Implementation of The Use of Youtube Media Book "Bacalah Sayangku 1" For Vocabulary Introduction In Child-Friendly Paud In Pre-Delima Class of National Preschool Tanjong Sepat Malaysia

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	Abstract
Keywords: Vocabulary; YouTube; Child Friendly PAUD;	This research describes the implementation of the use of YouTube media, the book "Read My Love 1" for introducing vocabulary to children. This research was carried out at the Tanjong National Preschool, Malaysia. The use of YouTube media in child-friendly PAUD learning is very influential, especially Malay, with this digital media it can make children's learning easier and more effective. The research method used in this research is descriptive qualitative with observation, interview and documentation data. Meanwhile, data validation uses source and technique triangulation. The research results show that the use of YouTube media in introducing vocabulary has an impact on increasing children's learning motivation and children's achievements.

	Abstrak
Kata Kunci: Kosa kata; YouTube; PAUD Ramah Anak;	*Penelitian ini mendeskripsikan implementasi pemanfaatan media yotube buku bacalah sayangku 1" untuk pengenalan kosa kata pada anak. Adapun penelitian ini dilaksanakan di pra delima prasekolah kebangsaan tanjong malaysia. Penggunaaan media yutube dalam pembelajaran PAUD ramah anak sangatlah berpengaruh terutama Bahasa melayu, dengan adanya media digital ini dapat mempermudah dan efektif dalam pembelajaran anak. Metode penelitian yang digunakan dalam penelitian ini*

adalah kualitatif deskriptif dengan data observasi, wawancara dan dokumentasi. Adapun validasi data menggunakan triangulasi sumber dan Teknik. Hasil penelitian menujukan pemanfatan media youtube dalam pengenalan kosa kata berdampak pada peningkatan motivasi belajar anak dan capaian anak. belajar anak.

1. Introduction

A child-friendly school is an open school concept that seeks to apply learning that takes into account the psychological development and growth of its students. Developing learning habits in accordance with the natural and psychological conditions of children. (Paudia:2011). According to Aqib, the child-friendly school model provides more prejudice to children, teachers understand the different potentials of all students so that in providing opportunities for students to choose activities and play activities that suit their interests (Aqib:2008). Child-friendly PAUD is an approach to early childhood education that emphasises the needs, safety and well-being of children as a top priority. In a child-friendly PAUD environment, children feel accepted, valued, and supported in their learning and development process. To create a child-friendly PAUD, there is a need for quality media such as the use of current media technology. Child-friendly PAUD (Early Childhood Education) with technological media is a concept of early childhood education that integrates the use of technological media in the learning process of early childhood. The concept aims to provide a holistic and fun education for children, while utilising the ever-growing development of information and communication technology (ICT) media.

The use of technological media in Child Friendly PAUD can include a variety of things, such as the use of interactive learning applications, digital-based educational games, learning multimedia, and other learning aids that are tailored to early childhood development.

This approach aims to enrich children's learning experience by utilising the appeal of technology media, so that children can be more interested and excited in learning. However, the use of technological media in early childhood education also needs to be balanced with proper supervision and assistance from educators or parents, to ensure that children continue to get optimal benefits from their learning experiences with technological media.

Early childhood teachers are early teachers in children, where childhood is a very valuable period (Golden Age), so the steps to educate children appropriately need to be considered so that children can be maximised in learning. According to Article 28 of the National

Education Law no 20/2003 paragraph 1, the age range of PAUD children is 0-6 years, at this time the mindset and life experience in early childhood will affect the next stage, because at this time it is the initial vocational period before the child goes to formal primary education (Zaman et al., 2010). The use of digital media in learning for children is the right step in educating children in learning. The use of digital in learning for children can be an effort to increase children's learning achievements. Thus the development of the times is very rapid. Digitalisation in children's education is present and is expected to be a change in the concept of good learning. The digitalisation movement in learning can start early. This digitalisation can be achieved at any age, one of which has begun to be introduced in early childhood.

The development of the digital world at this time is very rapid, therefore the introduction of the use of technology is needed for children. The use of technology in children is very important, especially in the use of gadgets or electronic devices such as netbooks, tabs, etc. Digital education is important to introduce from an early age for children's basic digital skills and as a source of knowledge literacy for children. Thus the government's efforts in digital education are through the use of digital media in child-friendly PAUD learning media with the aim of making it easier for teachers to deliver learning, creating a solid foundation for children's holistic development, helping them grow into resilient, knowledgeable, and insightful individuals, and adding information to children and is expected to educate children who are sustainable through digitalisation that leads to a positive direction and provides an initial foundation for children in operating gadged.

The use of YouTube in learning can increase children's learning motivation, and can direct the use of digital media in a positive direction through collaborative supervision between parents and teachers when at school, with this digital sophistication, it is easy for educators to deliver learning, one of which is in this case the delivery of vocabulary learning to children.

Children need to learn vocabulary because understanding and using words appropriately is key in the development of language skills. A broad vocabulary helps children articulate their thoughts, ideas and feelings more clearly and expressively. In addition, learning vocabulary also provides a strong foundation for reading and writing comprehension. By expanding their vocabulary, children can more easily understand reading texts, decipher clues, and develop writing skills with more diverse and rich sentences. These skills not only enrich verbal communication, but also help form an important foundation for children's academic ability and communicative success in various aspects of life.

In the learning process, every child has different learning abilities. Based on learning style preferences, students can be grouped into three categories, namely visual learners (tend to learn through sight), auditory (tend to learn through hearing), and kinesthetic (tend to learn through movement). One learning approach that considers these three types of learning styles is the Visual-Auditory-Kinesthetic

(VAK) learning model (Noorbaiti et al.). With the various models of learning styles above, a teacher is expected to be able to facilitate children's learning needs with a variety of learning models, one of which is the use of YouTube technology media.

Citing an article written by miratul hayati entitled 'the use of Cocomelon Youtube Chanel' research states that from a percentage of 3,154 families 80% of children aged 0-7 years use yutube a lot, and 59% of early childhood use youtube Kids, The content that is often sought by early childhood is about animal content, toys, children's songs, humour and animal videos (Hayati & Rahimia, 2021). Based on the above statement, the use of YouTube is an effective way of learning for early childhood because watching children affects children's attitudes and ways of communication. With children watching YouTube videos, children can also imitate and know the language watched by children, that way children can learn anytime and anywhere, with the development of YouTube is a transition from maual to diqital (Dahliana et al., 2022).

Through YouTube digital learning media teachers can stimulate children's learning abilities through Religious Moral abilities, physical motoric development, cognitive, language, social emotional, the author's interest in the development of the 5 aspects above, the author is interested in discussing aspects of language development, namely about understanding language and expressing language for children (Sulaiman et al., 2019).

Based on the findings of researchers, the author is interested in conducting research focused on improving children's learning outcomes through digital media with the title "Implementation of The Use of Youtube Media Book Bacalah Sayangku 1 For Vocabulary Introduction In Child-Friendly PAUD In Pre-Delima Class Of National Preschool Tanjong Sepat Malaysia". With the development of the digital world, child-friendly PAUD should be introduced in the current era, thus the development of learning must also be updated on digital media, in today's learning is experiencing a transition from manual to digital, so digital media should ideally have begun to be recognised early on, the current conditions are still many who still use manual methods in learning, namely by lecturing methods and prioritising reading, writing and counting, whereas this in child-friendly PAUD learning should focus on the needs and welfare of children such as creating a supportive learning environment, so that children's development and growth will be optimal and help them build a solid foundation, Whereas this in child-friendly early childhood learning should focus on the needs and welfare of children such as creating a supportive learning environment, so that the development and growth of children will be optimal and help them build a solid foundation for their lives, thus the author is interested in researching the National School Preschool because the school has used technology as an interesting learning medium for children.

Based on the findings of the researchers, the authors are interested in conducting research that focuses on increasing children's learning achievements through digital media with the title

"Implementation of The Use of Youtube Media Book Bacalah Sayangku 1 For Vocabulary Introduction In Child-Friendly PAUD In Pre-Delima Class Of National Preschool Tanjong Sepat Malaysia".

2. Research Methods

This research uses a type of descriptive qualitative research where this research approach aims to understand the phenomenon in depth by collecting detailed descriptive data, without trying to test hypotheses or make statistical generalizations. The use of descriptive qualitative research describes systematically the things found in the research location that are verbal. This research was conducted at Pre-Delima Class of National Preschool Tanjong Sepat Malaysia. This study makes it possible to provide an in-depth picture for the observed, in this case the use of digital media in early childhood teachers.

The selection of descriptive methods is also very relevant to the author's research objectives which want to provide more understanding about the use of yotube digital media in improving early childhood learning outcomes. The use of data collection techniques, namely using observation, interviews, and documentation techniques so that this research is structured and directed.

In addition, data collection through documentation of other related documents will provide a richer context and enrich understanding of how the use of YouTube digital media in an effort to improve children's learning outcomes in the form of language learning. With a research title "Implementation of The Use Of Youtube Media Book Bacalah Sayangku 1 For Vocabulary Introduction In Child-Friendly PAUD In Pre-Delima Class Of National Preschool Tanjong Sepat Malaysia".

3. Results and Discussion
The Nature of Early Childhood Vocabulary

According to Suyanto (2008:43) In vocabulary learning, whether in first, second, or foreign language acquisition, the language component is the most basic thing, there are three components of language namely grammar, vocabulary, and pronunciation. The introduction of vocabulary needs to be honed from an early age so that children have sufficient vocabulary and are easy to communicate. Vocabulary and language mastery in early childhood is an illustration of speaking ability (Liyana & Kurniawan, 2019; Ruiyat, Yufiarti, & Karnadi, 2019a). At the age of 5 to 6 years the child's ability has increased, the child can speak fluently with a new vocabulary of around 8000 to 9000 words (Pebriana, 2017). This ability will develop optimally if given a stimulus from parents or teachers. Early childhood can develop their vocabulary through the process of understanding new meanings after listening to conversations. This aspect must be trained optimally so that children can move on to the next stage. One of the most important abilities that must be developed in early childhood is language development, which is strongly influenced by vocabulary.

Child-Friendly PAUD is a unit that enhances the growth and development of six aspects of children, namely: aspects of religious and moral values development, physical-motor, socio-emotional, language, and art. One of the important aspects is language development because through language with vocabulary skills, children can communicate their intentions, goals, and desires of thoughts and feelings to others. In child-friendly PAUD, children have the opportunity to develop language skills both in understanding and expression, As for how to improve language skills in early childhood requires activities that can stimulate children's language skills, such as stimulation and guidance that will improve children's language development so that it becomes the main basis for the development of children's language in the future. (Wati, 2018).

The Use of Youtube Media As An Early Childhood Learning Media

Youtube is a video sharing site and watch videos shared by various parties, videos that are shared in various genres ranging from vlogs, entertainment, films and others, YouTube was founded in February 2005 in California, United States founded by 3 former paypal employees Chad Hurley, Steve Chen, Jawed Karim after that YouTube was bought by Google for USS 1.65 billion (Herminingsih et al., 2022). Youtube is a popular social media platform reported from its own website youtube has 1 billion users, youtube has freedom in the duration of the video that is uploaded, youtube can be accessed for free using the internet, youtube provides access to video viewing services freely and is seen by anyone, youtube provides a lot of video content in it, one of which is content about Guruan (Aqila & Ardina, 2021). The use of YouTube media in children does have an addictive impact, especially in education, especially early childhood education, the use of YouTube media can also aim for children's independence. (Aqila & Ardina, 2021)

The utilisation of YouTube media in children's learning is very impactful. With the use of media in children's learning, it can make it easier to understand what the teacher is saying. The mindset of early childhood cannot be equated with adult thinking, therefore the use of media in children's learning is very necessary, such as functional media images to provide concrete descriptions for children. Likewise, the media used in PAUD learning is very varied, one of which is the use of YouTube media as a medium for children's learning.

The implementation of learning using the YouTube application has actually been implemented at various levels of education including at the child-friendly PAUD level. One of the early childhood institutions that use YouTube media in learning is the National Preschool Tanjong Sepat Malaysia. Yotube learning media used in teaching In Pre-Delima Class aims to clarify the contents of the book "Bacalah Sayangku 1". With the existence of this YouTube media in the use of the book 'read my dear 1', namely to clarify how to spell correctly and correctly so that it makes it easier for teachers to teach. But on the other hand, teachers need to carry out intensive supervision and guidance functions in learning. Learning vocabulary through YouTube media can develop children's language aspects so that children will more easily understand how to spell well.

Aspects of language development will basically help understand good language skills, by introducing the theory of language theory will make it easier for early childhood to optimise their language, it must be adapted to the habits of children. Language according to experts is an ability that does exist from birth, while according to other experts it has an influence, namely internal influences and external influences, There are various kinds of theories about language, one of which is the theory of language.

a. Behaviouristic Theory

In this Behaviouristic theory argues that the child's language is obtained based on response and imitation, where this theory is also embraced by Skinner and Badrus, they reveal that the development of speech and language of the child is obtained based on environmental stimuli. In this theory using operant conditioning theory. Thus skinner believes that verbal behaviour is a behaviour that is desired, is a behaviour that is conditioned by the consequences. if the behaviour is a behaviour that makes fun then the consequences will be maintained but otherwise if the behaviour is a punishment then the consequences will be released.

b. Navitis Theory

Navitis theory suggests that elements of child language development are influenced by biological factors, in this theory believes that language development in children is innate from birth, in this theory there is also a role of biological evolution that can form into a linguistic creature. So the development of language in children is the same as in the process of walking children, which is natural or innate from birth depending on the maturity of the brain, thus the opinion also about the human brain has to do with language development.

In the development of Language Utilisation book "Bacalah sayangngku 1" in written based on semakan curriculum Standart Prasekolah Kebangsaan (KSPK) 2017 and Curikulum Standart Sekolah Rendah (KSSR) Stage 1 digubai by Bahagia Pembangunan Kurikulum (BKP). This book is produced to help students recognise and read syllables and perceptions with correct intonation and pronunciation. The basic teaching of reading in this book is written in a graded manner from easy to difficult.

Book Specifications "Bacalah sayangku 1":
1) Coloured syllables to make it easier for children to read.
2) Attractive illustrations to nurture children's interest in reading.
3) The words and verses processed take into account the experience and maturity of children.
4) Apply pure values to build a positive personality and self-concept.
5) Activities that can promote cognitive skills for children to think based on emotional maturity and social maturity.

The publication of this "Bacalah Sayangku 1" book is published by Fargoess, Fargoes was established in 1978 and is one of the leading publishers and publishers in Malaysia. We produce all kinds of teaching and learning materials for use by teachers and students in both public and private schools. Our products range from textbooks, workbooks, revision materials, teaching materials and dictionaries. We have created

a niche market in the supply of books for use in kindergartens and primary schools.

Figure 1.1 Book Cover "Bacalah Sayangku 1"

Figure 1.2 Book Contents "Bacalah Sayangku 1"

The Use of Yotube Digital Media in Pre-Delima Class Of National Preschool Tanjong Sepat Malaysia

The use of youtube media in the pre-Delima class is integrated with the use of smart TV media as a mediator of youtube learning in children. Smart TV comes with various features that are very helpful to teachers in learning, Smart TV comes with an android version that can access various applications, one of which is youtube, so the use of smart TV is often used as a substitute for Projector.

Learning using Youtube should make it easier for children in literacy to gain knowledge. Thus children will not be bored in terms of learning, it can make children happy and foster enthusiasm in learning, so that learning in preschool will always be in the future children. based on the researcher's findings data, the use of youtube media is used to increase children's understanding in learning the vocabulary of pre-Delima classes whose ages are still 5-6 years old, in the use of this vocabulary learning the teacher uses a book to learn vocabulary to children, the book used with the title "Bacalah Sayangku 1" in the book a lot of learning the use of spelling in vocabulary for children. Each sheet

of the book "Bacalah Sayangku 1", along with the release of content on how to read from the book, therefore the teacher just needs to find a channel that provides an explanation of how to read correctly in the book.

The learning model used in the pre-Delima class is very child-friendly by using groups, namely children separated into several groups in the pre-Delima class in one class there are 25 children where there are 5 groups of 5 children per group. Learning Malay language vocabulary in early childhood is carried out for 30 minutes, carried out after Art learning, at the beginning of learning children are brought together from all groups to become one group and line up neatly, When the children have joined into 1 group, one child is chosen who wants to the teacher becomes a little teacher whose job is to lead his friends. the teacher practices how to read to the child and is imitated by the child, after that the teacher practices using YouTube media, the teacher looks for channels that are in accordance with the learning that will be taught by the child, then the child imitates the spelling that is spoken on the YouTube channel, in this case the children are very enthusiastic in learning activities. Researchers document the learning that has been taken by researchers.

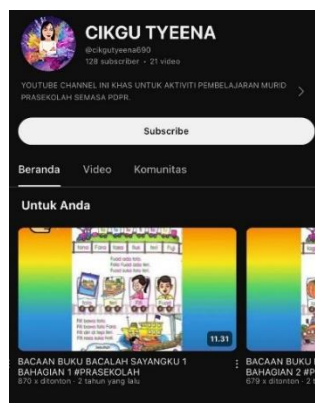**Figure 1.3 The Teachers Direct Children To Learn Using Youtube Media**

Figure 1.4 Youtube Chanel Bacalah Sayangku 1 "Cikgu Tyeena"

The results of interviews from teachers in the pre-Delima class said that "learning using digital media has indeed been planned from

the beginning since the development of gadgets began rapidly and alhamdulillah was realised, because with the smart tv and youtube media I am greatly helped in learning, I am easier in terms of teaching and children are also more effective in absorbing learning, one of which is learning vocabulary, but I do not surrender to the spectacle on youtube, I also filter the content that will be shown to children, and give an example first before the child imitates what is being watched" said teacher Erin.

From the results of observations, interviews, and documentation show that the implementation of YouTube media utilisation of the book 'bacalah sayangku 1' in the pre-Delima class of the National Preschool Tanjong Sepat, Malaysia has an impact on the effectiveness of children's learning in vocabulary and correct spelling. In the form of increased learning motivation and the child's Malay language achievement graph is developing well. This is included in the category of Child Friendly PAUD because the school is very focused and emphasises the needs of children according to the child's condition.

4. Conclusion

The use of YouTube media in this digital era is very important, this must be introduced from an early age, the transition from manual to digital media is very different, thus the national preschool of Tanjong Sepat Malaysia uses the application of YouTube digital media.

Implementation of YouTube media in learning children's vocabulary with the book 'bacalah sayangku 1' in the pre-delima class of the National Preschool Tanjong Sepat Malaysia, the use of YouTube media in the pre-delima class is included in child-friendly PAUD. Because this can make it easier for teachers to optimise learning activities and can be more effective for children in learning vocabulary and correct spelling and can help children's Malay language development according to children's needs. Thus, child-friendly PAUD not only provides formal education, but also creates a strong foundation for children's holistic development, helping them grow into resilient, knowledgeable and insightful individuals.

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