
**IMPACT OF USE OF YOUTUBE APPLICATIONS ON CULTURAL ART STUDY IN
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ABSTRACT

This study uses a quantitative research method with a true research design an experiment with the type of posttest- only control group design which aims to test the effect of using the YouTube application on the results of learning Arts and Culture in class X UPT SMK Negeri 2 Sidrap. The population of this study is all students of class X SMK Negeri 2 Sidrap with samples taken of 18 students of class X BRT 1 SMK Negeri 2 Sidrap and using the Purposive technique sampling. There are 2 variables in this study, namely the effect of using the YouTube application (independent variable) and the learning outcomes of Class X Students' Cultural Arts (dependent variable). This research was conducted in class X UPT SMK Negeri 2 Sidrap. Data collection techniques using documentation and tests. Data from the test results that have been collected are then analyzed using the mean and t.test formulas . Based on the results of data analysis, the experimental group value = 85 and the control group value = 66.111 and the t test obtained T count 5.897 > from T table 5% (2.120) with db 16 . Based on the results of the study it can be concluded that the use of the YouTube application has an effect on the learning outcomes of Cultural Arts class X UPT SMK Negeri 2 Sidrap

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INTRODUCTION

Learning is a process of interaction between students and teachers who influence each other to achieve a learning goal. The teacher as an educator in the learning process acts as a giver, distributor, and conveyer of knowledge, so that in improving the quality of better learning it is necessary to improve the learning process, one of which is with learning media. The purpose of learning is to create experiences that will become the foundation of life for students (Salam Rudi, 2017). The learning environment that students need is adequate infrastructure, the teacher as facilitators and motivators, effective learning models according to the character of students, teaching materials that are *up to date*, as well as media for delivering effective material (Nurmayanti & Ferdiansyah, 2021). In the learning process, it is necessary to have learning media that can help support the delivery of material. Learning media is something that consists of materials, tools or techniques used in teaching and learning activities and helps students understand abstract problems (Zayyadi Moh dkk., 2017). Based on the results of observations at UPT SMK Negeri 2 Sidrap in the teaching and learning process in the subject of Cultural Arts they still use teaching materials in the form of printed books and students are more required to be more independent in learning due to a lack of teaching staff. One solution that can provide better learning outcomes is by utilizing social media as a source of information in the teaching and learning process.

Talking about social media, of course, cannot be separated from communication. Social media is an *online* medium, with its users being able to easily participate, share and create content including *blogs*, social networks, wikis, *forums* and *virtual worlds*. (Cahyono Anang Sugeng, 2016). *Youtube* is a social media that can be used as a medium in learning. *YouTube* **is a website that allows users to store, watch and publicly share videos**. *YouTube* is the best place/means for sharing *videos* from around the world, ranging from short videos, tutorials, short films, education, animation and entertainment. Implementing the use of *Youtube* in learning makes it easier for educators to apply technology in the world of education, as well as expanding students' experience in finding references in order to achieve more optimal learning goals. Seeing how much positive possibility is obtained to increase understanding in learning Arts and Culture in theory and in the form of practice which is expected to attract students' interest in the learning process

STUDY REFERENCES

Youtube.com , is a website *that* uses the internet to run its features, where with *YouTube* , a user can post or display *videos* or animations so that many people can see and enjoy them . The large number of *YouTube* users , is very profitable for a promotion using this media. *Youtube* is an *online video* and the main use of this site is as a medium for searching, viewing and sharing original videos to and from all corners of the world through a *web*. (Bugiardo, 2015). Media *YouTube* is a social site that provides various kinds *of videos* ranging from *video clips* to films, as well as *videos* made by *YouTube* users themselves , where you can enjoy this social media by viewing *videos* or moving images (Huwaidah A, 2019). *YouTube* has the meaning as a digital media site (*video*) that can be *downloaded* , uploaded, and shared (*shared*) throughout the country. For the younger generation , *YouTube* is a phenomenal and most frequently used social media site (Baskoro, 2009).

Quoted from(Jayani, 2020) which was published on February 26, 2020 *YouTube* is one of the most used social media *platforms in Indonesia with an age range of 16 to 64 years with an access percentage of YouTube users* reaching 88%. The next most frequently accessed social media is *WhatsApp* with 84%, *Facebook* with 82%, and *Instagram* with 79%. For information, the average time spent by Indonesians accessing social media is 3 hours 26 minutes.

According to the 2017 revised syllabus in (Asna Y, 2020), the subject of Cultural Arts is multilingual, multidimensional, and multicultural. Multilingual means the development of the ability to express oneself creatively in various ways and media such as visual language, sound, movement, roles and various integrations. Multidimensional means the development of various competencies including conception (knowledge, understanding, analysis, evaluation), appreciation, and creation by harmoniously integrating elements of aesthetics, logic, kinesthetics, and ethics. Multicultural nature means that art education develops awareness and ability to appreciate various cultural arts. This is a form of forming a democratic attitude that enables a person to live in a civilized and

Wiji Sarwini's research (2020) with the title Media Implementation Video Learning Through *Youtube* on Subjects Art Material Culture Music Arts Grade X Students of SMA 12 Banda Aceh. Implementation of video media through *YouTube* able to improve skills on the material art of music class X SMA 12 Banda Aceh. This is evidenced by the level of completeness of the results student learning on each cycle. The average value of the first cycle is 60.8 then in the second cycle increased to 92. The percentage of completeness in cycle I was 0% and then increased to 91%.

METHODOLOGY STUDY

The approach used in this research is quantitative. According to (Sugiyono, 2013) the quantitative research method is a scientific method because it meets scientific principles, namely concrete, objective, measurable, rational and systematic. To get the results of this research, it is better to make a design of the research that will be carried out first. The research design carried out is the *true design experiment* with the type of *posttest- only control group design*.

(Sugiyono, 2013) Stating that "Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied". The population in this study were all students of class X UPT SMK Negeri 2 Sidrap. The sample is part or representative of a population being studied. According to (Sugiyono, 2013) sample is a factor of the number and characteristics possessed by the population. Based on the opinion above, the sample used in this study is *purposive Sampling* is a technique of determining a sample based on the considerations of the researcher. The sample from the total population is 163 people in class X UPT SMK Negeri 2 Sidrap, then the researcher take sample with consideration in terms of student attendance namely class X BRT 1 as much 18 people. Details of the number of samples can be seen.

The technique in collecting data used in this study is Documentation techniques are used to obtain information about the state of the population that supports research as well as the number of students of class X UPT SMK Negeri 2 Sidrap school year 2022/2023. The test technique is used to measure learning outcomes in the Arts and Culture subject for class X UPT students State Vocational High School 2 Sidrap. Tests are carried out at the end of learning with the aim of knowing the learning outcomes of students. The test in question is to provide questions in the form of essays as many as 5 items in each question will have varying question weights with a maximum score of 100 with a rating scale of 0-100.

RESULTS AND DISCUSSION

The research was conducted in class X at UPT SMK Negeri 2 Sidrap. The class chosen as the sample is class X BRT 1 UPT SMK Negeri 2 Sidrap. In this study it was divided into 2 groups, namely the experimental group where in the process of learning activities they used the *YouTube application* and the control group did not use the *YouTube application in learning activities*. After carrying out the teaching and learning process the two groups were given a test. To facilitate the process of data analysis, the data that had been collected would be presented first and then analyzed and then continued with hypothesis testing with statistical techniques. This research was conducted with the intention to determine the effect of *YouTube application-based learning media* on learning outcomes in the subject of Cultural Arts class X BRT 1 UPT SMK Negeri 2 Sidrap. The location for the implementation of this research was at UPT SMK Negeri 2 Sidrap by taking a sample of 18 students. In determining the division of the experimental and control groups by dividing based on the odd number of attendance for the experimental group and the even number of attendance for the control group.

Based on the scores obtained in this study, it shows that differences in learning outcomes for Cultural Arts class X BRT 1 UPT SMK Negeri 2 Sidrap who use the *YouTube application* in the learning process are better than students who carry out the learning process as usual. Learning outcomes can be seen from the comparison of test scores that have been carried out on students at the end of the learning process. The results of the experimental group that used the *YouTube application* in the learning process obtained higher scores compared to the control group that did not use the *YouTube application* during the learning process. This can be seen from the results of the data analysis that was carried out showing the average value of the experimental group ($M_x = 85$) while the control group ($M_y = 66.111$). This value indicates that the M_x value is greater than M_y ($85 > 66.111$) and in the t-test it gets a T_{count} of $5.896 >$ from $T_{\text{table } 5\%}$ (2.120) with 16 db.

Based on the gains obtained in the statement above, the hypothesis which states that there is an effect of using the *YouTube application* on the learning outcomes of Cultural Arts class X UPT SMK Negeri 2 Sidrap is **"accepted"**. As a consequence of this acceptance, the hypothesis which states that there is no effect of using the *YouTube application* on the results of learning Arts and Culture for class X UPT SMK Negeri 2 Sidrap is **"rejected"**.

Thus it can be concluded that the use of the *YouTube application* in the learning process can have a positive influence. This is shown by using the *YouTube application* in the learning process towards student learning outcomes which are quite satisfactory compared to learning outcomes that do not use the *YouTube application* in the learning process.

CONCLUSION

Based on the results of research on the effect of using the *YouTube application* on the learning outcomes of students in class X BRT 1 UPT SMK Negeri 2 Sidrap, it can be concluded as follows. *YouTube application* in the teaching and learning process has an influence on the learning outcomes of Cultural Arts class X BRT UPT SMK Negeri 2 Sidrap. Based on the results of this study which have been analyzed, an average value of $M_x = 85 > M_y = 66.111$ is obtained and the t. test obtains $T_{\text{count}} 5.897 >$ from $T_{\text{table}} 5\%$. From the results of the average value found, it shows that there is an effect of using the *YouTube application* on the results of learning Cultural Arts class X BRT UPT SMK Negeri 2 Sidrap. The final results show that students who learn to use the *YouTube application* have a positive impact compared to students who study as usual.

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