

## Perceptions of Primary and Secondary Education Students in Kendari City toward Youtube

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### Abstract

*The purpose of this research is to find out students' perceptions of digital media YouTube in primary and secondary level students in the city of Kendari. This study uses a qualitative descriptive method with interview, observation, and documentation techniques. Data were analyzed using descriptive statistics. The results of the study show the perceptions of elementary and secondary level students understand Youtube media. Elementary and secondary level students, on average, understand the Youtube application with the highest Percentage on the SD/MI level at 58.33%, SMP/MTS at 66.67%, and SMA/MA/SMK who understand and fully understand at 88.89%. On Youtube features, elementary to secondary level students understand 36.11%, 41.67%, and 44.45%, respectively. For the benefits of the Youtube application, elementary to secondary level students understand, and the data obtained are 38.89%, 52.77%, and 55.55%, respectively, with the rest of the participants already fully understanding. In addition, students understood the Youtuber profession and obtained data from 33.33%, 50%, and 61.11%, respectively. Also, students also understand the dangers or negative impacts of using Youtube, with successive data of 30.55%, 69.45%, and 77.79%. Overall can, it is said that students at the final secondary level, namely SMA/MA/SMK, understand more about the Youtube application, its features, benefits, the Youtuber profession, and the dangers of Youtube compared to junior high school students, namely SMP/MTS and the elementary level of SD/MI.*

**Keywords:** Perception, Youtube, Kendari City

### 1. Introduction

Digital media technology is currently developing at a significant speed and has become an integral part of people's lives. Based on a survey conducted by the Association of Indonesian Internet Service Providers (APJII) conducted in April 2019, the number of Internet users in Indonesia is 171.7 million people or around 64.8% of Indonesia's total population of 264 million people. These internet users increased by 10.2% or 27.9 million people compared to the previous year's internet users (APJII, 2019). The Internet is used to access information and network on social media such as Youtube. YouTube media reaches up to 88% of internet users in Indonesia.

Youtube is a media website that is used to share videos online. Youtube is very well-known among internet users around the world, from young people to adults (Handayani, 2020). Through its complete features, every user, including students, is able to access information available all over the world in a relatively

short time (Syifa et al., 2019). Other features are also very helpful and pamper users to make it more comfortable and easy to enjoy videos that are included in the Youtube system. Some of them are Feather Beta Youtube, Youtube Charts, Youtube Disco, Youtube Leanback, YoutubeMySpeed, Youtube Live, and so on (Faiqah et al., 2016).

For students, YouTube can be used as an effective learning medium that increases students' interest and motivation to explore information independently, increase their knowledge, and can learn to practice on their own by practicing videos on Youtube. This is reinforced by the results of Farhatunnisya's research (2020) which states that the media application YouTube can be used as a learning medium to increase the motivation of Insan Litera students, but there needs to be a party that helps guide and direct them in using it so they are able to be motivated to learn. Apart from that, according to (Indarsih & Dian, 2021), the use of YouTube spurs creativity and interest in making brilliant ideas, previously only copying and pasting from Youtube is used as a source of new material to complete practical assignments with the potential that exists in each individual. Indirectly, YouTube can increase

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interest in analysis for each individual to look for ideas and material. In line with this, research results (Iwantara et al., 2014) show that the learning outcomes of students who use Youtube are better than those who do not use Youtube. The average difference is 24.21, with a pretest value of 19.91 and a posttest of 44.12. 2014) shows that the learning outcomes of students who use Youtube are better than those who do not use Youtube. The average difference is 24.21, with a pretest value of 19.91 and a posttest of 44.12. 2014) shows that the learning outcomes of students who use Youtube are better than those who do not use Youtube. The average difference is 24.21, with a pretest value of 19.91 and a posttest of 44.12.

Youtube is very interesting and has many users because everyone can see the content feels more real in the form of sound and visuals. Content and content creators on Youtube or Youtuber are part of young people's lives (Rahmawan et al., 2018). Most young people now use Youtube to watch podcasts, listen to songs, watch movies, watch music videos, find the latest and actual news, and watch video tutorials (Pambudi, 2021). For students, more educational content should be explored to broaden their horizons. Based on official data released by Youtube, it has been stated that educational content is one of the main focuses that needs to be developed seriously, considering that every day more than 1 billion videos related to the learning process are watched on Youtube (Rahmawan et al., 2018). In addition to the positive impact obtained by the easier access of students to information from the Internet, including YouTube, it allows students to be exposed to negative things as a result of this technological development.

The results of the study (Rahmawan et al., 2018) show that internet users are still unable to explore further the potential of digital media such as Youtube as a source of information and educational facilities. This is also one of the reasons for the large amount of negative content that causes various kinds of problems in cyberspace, such as the spread of hoaxes, cyberbullying, cybercrime, pornography, and the politicization of SARA issues. This indicates that it is very important to see students' responses or perceptions of digital media YouTube as a source of learning both at school and outside of school. Therefore, this study aims to describe the understanding of primary and secondary level students in Kendari city regarding the Youtube application, its features, utilization, Youtuber profession,

## 2. Method

This type of research uses a qualitative descriptive approach. Qualitative descriptive research aims to provide an explanation of the phenomenon broadly to discover complex realities and gain insights into the

meaning of the research topic. This descriptive research also describes and illustrates pictures that are arranged, the facts that are actual and accurate, behavior, and the interrelationships between phenomena that are observed and researched (Tinambunan & Chontina, 2022).

This research was conducted on elementary to secondary level students in the city of Kendari. The data collection technique used was an interview process with elementary school (SD/MI), junior high school (SMP/MTS), and senior high school (SMA/MA/SMK) level students. The interview was conducted by asking several questions related to the problems being studied and submitted to students to provide information about students' perceptions of digital media Youtube. In addition to using interview techniques, researchers also obtained data through observation and documentation techniques. Documentation was obtained in the form of recordings and photos. Data collection was carried out by 36 students who were divided into eight groups. Data were analyzed using descriptive statistics with the aim of describing what happened in the sample. The formula is as follows (Purwandari, 2019).

$$P = \frac{f}{n} \times 100\%$$

Where :

P = Percentage of resources

f = Frequency of each selected answer

n = Total amount

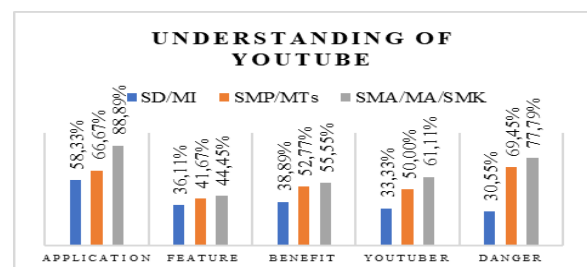
Then the percentages obtained are translated into seven categories, as shown in Table 1 below.

Table 1. Percentage Category (Purwandari, 2019).

Percentage	Category
0-1%	There aren't any
2%-25%	Small Percentage
26%-49%	Less than half
50%	Half
51% - 75%	More than half
76% - 99%	Most of the
100%	Total

## 3. Results and Discussion

Based on the research and calculations that have been done, the results of the research data are as follows:



**Picture 1.** Understanding Scale of Elementary and Middle-Level Students on Youtube

The Picture 1 shows that students know and understand YouTube media. Responses or perceptions are getting bigger at the level of elementary to high school education. The greater the students' positive perception of YouTube, the better it is for the learning and development process. In other words, for students that a good perception of learning can guide and motivate students to achieve goals in the learning process.

a. Basic Education Level or Elementary (SD/MI)

Based on the results of interviews conducted with eight students with an age range of 8-11 years from 8 different schools, namely SDN 7 Kendari, SDN 100 Kendari, SDN 2 Kendari, SDN 105 Kendari, SDN 35 Poasia, SDN Kendari Permai, SDN IT Ar- The treatise and SDN 1 Ranomeeto show that students at the Elementary School (SD) level understand the Youtube application by 58.33%. Basic level (SD) students' understanding of YouTube is still limited to knowing that Youtube is an application for watching cartoons, movies, vlogs, or occasionally watching learning videos when they get assignments from school. Based on the results of interviews with students, it was stated that the intensity of watching on YouTube was limited by their parents. The time used by students varies, including a minimum of 1 hour per day, and a maximum of 1 hour per day, to give freedom to students with an unspecified time with a record that it is not 24 hours a day. According to Iskandar and Rubby (2020) stated that YouTube is used as a creative and innovative learning medium. Many students use YouTube social media based on their curiosity. When they see people around them doing this, quickly, children (students) will catch and remember what they saw and what they felt.

Youtube has many interesting features to be used for both children and adults. Based the results of interviews with elementary-level students showed that less than half of the students understood Youtube features, with a percentage of 36.11%. When students were asked about the features on YouTube, they did not know much about the features on YouTube. Students who were interviewed said they knew some basic features such as downloading a video from YouTube, sharing the video with other people, making a comment, playing/watching the video on the next recommendation, speeding up or slowing down the video, subscribing, liking, disliking a video and searching for a video. Videos. Meanwhile, when asked about other features such as Youtube Kids, annotations, autoplay, subtitles, *et al.*, 2016), other features are also very helpful and spoil Youtube users to more comfortable and easy-to-enjoy videos that are included in the Youtube system. Some of them are

Feather Beta Youtube, Youtube Charts, Youtube Disco, Youtube Leanback, YoutubeMySpeed, Youtube Live, and so on.

Youtube, as the number 1 video search media in the world with its complete features, provides benefits for many people, including students. Based on the results of interviews conducted with elementary-level students, it was shown that less than half of the students understood the benefits of using Youtube, with a percentage of 38.89%. Most elementary-level students interviewed used Youtube as an entertainment medium to watch things they liked, such as cartoons, children's films, vlogs, pranks, games, parodies, reviews, dubbing, and so on. And some of them said that Youtube could be used as a learning resource to find out material at school and outside of school and develop creativity, such as painting and drawing. This is supported by Mujianto (2019). Youtube can be used as a learning medium. Students can independently search for information, add to their knowledge, and can learn to practice on their own by practicing videos on Youtube. Often using social media helps students in doing schoolwork and can also increase their ability to be more creative and innovative. According to Tinambunan and Chontina (2022), in general, there are four types of media in learning activities, namely visual media, audio, audio-visual, and various media. Often using social media helps students in doing schoolwork and can also increase their ability to be more creative and innovative. According to Tinambunan and Chontina (2022), in general, there are four types of media in learning activities, namely visual media, audio, audio-visual, and various media. Often using social media helps students in doing schoolwork and can also increase their ability to be more creative and innovative. According to Tinambunan and Chontina (2022), in general, there are four types of media in learning activities, namely visual media, audio, audio-visual, and various media.

Apart from being used as a medium of learning and creativity, Youtube is also known to be able to make money by becoming a Youtuber. Youtuber uploads a video to the Youtube platform for anyone to watch. With the increasing number of viewers of a video, the opportunity to make a lot of money too. The Youtuber profession is currently becoming a trend, from children to adults. The researcher conducted interviews with elementary-level students to find out their perceptions of the Youtuber profession. From the interview results, it was found that less than half of the students understood the Youtuber profession, with a percentage of 33.33%. According to him, Youtuber is a content creator who can make money from his content. Besides that, Youtuber can also be said to be a job because he can make money from the creative content he makes. This assumption was obtained because they saw Youtubers who students

knew had a lot of money. However, elementary-level students do not know how a Youtuber can make money just by uploading videos that have been made. According to Han (2020), in its use, Youtube can generate two amazing opportunities for Youtubers: First, Youtube makes it possible for Youtubers to become celebrities. Where if the video content they upload is trending on Youtube, then they will automatically go viral and become famous on the Internet. Second, with the growing impact, many Youtubers, especially those with a great entrepreneurial spirit, started developing a new approach trying to monetize their video content. Even though making money from Youtube videos sounds like a wonderful business.

Along with the growing interest in digital media, YouTube has a positive impact as a source of learning media, creates creativity, explores knowledge, and makes money. In addition, there are negative impacts from the Youtube application. From the interview results, less than half of the elementary-level students understood the dangers of using Youtube, with a percentage of 30.55%. According to Iskandar and Rubby (2021), anything in excess can have negative effects, including when children (students) watch too much YouTube. Bad things might happen, for example: First, children will become lazy and undisciplined if they are given access to watch YouTube for too long. Second, if not supervised by parents, children may watch videos that are not intended for them because it is possible that Youtube will display the results of trending adult content that smells of pornography, violence, and murder. And Third, children who are addicted to watching YouTube, if they are not given access to it, will cause aggressive behavior such as crying and getting angry and doing various ways to get *gadgets*.

The role of parents in supervising and accompanying children while watching YouTube is also very important. Youtube presents so many videos, both uploaded individually and in groups, but there are also videos that smell of violence and pornography. Therefore, it is necessary to educate children regarding the use of YouTube in accordance with their exploration needs.

#### b. Secondary Education / High Level

Intermediate-level students who were interviewed understood quite well and understood more than elementary-level students. The junior high school students interviewed came from MTS 1 Kendari, SMPN 20 Kendari, SMPN 15 Kendari, SMPN 18 Kendari, SMPN 12 Kendari, SMPN 4 Kendari, and SMP Darul Batni. Graph 1, it is shown that more than half of the students of SMP/MTS understand, with a percentage of 66.67%. Meanwhile, the final secondary level students interviewed came from SMAN 1 Kendari, SMAN 2 Kendari, SMAN 10 Kendari, SMAN 5 Kendari, SMK 1

Kendari, SMK 4 Kendari, and Vocational High School Kendari. Graph 1 shows that more than half of SMA/MA/SMK students understand and understand very well, with a percentage of 88.89%. According to him, Youtube is an application that provides a variety of diverse video content such as educational content, entertainment content, motivational content, Podcasts, sports content, and various other interesting and useful videos. In addition, students also understand that YouTube can be used as a place to express creativity by making videos and uploading them to the application. Intermediate-level students spend time watching Youtube, on average, at least 1 hour a day.

The ease of use of Youtube and its complete features make it very helpful for each user to explore this application. From the results of the interviews we conducted with middle-level students, both SMP/MTS or SMA/MA/SMK levels, who were interviewed regarding the features of the Youtube application, it showed that less than half of the students understood with successive percentages, namely 41.67% and 44.45%. What students know about the features of the Youtube application include adjusting the video speed, adjusting the video quality, how share videos on YouTube with others, like, comment, share, subscribe, pause, annotate, autoplay, subtitle, download, live streaming, 360-degree videos, Youtube stories, Youtube music, Youtube movies, Youtube premium, and Youtube shorts and can use it well. Watch videos with short duration (shorts) rather than with long duration. According to him, videos with a longer duration quickly get boring, while videos with a shorter duration are considered simpler and more concise to obtain information from a video. Meanwhile, the SMA/MA/SMK level students who were interviewed liked short and long-duration videos for long-duration videos such as watching podcasts, video blogs, game videos, and learning videos. According to (Surwanto et al., 2021), learning videos available on Youtube can be used as interactive learning media in class. So that Youtube can be used as a learning medium that can be accessed at any time without knowing the boundaries of space and time.

The use of YouTube in education is nothing new. The SMP/MTS level students who were interviewed showed that half of the students understood the benefits of Youtube with a percentage of 52.77%. According to him, the benefits of Youtube include making it easier for him to find information, both learning at school and outside of school. In the context of learning at school, students use YouTube to review material that is not understood at school and complete assignments. Purwandari (2019) states that the use of Youtube to help students complete assignments is shown a percentage of 82.00%, which means that most students use Youtube as

an additional learning resource. Whereas the results of interviews conducted with SMA/MA/SMK students regarding students' understanding of the benefits of the Youtube application show that more than half of the students understand, with a percentage of 55.55%. Students know that the YouTube application is used as a source of information, a learning medium, can broaden horizons, a medium for expressing creativity, a source of motivation and inspiration, and earn money by creating entertainment content. Basically, Youtube has helped and made it easier for everyone, including students, to learn and find the information they want to know. It can broaden horizons, media to express creativity, be a source of motivation and inspiration, and earn money by creating entertainment content. Basically, Youtube has helped and made it easier for everyone, including students, to learn and find the information they want to know. It can broaden horizons, media to express creativity, be a source of motivation and inspiration, and earn money by creating entertainment content. Basically, Youtube has helped and made it easier for everyone, including students, to learn and find the information they want to know.

Currently, YouTube is one of the online video-sharing sites that is quite popular in various parts of the world, especially among the younger generation. Even YouTube users don't just become users but can also actively earn income or become YouTubers. Based on the results of interviews with SMP/MTS level students regarding the Youtuber profession, it shows that half of the students understand with a percentage of 50%. According to him, Youtuber is a profession that can make money if someone publishes interesting videos or content and if many people watch it on Youtube. Generally, the term Youtuber has another meaning, namely, a group or individual who has his own Youtube channel, creates, broadcasts, and looks for subscribers. Students also think that becoming a Youtuber does not really require a higher education as long as they can create content that is interesting and liked by the audience. In addition, some students also know the obstacles that a YouTuber will experience, such as few people watching his videos or even none, and also the difficulty of getting subscribers. In fact, among the students interviewed, there were several people who already had their own YouTube channel and wanted to become YouTubers. some students also know the obstacles that a YouTuber will experience, such as few people watching his videos or even none, and also the difficulty of getting subscribers. In fact, among the students interviewed, there were several people who already had their own YouTube channel and wanted to become YouTubers. some students also know the obstacles that a YouTuber will experience, such as few people watching his videos or even none, and also the

difficulty of getting subscribers. In fact, among the students interviewed, there were several people who already had their own YouTube channel and wanted to become YouTubers.

The SMA/MA/SMK level students who were interviewed, on average, knew the YouTuber profession, with more than half of the students understanding a percentage of 61.11%. According to him, the YouTuber profession can make a lot of money if it has a lot of viewers and subscribers. Youtuber's job is to make videos and show them on Youtube. In addition, the students mentioned that the main requirements for becoming a YouTuber were having a YouTube channel, owning a cell phone or camera, and having ideas and concepts beforehand to produce interesting videos. From the videos he uploads, he can make money. The money is obtained from advertising results and the number of viewers on the uploaded video and sent by Youtube via the Youtuber's account. According to (Nafian et al., 2017), from year to year in terms of the facilities and features available on social media are increasingly diverse. Starting from those who can only access or upload photos, to now those who can upload videos can even make money from uploading videos, one of which is the social media Youtube. This proves that social media is currently not only for entertainment but can also be used as a livelihood for some people, one of which is by becoming a Youtuber.

The existence of the Youtube application has many positive impacts on society, including students. However, there are not only positive impacts but also negative impacts that participate in each of its developments. From the results of interviews conducted with students at the SMP/MTS level, it shows that more than half of the students understand the negative impacts of using YouTube with a percentage of 69.45%. According to him, the use of Youtube can cause addiction to the point of losing track of time, causing health problems, a lot of misleading information, a lot of content that children should not watch, the ability to think will be reduced, causing feelings of depression and easy emotions. Based on the results of interviews with students at the SMA/MA/SMK level, it showed that more than half of the students understood and understood very well about the dangers of using YouTube, with a percentage of 77.79%. Students know that on Youtube, there is adult content that is inappropriate to watch, so they are prone to be contaminated with pornographic matters and violent content that causes fights because it can imitate aggressive behavior; tends to watch videos for hours until they forget the time, kills imagination because it is always based on the examples on Youtube and the light radiation from gadget screens which is harmful to eye and brain health. Therefore, the dangers from the health,

psychological, and deviant behavior of students can threaten their future, especially for students at the SMA/MA/SMK level. This is supported by (Nafian et al., 2017). High school students are more susceptible to deviant behavior due to the use of social media, Youtube, compared to junior high school students due to the higher flying hours of high school students in using social media, Youtube. In addition, the preferred video content among junior and senior high school students also influences their social characteristics as YouTube users. Freedom of access and relaxed regulations from Youtube has made it possible for anyone to view video content even if it doesn't match their age characteristics. 2017) high school students are more susceptible to deviant behavior due to the use of social media, Youtube, compared to junior high school students due to the higher flight hours of high school students in using social media Youtube. In addition, the preferred video content among junior and senior high school students also influences their social characteristics as YouTube users. Freedom of access and relaxed regulations from Youtube has made it possible for anyone to view video content even if it doesn't match their age characteristics. 2017) high school students are more susceptible to deviant behavior due to the use of social media, Youtube, compared to junior high school students due to the higher flight hours of high school students in using social media Youtube. In addition, the preferred video content among junior and senior high school students also influences their social characteristics as YouTube users. Freedom of access and relaxed regulations from Youtube has made it possible for anyone to view video content even if it doesn't match their age characteristics.

#### 4. Conclusion

Elementary and secondary level students, on average, understand the Youtube application with the highest Percentage on the SD/MI level at 58.33%, SMP/MTS at 66.67%, and SMA/MA/SMK who understand and fully understand at 88.89%. On Youtube features, elementary to secondary level students understand 36.11%, 41.67%, and 44.45%, respectively. For the benefits of the Youtube application, elementary to secondary level students understand, and the data obtained are 38.89%, 52.77%, and 55.55%, respectively, with the rest of the participants already fully understanding. In addition, students understood the Youtuber profession and obtained data from 33.33%, 50%, and 61.11%, respectively. Also, students also understand the dangers or negative impacts of using Youtube, with successive data of 30.55%, 69.45%, and 77.79%. Overall can, it is said that students at the final secondary level, namely SMA/MA/SMK, understand more about the Youtube application, its features, benefits, the Youtuber profession, and the dangers of

Youtube compared to junior high school students, namely SMP/MTS and the elementary level of SD/MI.

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