube application in economics learning. The results of research by utilizing YouTube application media in economics learning can significantly increase student learning motivation. YouTube as a platform that provides a variety of video content, including tutorials, presentations and explanations of economic concepts, provides a more interesting and interactive learning experience for students.

Keywords: Youtube Application, Learning Motivation, Economic Learning

INTRODUCTION

Nowadays, humans are very dependent on technology, making it a basic necessity for everyone, from children to adults, from experts to lay people. Technology has seeped into various aspects of life, both in work and education. Current technological developments are very fast, and their existence is considered vital in supporting various human activities. In this era of globalization, the development of information technology has a significant impact on the world of education. Global demand emphasizes the importance of technological adaptation in improving the quality of education, especially in the use of information and communication technology in the learning process (Tinambunan, 2022).

A quality learning process reflects a learning environment that provides students with the opportunity to control their emotional needs, make choices that allow physical, emotional and mental involvement in the learning process, and gives them the freedom to determine how to learn according to their abilities and interests. Until now, learning approaches still tend to be conventional and centered on the role of the teacher (Student & Rusli, 2022). This is clearly contrary to the desired learning quality standards, which in the end can reduce

the quality of education. There are many factors that influence or support the achievement of a quality learning process in achieving educational goals, and one of them is the use of technology in the context of education and learning. Modern learning technology uses various applications of information and communication technology (ICT) to overcome challenges in the educational domain, and this provides various benefits and advantages. (Herman D. Surjono, 2010). By considering the advantages of various learning technologies, appropriate and efficient use strategies can be designed to improve the quality and effectiveness and efficiency of learning (Ismaniati, t.t.).

Learning quality describes how effective a learning process is. Effective learning allows students to interact actively with various learning resources, so that they can achieve learning goals effectively, efficiently, and feel interested. Improving the quality of learning is an effort to achieve the expected level of learning quality (Salam, S., et al, 2023).

One social media platform that can be used as a learning tool is YouTube. YouTube is one of the various social networking sites that is popular today. Integrating YouTube in education is a simple and user-friendly way to improve collaboration skills and adopt technology in the teaching process. Launched in 2005 by three former PayPal employees, namely Chad Hurley, Steve Chen, and Jawed Karim, YouTube was then acquired by Google and relaunched in 2006 (MF AK, 2021). Even though YouTube is a very practical and easy to understand learning method, currently, the information found on YouTube is not often used as a reference in literature searches. Despite this, there is recognition of the effectiveness of YouTube and its applications as an effective learning tool in higher education. As a specific example, YouTube can be used in educational programs to provide visual illustrations, tutorials, or learning materials that are more interactive and interesting for students (Mujianto, 2019).

The growth in popularity of YouTube as a social media platform provides opportunities for the world of education. Education has a crucial role in developing quality human resources. Education is a deliberate and structured effort to create a learning environment and learning process that allows students to actively explore their potential, including spiritual aspects, self-control, personality, intelligence, morality and skills that are relevant for individuals, society, nation and state. . Educational institutions are required to be creative and innovative in creating new and interesting learning media for students. In the learning context, YouTube can be used as a learning medium (Junawan & Laugu, 2020).

Motivation is a deliberate effort to direct, encourage and maintain a person's attitude so that they are motivated to do something with the aim of achieving certain results or

goals. (Hamdu & Agustina, 2011) The factors that influence learning motivation according to (Syamsu, 2009) learning motivation can arise due to internal and external factors: Internal factors consist of physical factors and psychological factors. A. Physical factors are elements that originate from a person's body condition and appearance. This covers aspects of health, including nutritional intake and physical functions, especially in terms of the five senses. B. Psychological factors are variables that influence students' learning processes through various aspects that can motivate or hinder them. This includes the student's mental condition. External factors are divided into two aspects: Social factors, which are related to human interaction and the environment around students, including the role of teachers/tutors, parents, neighbors, friends, and others. Non-social factors include the physical conditions around students and the natural environment, such as weather conditions, time of day, the condition of the learning place which includes noise levels, the existence of schools, and educational facilities and infrastructure (Kurniasari et al., 2020).

METHOD

This research method uses qualitative research and focuses on students at SMK Negeri 4 Makassar. This data was collected via Google Form, a series of questions were created to see how students used the YouTube application in economics learning. to gain a deeper understanding of the impact of using YouTube in economic learning, such as YouTube. (Manda et al., 2023) This research seeks to analyze and describe the use of YouTube as a learning medium to increase students' learning motivation. The author uses a qualitative approach to analyze studies on the use of YouTube as a learning medium to increase student learning motivation.

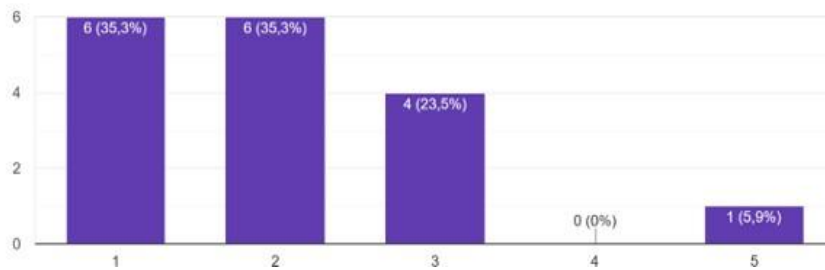
RESULT AND DISCUSSION

Based on research conducted at SMK Negeri 4 Makassar, it shows that the use of the YouTube application has great potential in increasing student learning motivation. As is known, YouTube is a platform that allows users to watch, save and share videos with various content, ranging from tutorials, news, films, education, articles, animations, learning videos and so on. With the increasingly rapid development of smartphones and internet networks, YouTube has become a very effective channel for providing diverse and useful learning videos for students. Using learning media that is appropriate to the situation of students who may feel bored is important. Students, the majority of whom are millennial children, need to

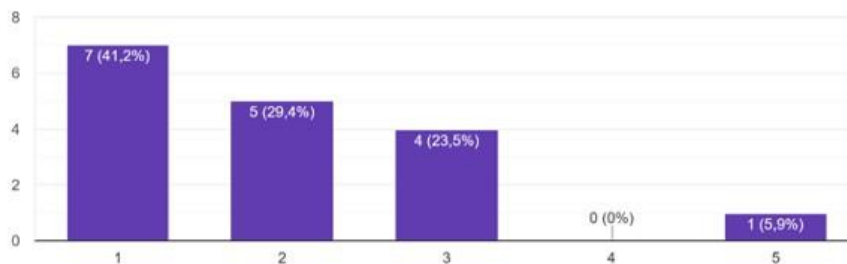
pay attention because if there are no adjustments in the learning process, they may lose motivation to learn. Therefore, innovation is needed such as the use of the YouTube application, which can not only increase learning motivation but also increase learning effectiveness. One step that is easy to take is to present the material and questions and answers in a suitable format in the YouTube application (Febrianti & Syahrudin, t.t.).

The following are responses from students regarding the use of YouTube at SMK Negeri 4 Makassar

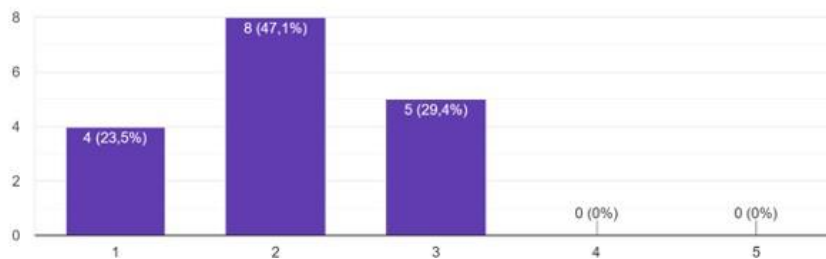
1. Using the YouTube application can increase my motivation in studying economic concepts



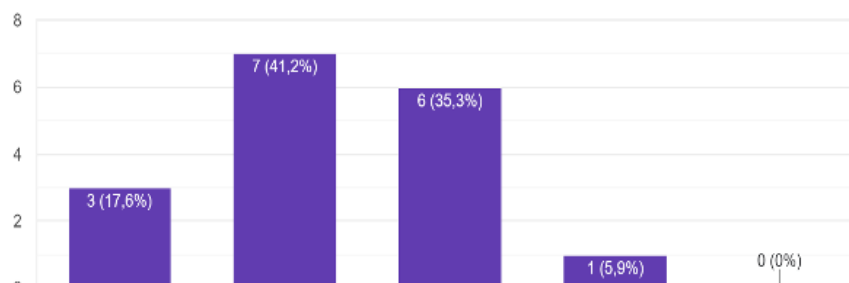
2. Watching economics learning videos on YouTube makes me more enthusiastic about learning



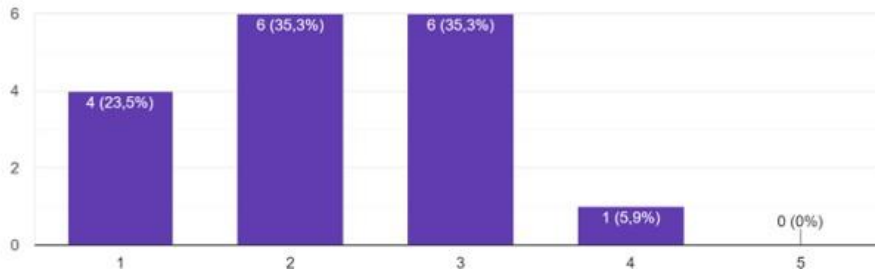
3. I believe YouTube provides easy and fast access to various economic learning resources



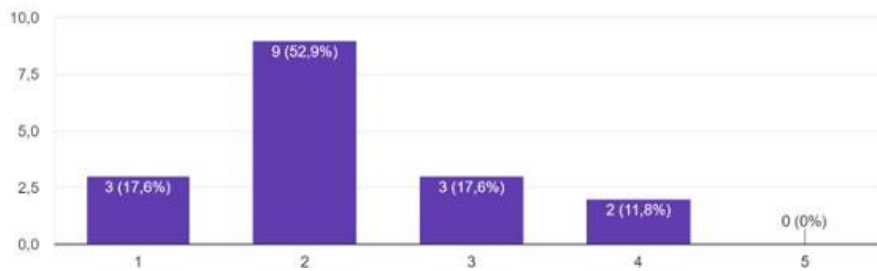
4. Using YouTube to study economics has helped me broaden my understanding of complex topics



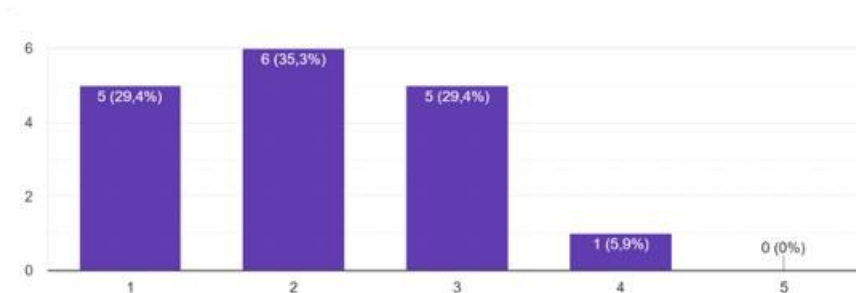
5. I am sure that using the YouTube application for learning economics can improve my academic achievement



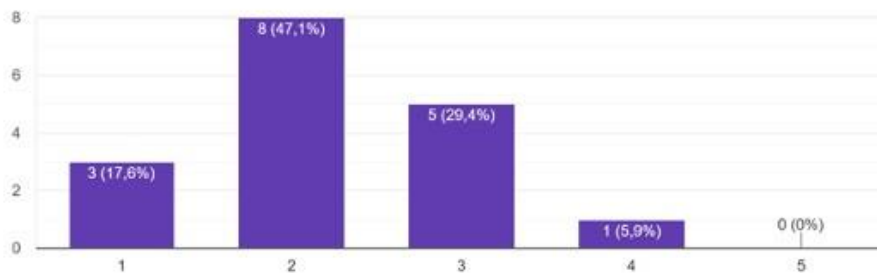
6. I am sure that the motivation to study economics increases after using the YouTube application regularly



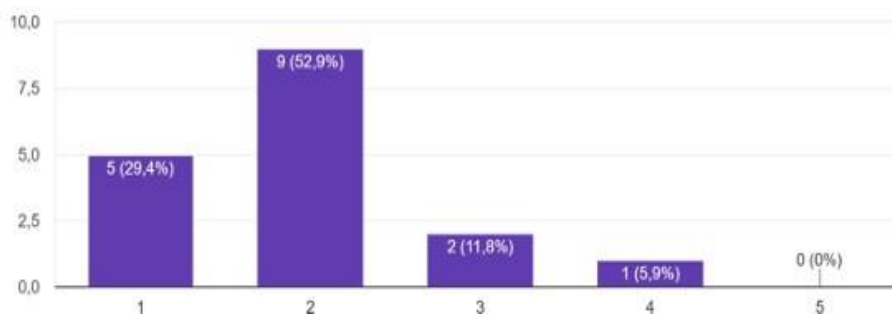
7. YouTube provides variations in how to convey economic material which makes learning interesting and fun



8. Watching economics learning videos on YouTube gives me additional motivation to develop my understanding outside the academic environment



9. Video content on YouTube has helped me overcome the difficulties I experienced in understanding economic concepts



10. Compared to other learning media, do you think YouTube can be used as an effective media in supporting learning in the classroom? Give your opinion regarding this statement.

I agree with the opinion above because YouTube makes it easier for me to study economics in a wider scope

Yes, because YouTube media is more effective and we can understand it more easily than reading through books

In my opinion, the YouTube application does have easy access and unlimited content. However, YouTube also has many disadvantages, including a lot of other content that can interfere with learning concentration, considering that this type of learning is independent, not everyone can fully focus on a platform whose main purpose is entertainment.

In my opinion, the learning method via YouTube is very effective because we can get more detailed explanations regarding material that we don't understand.

CONCLUSIONS AND SUGGESTIONS

Based on research conducted by researchers on students at SMK Negeri 4 Makassar, the conclusion was drawn that by utilizing YouTube application media in economic learning, students' learning motivation can be significantly increased. YouTube as a platform that provides a variety of video content, including tutorials, presentations, and explanations of economic concepts, provides a more interesting and interactive learning experience for students. The ability to present learning material in attractive visual and audio formats also helps students to more easily understand complex concepts. Apart from that, students' involvement in searching and finding videos that are relevant to the learning topic can also increase their self-confidence. Thus, the use of YouTube application media can be an effective strategy for increasing student motivation in learning economics.

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