



## **NEED ANALYSIS ON DEVELOPING DESCRIPTIVE VLOG PEKALONGAN THE WORLD CREATIVE CITY AS TEACHING MEDIA**

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### **Abstract**

This research aimed to investigate the need of developing descriptive vlog “Pekalongan the World Creative City” as Teaching Media of writing Descriptive Text. Descriptive qualitative design was implemented in this study. The participant of the study were the eighth graders of MTS Ath-Thohiriyah Watusalam Pekalongan. The instrument used in this study was questionnaire. From all of the data that were analyzed, it showed that there were many reasons for the researchers to develop descriptive vlog Pekalongan the World creative City as teaching learning media. It was found with a great proof of the findings that showed on how it was necessary of new media development and also it can be an alternative media of English learning.

**Keyword : Vlog Development, Descriptive Text, Teaching Media**

### **INTRODUCTION**

Learning foreign language offer several benefits such in building multitasking skills and boosts academic achievement especially for Indonesian students which can be seen from English as foreign language taught from elementary until high school level in compulsory English subjects and specialization subjects. This is supported by Uma and Ponnambala (2001) who state that the determination of student’s communicative competence can be done by mastering language skills.

English has four language skills to learn in order to complete communication. These skills are listening, speaking, reading and writing. It is also applies to student who want to master English in school especially through writing. Troia (2014:30) states that writing is a way to afford the students extended opportunities to think

about, manipulate, and transform ideas and reflex of their existing knowledge, beliefs and confusion in writing form

In order to have a great writing skill, student can use media as one of the strategies to improve their own skill. Media can be used as a tool to stimulate students’ mindset, interests and attention to help the learning itself become more understandable and definite. As for one example of media that can be used in learning namely a video. Video is audio visual media source that consisting of a sequence images to form a moving picture that usually have audio components that correspond with the pictures being shown on the screen. According to Kahler, Jacobs, Raftery and Ditnes (2017) videos are what student tends to watch for their classes and coursework in colleges and universities; 68% of students report that they watch videos in their classes.



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Nowadays, here comes the vlog as a video create and upload by a person or group via YouTube which can be watched by other YouTube users nor which people known as a result of one of the developments in the video form. Vlog also can be named to be alternative media in learning that is easily accessible in the midst of the Covid 19 pandemic Era or commonly referred as the new normal era and can be more useful for teaching learning activities if the video that is made into content and will gain more advantage if it's content itself can be expand to another form, namely text such as descriptive text. Based on the explanation above, it was assumed that the descriptive vlog can be used as a solution for students in all senior high school in Pekalongan city or students for Pekalongan Region for that matter about their lack of understanding about English as one of their course and become more familiar by trying incorporating their own culture into it. This is also shown in Inayatul Ulya and Muhammad Fajru Sidqi (2020) entitled "*Pengembangan E-Modul Writing for Professional Context Berstandar CEFR Berdasarkan Karakteristik Pekalongan Kota Kreatif Dunia*". However, to sum up everything that has been stated about the suitable media used in this research is video blog or known as vlog and descriptive text created and added in the description box in the youtube vlogging explains about the vlog itself through written media. Therefore, through this research the researcher will investigate about the need of developing descriptive vlog Pekalongan the World Creative City as teaching media. The objectives of the studies in this research is to investigate the need of developing descriptive vlog Pekalongan the World creative City as teaching media.

## RESEARCH METHOD

Descriptive Qualitative was implemented in conducting this research. Creswell (2014) stated that Qualitative research is an investigative process of understanding, based on different methodological research traditions, investigating social or human problems. Researchers create a complex holistic picture, analyze text, report detailed views of information, and conduct research in natural settings., descriptive research involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subject of the study. The subject of this research were the eighth graders of MTS Ath-Thohiriyah Watusalam in 8 grades. According to Sugiyono (2008: 63) there are fourth ways on how to collect data such as, interviews, observations, questionnaire, documentations and triangulations. However, in this study the researchers only used questionnaire. This step was made to investigate the need of developing descriptive vlog Pekalongan the World creative city.

In analyzing the questionnaire result obtained, the researcher implemented a Likert scale. According to Sugiyono (2014), the Likert Scale is used to measure a person's attitude, opinions, and perception about social phenomena. In addition, The Liker scale has four or more question items that are combined to form a score that represents individual characteristics, for example knowledge, attitudes, and behavior. Moreover, the categories of the scale can be seen as below:

- SA : Strongly Agree
- A : Agree
- N : Neutral
- D : Disagree
- SD : Strongly Disagree



## FINDING AND DISCUSSION

The step which was done by the researchers in finding out whether developing descriptive vlog Pekalongan the world creative city as teaching media of writing descriptive text was needed or not, the researchers distributed questionnaires. Questionnaires were distributed to the eighth graders of MTS At-Atthohiriyah Watusalam on January, 19<sup>th</sup> 2023. The number of respondents in this study amount 20 students and the result of the analysis was as follows.

Statement 1	S A	A	N	D	S D
I know and understand Pekalongan 's culture deeply.		20 %	10 %	70 %	

Based on the result of the data above, as many as 70% of students disagree that they understand deeply about Pekalongan's culture, while 10% of the student's remain neutral and 20% student's are agree to the statement above. It means that the majority of the student is not understands enough of Pekalongan's culture. For those students who think they did not understand the Pekalongan's culture, the researcher can develop the descriptive text materials using Pekalongan's culture as a media to make them understand better.

Statement 2	S A	A	N	D	SD
I often get English learning materials with Pekalongan			30 %	60 %	10 %

's culture as the media.					
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Based on the result of the data above, it shows that the student rarely get English learning materials with Pekalongan's culture as the media. It was shown with how 10% of the students were strongly disagrees with the question and 60% of students disagree, while the 30% remaining students were neutral. With the high percentages of the student who often not get the English learning materials with Pekalongan's culture, the researcher can develop the descriptive text materials using Pekalongan's culture as a media to make them understand better about their culture while also learning English.

Statement 3	SA	A	N	D	SD
I know and understand the descriptive text material.		10%	30%	60%	

Based on the statement above, as many as 10% of students agree that they understand the descriptive material and the other 30% remain neutral, while 60% were disagree and think they did not understand the descriptive materials. From these findings, it show that the majority of the student is not familiar with descriptive materials, for that the researcher can develop the descriptive text materials using Pekalongan's culture as a media.



Statement 4	SA	A	N	D	SD
I am motivated study descriptive text.	15%	60%	25%		

Based on the statement above it shows the motivation that student had to learn descriptive text. It shown that 15% of the students were strongly agrees and 60% of the students were agrees while 25% of the student remain neutral. From this data, it can be concluded that all student were motivated enough to study descriptive text so it's convinced the researcher to develop the descriptive text materials using Pekalongan's culture as a media.

Statement 5	SA	A	N	D	SD
I like study using pictures and videos.	70%	20%	10%		

Based on the statement above, it is trying to find out the interest of the student in using picture and video as their learning media. It is shown that 70% students were strongly agrees and 20% student also agree while 10% student took the neutral ground. With the high interest shown, This allows the researcher to develop the descriptive text materials using audio-visual as a media.

Statement 6	SA	A	N	D	SD
I like watching videos on YouTube.	65%	25%	10%		

Based on the statement above, the student were shown highly interest in watching videos on YouTube with percentages as shown 65% are strongly agrees and 25% was agree while 10% remain neutral. It was strengthen the researcher to develop the descriptive text materials using audio-visual as a media which uploaded in YouTube.

Statement 7	SA	A	N	D	SD
One of the videos I watch on YouTube is a Vlog.	35%	40%	25%		

Based on the statement above, Vlog was the one of the spectacles for majority of the student. It was shown with 35% were strongly agrees and 40% are agree, while 25% were neutral with the statement. It was strengthen the researcher to make the media learning English in the form of Vlog.

Statement 8	SA	A	N	D	SD
I often used video as a media in learning English.	10%	40%	50%		

Based on the statement above, the student were 10% strongly agreed and 40% are agrees of high intensity of using video in learning English while 50% students were remain neutral. For those students who were strongly agree and agree, the researcher would make the media in the form of video which can be used as an option for them in learning English and for those who remain neutral, the researcher was interested if the video that the researcher going to make could make those



students use more video as their optional learning media.

Statement 9	SA	A	N	D	SD
I like learning descriptive text using Youtube.	10%	55%	35%		

Based on the statement above, most students are prefer learning descriptive text using YouTube with the percentages 10% who strongly agree and 55% who were agree while 35% remain neutral. It was concluded hat this allows the researcher to develop the descriptive text materials using audio-visual as a media which uploaded in YouTube.

Statement 10	SA	A	N	D	SD
It is necessary to develop learning media in descriptive text using YouTube.	45%	50%	5%		

Based on the statement above, the demand of the student of the new media being made in descriptive text using YouTube was in high rate. It was shown with 45% of the student who were strongly agrees and 50% of the student who were agrees while 5% remain neutral. This is the base statement of the researcher to develop descriptive vlog Pekalongan the World creative City as teaching learning media.

From the result of the students' response, it can be summarized that there were many reasons for the researchers to develop descriptive vlog Pekalongan the World creative City as teaching learning

media with a great proof such as students lack of understanding about their own culture, and the infrequent used of teaching learning media being made with it. With the finding, most students also state that picture or video is most of their preferred learning media as well as vlog became one of the things that they like to watch. Beside the reason being said, student also need new media with more interesting things related to them and more modern namely vlog about their culture uploaded on YouTube. For all that being said, it showed on how it is necessary for the student to have new media development and also it can be an alternative media of English learning.

## CONCLUSIONS

Based on the results of the research that has been done, it can be concluded that the developing descriptive vlog Pekalongan the world creative city as teaching media was much needed to be made which met student qualification through need analysis done by the researcher with the data from the finding above. It is also hoped that the media can be developed in the future for English teaching learning materials.

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