

The Use Of Youtube (Ut Tv) as Knowledge, Learning and Information Resources during Covid-19 Pandemic

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Abstract. The distance learning systems required a variety of ways and media to explore knowledge for students everywhere and anywhere, but the challenges of the education world in hand with the needs of internet resources are quite large. This is initiated by the experience in using technology. The internet itself open up many possibilities for integrating technology into classroom learning. YouTube is one of a paltform that can be integrated in learning courses that are considered difficult by most students. The purpose of this study is to see the optimization of YouTube used (UT TV) and Online learning tutorials as learning media for Open University students specifically during covid-19 pandemic, this article describes more about the effectiveness of using YouTube as Open Educational Resource. The Data collection techniques are conducted through documentation from the learning process that has been done by using YouTube. The collected data is analyzed by using descriptive analysis with a percentage count. The results showed that the videos on YouTube can be used as one of the learning media and reference learning resources for students specifically during covid-19 pandemic.

Keywords: YouTube; UT TV; Online Learning; Covid-19 Pandemic

1 Introduction

Internet technology is currently user-centered. If we connect with learning and education, the use of internet technology nowadays is in harmony with the learner centered learning approach where learners become the center and the main actor of learning activities. Internet generation learners with autonomous, independent, multitask characteristics, like multidimensional input and quickly get uninterested because having a short attention distance requires a learning atmosphere that facilitates these things. Internet advancements that enable network-based read-write activities can facilitate the needs of this digital generation. The daily life experience of the internet generation will certainly affect their thinking patterns and ways of communicating. An American study showed that a child entering college on average has written 200,000 emails, watched TV for 20,000 hours, played video games for 10,000 hours, used a mobile phone for 10,000 hours, but read less than 5,000 hours (Burke, S.C., &snyder, S.L. 2008). The development of information and technology in era globalization raises and grows very fast and rapidly. People are used by information technology in their daily lives. Information Technology is a technology used to process data (Uno, Lamatenggo, &Koni,

2011). The processing includes storing, compiling, obtaining, processing, manipulating data in a variety of ways to produce high quality information, accurately, timely, and relevantly. One of the innovations of information technology that commonly used is YouTube. YouTube has become the largest and most popular video sharing site in the world today. The site facilitates its users to upload videos as well as broadcast live videos that can be watched by other users around the world for free, everyone also can review the video, share and integrated the video in online learning platform.



Fig. 1. Top Social Media and Streaming Video Apps in Indonesia

Based on the data of top social media and streaming video apps, YouTube comes as the first top of video streaming apps that are very popular in Indonesia, this makes the average user spend as much as 25.9 hours per month. As one of a very popular application, this makes an opportunity for educational institutions to figure out how to develop learning process easily, cheaply and simply, especially during the covid-19 pandemic. According to a survey conducted by *YouTube*, it has already more than 1 billion users, which means almost a third of all internet users. The Users mostly between 18-34 and more than 70% of their viewing time on YouTube comes from mobile devices. Based on the results of the research, viewers in Indonesia spend an average of 59 minutes each day on YouTube. According to the research, 92% of Indonesian internet users say *YouTube* is their first destination when searching for videos. In terms of the quantity of viewers, YouTube has rivaled television as the most frequently accessed media means of Indonesian people.

From 1500 respondents involved in the study, 53% said they access *YouTube* every day, and 57% said they watch television every day. According to a survey, about 100,000 videos are watched every day on YouTube. Every 24 hours 65,000 new videos are uploaded to YouTube. Every month YouTube is visited by 20 million viewers with the majority of the age range between 12 to 17 years (Burke, Snyder, & Rager, 2009). Youtube is the most popular video site today. Of course, video does not by itself become a ready-made learning material. Cautious planning in accordance with the purpose of learning and integrating the videos available on Youtube as a means of support will optimize learning achievement because it is in accordance with the learning style and interests of the digital generation. Youtube is not an educational video sharing site, but in its development Youtube launched a special service for education (www.youtube.com/edu) in 2009. The service received a positive reception from users.

Youtube can be a source of knowledge and a learning medium that can meet the demands of the needs of the digital generation. Youtube can increase interest and support the learning style of the digital generation. YouTube also offers a learning experience with new technologies that will come in handy when they graduate (Burke, Snyder, & Rager, 2009). In addition, Youtube also provides hundreds of thousands of videos with various topics that can be integrated in classroom learning. Youtube will also be a very extensive library of free videos for learners that will encourage them to become independent learners. The availability of good resources in learning will be able to overcome the problems and limitation in space and time of the learning process in class (Moeis, Indrawadi, Anggraini, & Fatmariza, 2018). Learning resources is a system consisting of a set of materials or situations that are created intentionally and allowed the learners to learn individually.

With adequate learning resources, it will not only facilitate the understanding of lesson materials for students, but it will also complete, nurture, and enrich the knowledge of a student. The mastery of information technology has become a lifestyle for a large number of people, especially for X generation (Irwan, Luthfi, & Waldi, 2019). *YouTube* can be a learning resource for creative students. The existence of YouTube will provide a new paradigm in finding learning resources, especially learning resources in the field of politics and government with determination of the field is to form attitudes and opinions on various matters, especially matters related to politics. The world of technology is now growing. With the passage of time technology, it also experienced a considerable development. There are many new things caused by technology, one of them is the emergence of new media.

New Media in Digital Era

In the new media, we can access a wide variety of information, entertainment, games and everything we want and need. The emergence of new media makes it very easy for everyone to find the information that they want without any restrictions. In addition of being able to access information and entertainment, we can also disseminate information on new media or social media. The information shared can be infographics, images and videos. Currently the dissemination of information is really great from images and videos. The most accessible place for disseminating image and video information is YouTube. YouTube is one of the media in distributing information that is really popular in Indonesia. There are many people who used YouTube as a place to make a living or YouTuber, most of influencer and artist move to YouTube from television, for example Rafi Ahmad, Atta Haliintar or the gamer Jess no Limit. A YouTuber has a channel in which there is content and different content such as vlogs, tutorials, cooking, reviews, games, beauty, pranks and many more. Of course, the content that has been chosen by a YouTuber must have its own characteristics and creativity. According to the Great Dictionary of Indonesian Language (KBBI) Content is an information available through media or electronic products. Content delivery can be done through various mediums either directly or indirectly such as the internet, television, audio CDs, even now through mobile phones.

New Media theory based on The Theory of Mass Communication book (Romli, 2017), stated that the main characteristics of new media are the existence of connection, access to individual audiences as recipients and senders of messages, interactivity, users as an open character, and its ubiquitous nature. As for the differences in new media from the old media, the new media ignores the limitations of printing and broadcasting models by allowing conversations between multiple parties, it is allowing simultaneous acceptance, change and re-dissemination of cultural objects, disturbing the act of communication from the important

position of regional relations and modernity, providing instant global contact, and inserting modern/late modern informants into networked apparatus machines. Comparing new media to print, photography, or television will never tell us the whole story. Because although from one point of view, the new media is indeed another type of media, from another it is just a certain type of computer data. The presence of new types of media has expanded and changed the entire spectrum of socio-technological possibilities towards public communication.

The new media theory is a theory developed by Pierre Levy (Littlejohn & Foss, 2016), who suggests that the new media is a theory that discusses the development of the media. In the new media theory, there are two views, first is the view of social interaction distinguishing media according to how close the media is to the model of face-to-face interaction. Second, the view of social integrity. This approach describes the media not in the form of information, interaction, or dissemination, but also in the form of rituals or how humans use media as a way of creating society by uniting society in the form of a sense of belonging, which distinguishes the media according to its proximity into face-to-face interactions. This theory has the assumption that because of the form of sophistication efficiency offered by the new media, the audience is more likely to surrender and constantly accept itself receiving messages delivered by the media. Pierre Levy views the World Wide Web (WWW) as an open, flexible and dynamic information environment, which allows people to develop a new orientation of knowledge and also engage in a democratic world of mutual division and power of advocate that is more interactive and community-based. The category of New Media consists of 6 six parts, they are:

- a. Interactive new media is recognized as the most interactive, even in the old media there are many ways that can be two-way communication (synchronus) such as quizzes, chatting, and so on with the audience at home but it remains through the selection stage or gatekeeping of the media. In contrast to the old media, new media is called the most interactive because the process can be done easily and affordably only with internet network. Everyone can interact, exchange information, discuss and do many things with the internet network, the information is openly available for everyone who want to access it.
- b. Hypertextual means any information that already exists in the old media such as television, radio, and newspapers, it has been adapted to the appearance of new media. It is used as a database to move media from old media to new media to facilitate the information that was created become interactive and effective. Whenever people want to access information which only exists in the old media, it can be accessed also in new media.
- c. Network means the concept of new media in internet, there are several networks which can strengthen each other and make it easier for people to find and use the internet in search of information. These networks include The World Wide Web (www), Company/country/official websites, educational websites, MPORPGs, 'persistent worlds', Social Media Sites, blog networks, Online Forums and many more, network strengthens new media and is also one of the keys to new media.
- d. Virtual, This characteristic becomes a draining characteristic for new internet media, because of its virtual nature so that the identity of a person or group in the new media of the internet becomes unclear and cannot be trusted completely. The free process has caused this to become a problem for new internet media. The area of information dissemination on the internet is free of no limits, so the dissemination of information is easily acquired for anyone , with virtual things, everyone can get everything in positive or negative ways.

- e. Simulated, In the digital age, it has a close relationship with impersonation or simulation. The new media imitated some of the old media that can still be elevated into the new media. The audience of new media users will also imitate the information that he gets from the new media into the real world and it affects his life. Simulation means doing impersonation or imitation of a thing into his life so that it can be more useful for him.
- f. Digital, in the digital world, everything using machines driven by information systems processed by code or numbers that has been made by humans. In this case, the communication and representation is usually formed from sound and light that has been encoded in a system. Like photos that used to be analogous into digital photos, and so on. These codes are then inserted into a digital memory used as a database, this new media in digital era make everything accesible and easier.

2 Research Methods

The type of research used with a descriptive approach that aims to describe and interpret the data accurately. The research was conducted based on data in UT TV Channel from January to december 2020. The data is collected and analyzed in a way from the data reduction, presentation of data, and making conclusions. The method used in this study is content analysis, by looking at the purpose of data, statistics, hits,views, comments and developmental traffic at any time between 2020-2021, all videos for more than 500 content videos were identified and alalyzed. The content analysis was carried out starting from UT TV activities from the number of subscribers, the number of videos, visitor statistics, average hits of the week, month and year, replies from accounts to the most popular video and involvement with other accounts. This research uses explanatory research method, which aims to study and explain a phenomenon. It uses descriptive and verficative research types. Descriptive research describes or depicts each actual data as well as existing phenomena. The purpose of research is to make a systematic, actual and accurate description of the facts, possessions and relationships between the phenomena investigated.

3 Results and Discussion

Universitas Terbuka has several sources for learning media as a university with open and distance education. UT made several systems to provide students in learning or open educational resources, some pf open educational resources are online tutorial, webinar, digital library, UT TV, UT Radio and many more.

Table 1. Exposed Resources in Open University

No	Open Resources	Hits in January - December Year 2020
1	Digital Library:	
	a. Virtual Books	6.403.309
	b. Library	68.563
	c. UT Repository	61.829
2	UT TV (YouTube)	2.208.323

The table showed the variety of resources managed by Universitas Terbuka, ranging from Virtual books, Digital library, UT repository to UT TV, during 2020, there is an increase in users, especially when entering the tutorial and exam period, student access hits are getting

higher when entering the learning period. One of the Exposed resources owned by the Open University and quite popular is UT TV through YouTube, currently the development of views and subscribers is relatively increase and popular, because every week and month UT TV presents a variety of interesting activities ranging from webinars, talk shows, educational seminars, discussions, learning to the implementation of graduation.

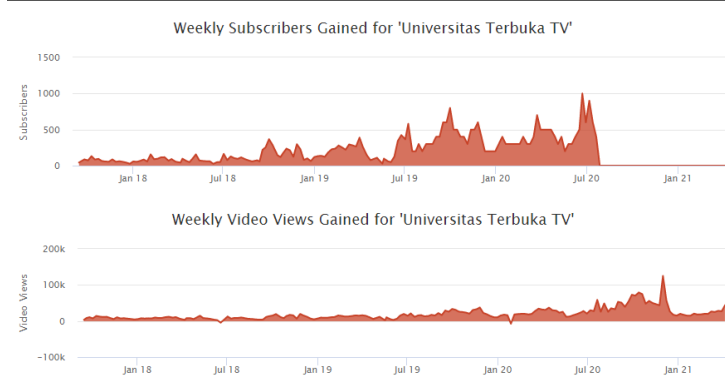


Fig. 2. Weekly subscribers and Video Views in UT TV

In the table above, weekly subscribers obtained by UT TV from 2018 to 2020 increased significantly from July 2019 to the highest in July 2020, in addition video views also experienced a significant increase throughout July 2020 to January 2021, at that time covid-19 is happening, and UT TV presents several programs such as talk shows, webinars and Knowledge Sharing Forum (KSF) available on UT TV, thereby it increased viewers during the pandemic.

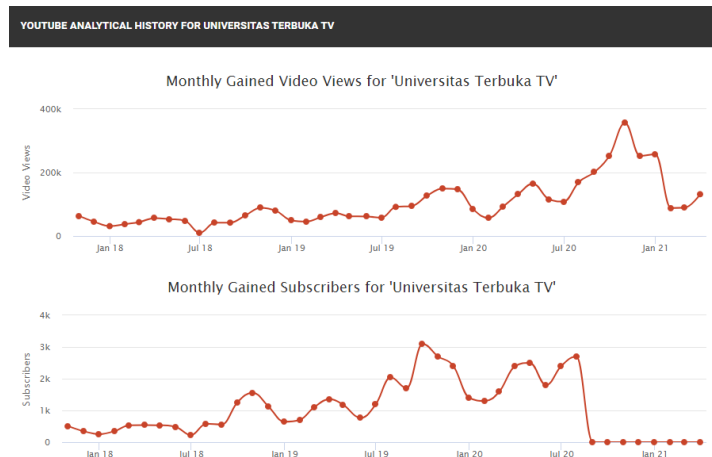


Fig. 3. Monthly gained video and subscriber in UT TV

From the chart data above, Monthly gained video views. There was progress in monthly views from July 2018 to January 2020, but there was a decrease from January 2020 to July

2020, From July 2020 to January 2021 there was a fairly high increase to penetrate above 200,000 subscribers even almost 400,000 subscribers when going into January 2021. On the monthly gain subscriber chart, the rate of increase is quite stable and there is a wave of up and down UT TV subscribers until its peak between July 2019 and January 2020. Since July 2020 there has been a decrease in the number of UT TV subscribers.

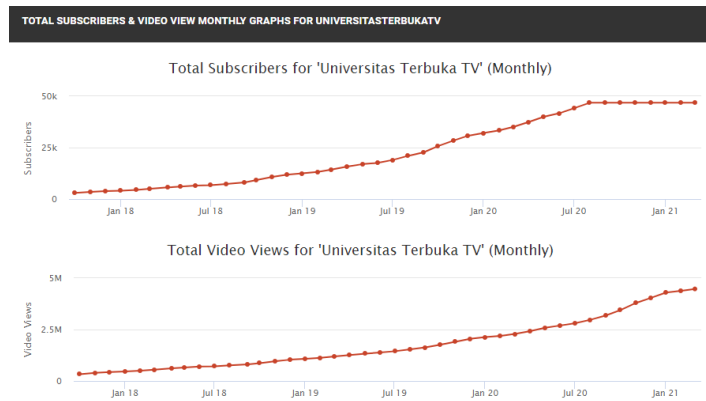


Fig. 4. Total Subscriber & Videos in UT TV

Based on the graph above, total subscribers of UT TV and Views from UT TV always rise throughout the year, a fairly high increase can be seen From January 2020 to July 2020, at the time of the pandemic, UT TV presents as one of the choices in learning models for students and the general public. The resulting views are already above 2.5 million viewers and almost 50,000 subscribers throughout the year. Total video views and monthly subscribers from UT TV each month have increased quite steadily every month, this shows the used of UT TV is increasingly in demand and seen by the public in general.

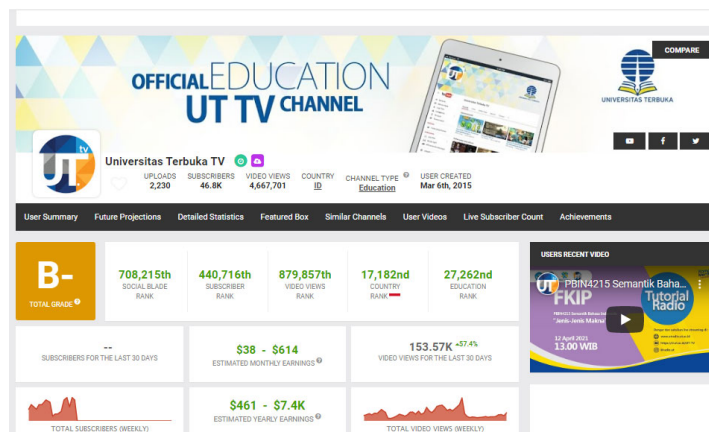


Fig. 5. Data Analyziz Channel of UT TV

The picture demonstrates that UT TV gets a B-grade which means it falls into the category of YouTube channel with a good category. It currently occupies a social blade rank of 708,215 and a subscriber rank of 440,716. For the category of view rank, it occupies the position of 879,857 and the rank position in Indonesia is at 17,182, currently UT TV's education rank is in 27,262. Based on the data, UT TV provides the utmost of the learning resources for UT students in particular and in general, it provides online learning and materials that can be acquired by most of Indonesian People.

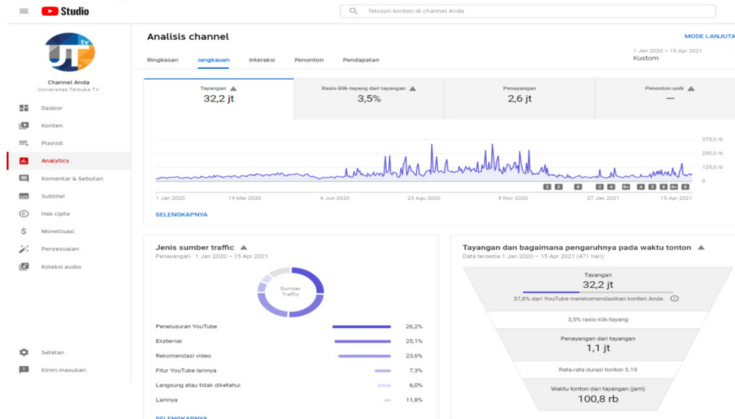


Fig. 6. Data Analyziz Channel of UT TV

The graph of UT TV channel analysis on YouTube constructed from January 1, 2020 to April 15, 2021 data (for 471 days) illustrates 32.2 million impressions and also concerns about 37.8% of YouTube recommendations on content as well as material provided. The increase in the chart occurred from June to November, and it reached it's top most in September because that month is the 36th Dies Natalist UT. It is airing many interesting activities and events that are broadcast live through UT TV and recordings related to UT activities.

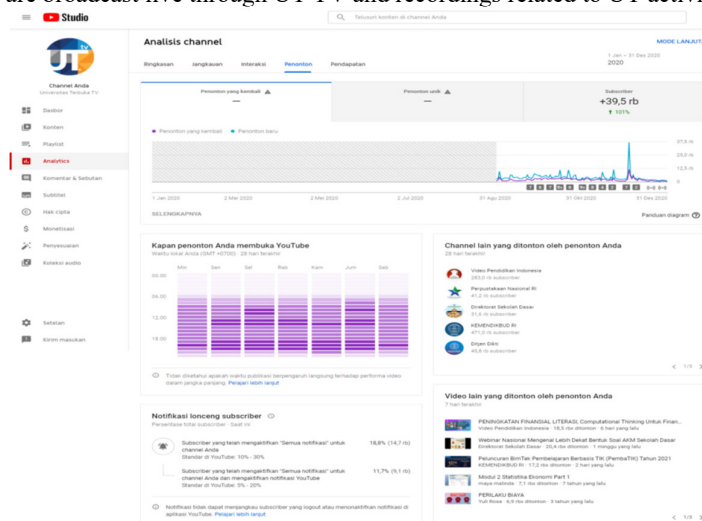


Fig. 7. Data Analyziz Channel of UT TV

Some other channels watched by viewers of UT TV are Indonesian Education Video Channel, National Library of Indonesia, Directorate of Elementary Schools, Ministries and Culture of Indonesia. This means that UT TV audiences are also looking for channel materials that are still related to the themes of education, information and government, especially in education and culture. In addition, other videos watched by viewers from UT TV are also looked at Improving Financial Literacy, about basic and economic issues. Throughout 2020, about 85.6% who watched UT TV did not subscribe channel UT TV, it is only about 14.4% of viewers subscribed from UT TV. In general, based on genders, about 55.5% of UT TV viewers are women and only 44.5% are men, this is in line with the number of female students in UT more than men. Based on age, the viewers who watches UT TV is between the age of 18-24 years (about 41.3%), age 25-34 years (about 27.4%), age 35-44 years (about 16.2%). In the age range of 45 and above, less than 10% and age 13-17 years about 3%. Based on Geographically standard, UT TV's viewers 96. % are from Indonesia, but there are also some viewers from Malaysia, America, Singapore, India, South Korea, Hong Kong and Saudi Arabia. Based on the airtime from YouTube channel of UT TV, from Monday to Sunday, there are certain times where many viewers watch the material and access the UT TV channel. The best time is at 13.00 every Monday to Friday, while the common viewers watched the program at 19.00 - 20.00 from Monday to Sunday.

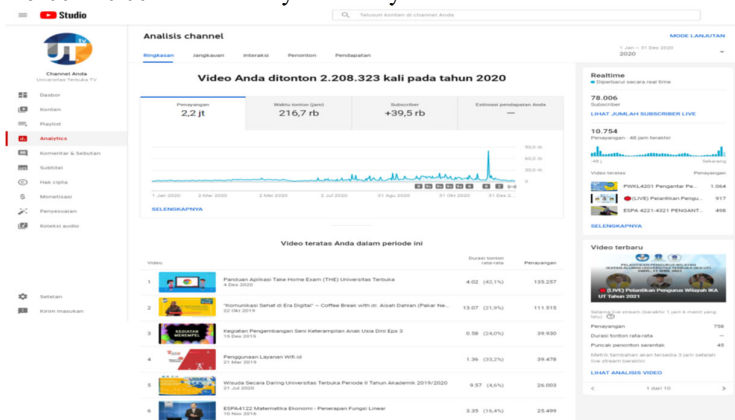


Fig. 8. Data Analyziz Channel of UT TV

Based on UT TV channel analysis in 2020, the videos on the channel have been watched for 2,208,323 times, with 216 thousand watch times and an additional of 39.5 thousand subscribers. The highest and most popular show of 2020 was the Open University Take Home Exam (THE) Application Guide with a total of 135,257 views or about 42.1%. This is because the implementation of UAS (Final Examination Test) when the pandemic was conducted with the Take Home Exam Application (THE) system. It made this program as one of the references to be able to understand the technical Instruction of the examination. In addition, the learning materials with fine Video Communication in the digital era watched as much as 111,515 or about 21.9% as well as early childhood skills development activities and the use of Wifi.id services got attention of about 24% and 33%. In general, various video materials in 2020 became the main concern. In addition to lecture materials, exam system procedures and also learning system information in UT become one of the demands for viewers of UT TV YouTube channel.

4 Conclusion

Most of Universitas Terbuka students really have known and familiar with *YouTube*. but the use of YouTube as a source of learning still in a small level. UT TV in 2020 plays important role to provide many videos on YouTube which can be used as one learning media and reference learning resources for students specifically during covid-19 pandemic. Based on the results of the study obtained, most students in Universitas Terbuka also used UT TV or *YouTube* as media as a learning resource. It also suggested that Universitas Terbuka should improve more facilities and infrastructure for fast and stable internet connection to support students in remote and rural area, so they can learn from video which embedded with online learning. UT TV also should support and consistently use YouTube as one of popular media by students to watch videos about their study materials, seminars, workshop and many more, and this is one media who really effective for students specifically during covid-19 pandemic. It also suggested that UT TV made some learning videos for specific students (Disabled Students) to support learning especially for visually and audibly impaired.

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