CHAPTER II
ENGLISH LEARNING MATERIAL THROUGH VIDEO

A. English Learning

A language is a main tool for communicating in human life, both for individual and social interests, Fachurrozi and Erta Mahyuddi (2016: 6) found that there are several meanings of language, which are as follows:

a. Language is a collection of sounds that have a specific purpose and are regulated grammatically.

b. Language is an expression of everyday conversation that many people do when speaking at a normal speed.

c. Language is a system for expressing meaning.

d. Language is a set of grammatical rules and language consists of the past.

Siahaan (2008:7) explains that language is a human heritage that plays an important role in human life itself, such as in thinking, conveying ideas, and communicating with others. "Language is a unique human inheritance that plays a very important role in human life, such as in thinking, communicating ideas, and negotiating with others". In general, language is used as a tool to communicate. English is one of the subjects taught at all levels of formal education, from elementary school to senior high school level (Handayani 1018:37) explains that one of the main skills in English proficiency is vocabulary mastery.

Vocabulary is a very important aspect of English. In the Food and Beverage position, of course, using different vocabulary to master food and beverage material, each student is required to master vocabulary in each Food and Beverage lesson because the material uses a lot of English sentences, especially the names of the tools used, such as furniture in restaurants. linen available in restaurants and many other materials in English, Wallace (1987:1).

Vocabulary is a key component of reading skills, meaning that to understand a sentence, you must first understand the meaning of the words in each sentence. Vocabulary is needed in language a person's ID does not

understand every word that is read. In general, the language component consists of, namely: Grammar, Vocabulary, and pronunciation (memorization). Vocabulary is a measure of a person's understanding of the vocabulary of a language and his ability to use that vocabulary both orally and in writing, vocabulary mastery is part of language mastery because if someone masters a language it means that person masters vocabulary, Yunisah (2007: 11).

1) **The Aspect Of Vocabulary**

Vocabulary is a component in English or other foreign languages, mastering vocabulary well, can link four skills, namely: Speaking, Listening, Reading, and Writing, vocabulary is also an important part that can facilitate the use of a second language, because without a vocabulary that language cannot function properly structurally and is difficult to understand. Vocabulary is the most important aspect of language because it appears in every language skill, including listening, reading, speaking, and writing skills. Vocabulary can be concluded from the statement above that vocabulary is a major factor in a language, because it is needed when you want to speak, read, and write, Wardani (2015).

Language is a systematic communication tool for expressing ideas, feelings, opinions, and ideas by using gestures, sounds, motions, or signs that are commonly understood (Webster's Third New International Dictionary of the English Language in Brown, 1994). :4) Language is also a system of sound symbols that introduces everyone in their culture, or other people who have studied that cultural system to communicate or interact (Finocchiro, 1964:8 in Brown, 1994:4).

English proficiency includes four language skills namely listening, reading, writing, and speaking. Listening and reading are receptive skills and writing and speaking are productive skills (Harmer, 1983:16). The four skills are used together as a communication tool (Anderson, 1969:2). Therefore, the four language skills are taught through communicative interactions which include the use of more than one language skill (Cunningsworth, 1984:20).

The four language skills which include listening, reading, writing, and speaking must be supported by language forms. The form of language includes four aspects, namely: Phonology, Vocabulary, Grammar, and Discourse.

a. Phonology, related to pronunciation.

b. Vocabulary, related to the meaning and arrangement of words,

c. Grammar, related to changes in words (morphology) and sentences (syntax)

d. Discourse, related to long sentences that are seen as contextually or socially characteristic aspects (Cunningsworth, 1984:17)

a. Community Language Learning (CLL)

Community language learning appeared in 1961, and was first designed by Charles A who was a professor in psychology and counselor. CLL began to be used around 1967. The language community now uses counseling learning theory to teach English. The term counseling itself refers to the relationship between counselor and client. In this method the teacher is a counselor and the students as clients. This CCL is of the view that the language of learning is the totality of a person whose psychology includes emotions and feelings. The teacher functions according to the circumstances and situations in which language learners study English, this method was developed by Charles A. Current. Meanwhile, according to Richards and Rodgers (Brown, 2001:25), the term humanistic is a mixture of all other emotions and feelings of students in the teaching and learning process. Learning is done based on the difficulties of students. The goal of self-study is to establish communication relationships and eliminate fear in the student when he or she learns a second language. Therefore, the CLL learning method aims to enable students to learn how to use the target language (the language being studied) communicatively.

2) The Benefits of Learning English

In this day and age, English really needs to be mastered properly, English can be said to be the language most used by the world's population

because it is considered the mother tongue of 400 million people in the world. Crystal (2000: 1) states that English is a global language. This statement represents the meaning that English is used by various nations to interact or communicate. Learning and understanding English is a necessity that cannot be avoided, by learning English someone will open their horizons and knowledge internationally.

Here are the reasons why learning English is very important.

1. Open up opportunities to get a good job

2. Improve career

3. Understand new technologies more easily

4. Make more friends or connections

5. Have a broader insight

6. Make life easier when you are on vacation abroad.

3) English Media Learning and Media Video

A. The Importance of English Learning Media

Learning media is English, which is a medium used by teacher to make it easier for students to understand English subjects, with the existence of learning media, the teaching and learning process is expected to be effective and more meaningful. Miarso (2004) argues that learning media is something that is used to convey messages and can stimulate thoughts, feelings, attention, and a willingness to learn so that it can encourage the learning process, thus it can be concluded that media is a physical tool that can provide learning or material for stimulate students to be more enthusiastic about learning such as films, books, and tapes. The arrangement of learning media must be in such a way as to support the teaching and learning atmosphere.

B. Video as English Learning Media

English learning video media is video media that can be used to achieve listening skills and practice how to speak, write, and even knowledge of the text to be studied. By using learning video media students can see and hear

explanations about learning material with one-way communication techniques or one-way communicatio. Video is an electronic media that is capable of combining audio and visual technologies together to produce dynamic and interesting shows, therefore video is used as a learning medium because it has attractive features and is able to attract students' attention to learning. (Arsyad 2003) video media has a function as a learning media, namely:

1) Attention Function

   The function of attention is video media that can attract attention and can focus the audience's concentration on the video material

2) Affective Function

   The effective function is video media that is able to evoke the emotions and attitudes of the audience.

3) Cognitive Function

   Cognitive functions can easily accelerate learning achievement goals to understand and remember messages and information contained in an image or symbol.

4) Compensatory Function

   The compensatory function usually provides context to audiences whose abilities are weak in remembering the information that has been obtained.

   According to Dewey (1964), the teacher's role is to provide facilities for students to be able to study. With the participation of teachers and students actively during learning process takes place, it will create a learning experience that is meaning. In the end this is useful for cultivating active learning abilities in students, students and explore the potential of students and teachers to develop together and share knowledge, skills and experiences. Students are expected to better able to recognize and develop their learning capacity and potential.

   Besides that, students can fully and consciously use the potential of the source learning that is around him, more trained to express his opinion or

initiative, think systematically, critically, and responsively so that it can be resolved everyday problems.

C. Development of English Learning Video Media

In learning English, the use of media as a learning resource can increase students' understanding of learning. The development of learning media, and learning videos is an effort to assist teachers in teaching and assist students in understanding the messages in the learning materials presented can help students increase their interest in learning English learning materials, especially in the simple continuous tense and simple past tense. Along with the rapid development of information and communication media, good hardware and software, resulted in a shift in the role of the teacher. Teachers are no longer the only source of information in the learning process. Therefor the role of the teacher in the context of learning demands change. Media as a teaching aid is developing so rapidly in line with technological advances, the variety and types of media are quite a lot so that it is easier to use according to the conditions of time, finances, and the material to be delivered. In fact, the media as a tool in the learning process that should be used by the teacher is often the best, the media is not used in the learning process. Therefore, it is necessary to have learning media that are interesting and can improve student achievement because the media helps clarify and facilitate the learning process conveyed by the teacher to students so that it can motivate learning and the process becomes more efficient (Rusman, 2013: 65).

D. The Benefits of Video Media in The Process of Learning English

Media is a learning tool that needs to be developed to achieve optimal learning results. It is quite important to relate to the teaching and learning process about the presence of important media because with this action the ambiguity of the material can be supported by presenting the media as an intermediary.

According to Hamalik (2008:49), the functions of learning media are:

1. To create an effective learning situation

2. The use of media is an integral part of the learning system.

3. Learning media is important to achieve the goals of learning

4. The use of media in learning is to speed up the process of learning and help students in their efforts to understand the material presented by the teacher in class

5. The use of media in learning is intended to enhance education quality

6. The Stages in Development of Learning Media

Research and Development (R&D) is a powerful strategy of improving practice (Borg and Gall, 1989). It is a process used to develop and validate educational products. It means that R&D is very effective strategy for improving the training process. This research design uses the ADDIE development model. According to Branch (2010:2) ADDIE is a model design that takes the form of a systematic cycle and consists of 5 stages, namely; *Analyze, Design, Development, Implementation,* and *Evaluation.*

Analysis is an analysis activity of identifying anything problems found in a particular environment so that ideas arise in determining the product to be developed. The purpose of the analysis is to identify possible cause product performance gaps. *Design* is the stage for designing products according to needs or previous analysis. In the design stage, the steps taken are compiling learning objectives, compiling learning strategies, as well as designing the interface. *Development* is the activity of making and testing products. *Implementation* aims to prepare a learning environment that engages students. At this stage it is necessary to prepare the product and market it to the target learners. And the last is *Evaluation. Evaluation* is an activity for evaluate and assess every step that has been taken so that product can be achieved according to the specifications set. It aims is to measure the quality of products that have been developed.

E. Video Media

Video media can attract students' interest in learning so that it is effectively used in learning (Kamelia, 2019; Mustofa et al., 2018) There are many learning media, ranging from very simple to complex, ranging from those using only the eye senses to a combination of more than one sense. From cheap and does not require electricity to expensive and highly dependent on hardware. Along with the development of technology, various kinds of new teaching materials have emerged that are increasingly sophisticated, starting from the development of printed teaching materials, then reaching to audio teaching materials, to audio-video teaching materials. This all shows that the form of teaching materials always follows the development of technology and science.

Teaching using audio-visual is characterized by the use of hardware during the learning process, such as a film projector machine, a tape recorder, and a wide visual projector. So, teaching through audio-visual is the production and use of material that is absorbed through sight and hearing. Audiovisual technologies that are often used in learning are films, slides, and videos.

Technology is an extension of the concept of media, where technology is not just objects, tools, and materials, but also the attitudes, actions, organizations, and management associated with the application of science.

1. Definition of Video

Azhar Arsyad (2011: 49) states that videos are images in frames, where frame by frame they are projected through the projector lens mechanically so that on the screen a live image is visible.

Video is a movie, television show, event, etc., that has been recorded into a videocassette, DVD, etc. so that it can be watched on a television or computer screen. In this research, the writer will use educational videos to teach the students.

Video is s motion picture accompanied by a sound that forms a single unit that is strung together into a flow, with messages in it for the

achievement of learning objectives which are stored by the storage process on tape or disk media.

Video media is everything related to material (software) and hardware, namely objects that can be seen, heard, or touched with the five senses, the emphasis of learning video media is on visual and audio that can be used to convey content teaching materials from learning resources to learning (individual or group), which can stimulate the thoughts, feelings, attention, interests of learners, can capture, process, and reconstruct visual or verbal information in such a way that the learning process (inside/outside the classroom) to be more effective.

As an audio-visual media with elements of movement and sound, video can be used as a teaching aid in various subjects. Objects that are too small, too big, and dangerous or even can not be visited by students because of their remote location can be presented through instructional video media.

2. The Benefits of Using Video Learning Media

Benefits of video media according to Andi Prastowo include:

a) Providing unexpected experiences to students.

b) Show clearly something that could not be seen at first.

c) Analyzing changes in a certain period.

d) Gives learners the experience to feel in a certain situation.

e) Presents a real-life case study presentation that can spark student discussion.

Based on the explanation above, the existence of video media is very familiar in the classroom. With video, students can witness events that cannot be witnessed directly, are dangerous, or past events that cannot be brought directly into the classroom. Students can also playback the video according to their needs. Learning with video media will foster interest and motivate students to always pay attention to the lessons.

F. Housekeeping Materials

The Housekeeping department is a part of the hotel that is responsible for cleanliness, tidiness, completeness, and security both in the rooms and all areas of the hotel, with good quality service for guests staying at the hotel. According to Surya (2019:96) Housekeeping is one of existing programs in the hospitality department. The role of housekeeping is very important, therefore it must be handled by professional, agile, and skilled people.

Based on the Merdeka curriculum, the housekeeping department is further divided into several sections, each of which is responsible for certain jobs and areas are as follows;

1. Public Area Section

The public area section is the section that is responsible for maintaining and/or maintaining the cleanliness, tidiness and completeness of public space requirements (Sulastiyono, Agus, 2011:124). The public area section is one of the parts in Housekeeping department to handle all matters regarding cleanliness, tidiness, completeness, comfort all of public areas that affect the interest of guests to use services in the hotel. Public area section has a big influence on income and work operations in the hotel, because with this section the cleanliness of the area traversed by guests are maintained, and continue to make guests who come happy and able rest in peace.

The duties of public area section are as follows:

a. Manage and maintain public areas, public rooms, and office areas.

b. Report damage to inventory items to superiors.

c. Maintain all equipment and cleaning materials used.

d. Doing general cleaning that has been scheduled by superiors.

e. Using equipment and cleaning materials with the correct procedures.

f. Maintaining a healthy working atmosphere and good cooperation.

2. Florist

Florist is a section that is responsible for maintaining and arranging fresh flowers to beautify the hotel's interior decoration. The purpose of

having a florist in a hotel is to continue to beautify the room so that it creates a feeling of comfort for guests while staying in the room. In addition, with this section room rates can be increased from the standard price set by the hotel.

The material/content that students must learn based on Merdeka curriculum are:

a. The types and forms of flower arrangements.

b. The tools and materials used to arrange flowers.

c. The types of flowers for arrangements.

d. The techniques of flower arrangements.

3. Laundry Section

Laundry section is a section in Housekeeping department that is in charge of and responsible or all processes of washing hotel linens and guest clothing and employee uniforms at the hotel. In carrying out the laundry process, it must have an organized structure so that the laundry work can run optimally, because a laundry responsibility is not light, cleanliness and timeliness are the keys to the quality of the laundry.

Duties and responsibilities of each position:

a. Laundry Manager

Has the duty and function of leading/organizing all activities as well as carrying out the washing process activities in laundry and dry cleaning.

b. Assistant Laundry Manager

Helping the laundry manager to replace him/her when he/she is not in place during laundry and dry cleaning operations. Responsible to the laundry manager/directly to the general manager if the laundry manager is not in place.

c. Laundry Supervisor

Plan, organize, direct, coordinate and supervise all the activities of his/her subordinates in laundry operations.

d. Valet Supervisor

Plan, organize, direct, coordinate and supervise all activities of his/her subordinates in valet operations.
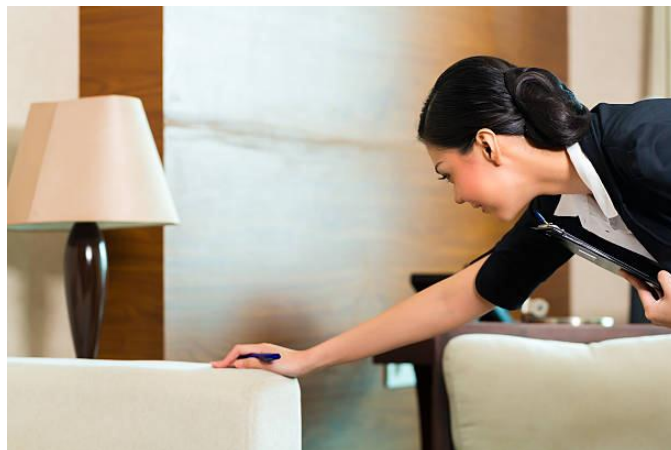
e. Dry Cleaning Supervisor

Plan, organize, direct, coordinate and supervise all activities of his/her subordinates in dry cleaning operations.

f. Checkers

Checking all guest laundry before processing by handling the condition of the laundry (buttons, pockets).

g. Markers

To mark each types of laundry so that they are not mixed up, it requires strong and resistant linen paper containing:

1. Room Number
2. Date
3. Code from the maker

h. Sorter

Segregate guest laundry on the basis of:

1. Types of material
2. From of laundry
3. Level of impurity
4. The color of the laundry

i. Washers/Extracts

Carry out the process of washing and extortion.

j. Tumblers

Carry out the drying process after washing.

k. Presser

Completing the end of the washing process, including:

1. Linen: room, FB others (swimming pool towel)

    Uniform: from all employees.

2. Linen and Uniform section: part of the housekeeping department, which is a gathering place for house laundry.

3. Linen attendant, in charge of delivering and picking up the house laundry to and from the house laundry section.

4. Finisher: there is only a folder for linen and hanger for uniforms. The clerk who hangs the guest outside the laundry is called a hanger/hanging man. The clerk who usually folds clothes for in house guests/who will check out is called a folder and the clerk who wraps the laundry is called a wrapper.

4. Room Section

The room section is the part in charge of maintaining hotel rooms. Such as cleanliness, beauty, and guest comfort while guests are at the hotel. Room attendants are floor section officers who maintain the cleanliness, tidiness, comfort and completeness of guest rooms.

Room attendants have an important role in enhancing the hotel's image to customers by providing, preparing and maintaining the cleanliness of each guest room. Room conditions can convey a message and poor employees in preparing comfortable and clean rooms for guests.

5. Houseman or Housemaid

The role of the Houseman and Housemaid is responsible for the cleanliness and supervision of hotel investors who are outside the guest rooms. Houseman or Housemaid is one of the sections under the housekeeping department which has the duty and responsibility of maintaining the cleanliness of all areas in the hotel or (public area) except for the rooms.

The important duties of the houseman/housemaid section are:

1. Clean the entire utility area.
2. Clean furniture, floors, carpets, glass, doors and their carcasses, astray in the utility.
3. Maintain any equipment used for work.
4. Throw away the trash that is in each astray and standing astray in place.
5. Take care of the plants placed in the utility and clean it.

G. Relevant Study

The first research that became the reference for this researcher was research conducted by Putu Drama Wisada, (2019) in a study entitled Development of Character Education Oriented Learning Video Media for Class X Students of SMKN 1 Singaraja, this research developed a video. This design was made in video script format and This video design is in the form of a duration of about 5 minutes. The development of the video into a product is carried out through the ADDIE model development stage, this video is effective in improving the ability of class XB students majoring in financial institution accounting at SMK Negeri 1 Singaraja, the results obtained are that the product developed gets a positive response and is listed as a very valid and practical medium for use.

The second research used as a reference for this research is research conducted by Adelina Anum (2020) in her research entitled Development of Learning Video Media in English Courses at Sang Bumi Ruwadi University, Odd Semester Students. This research develops video learning media with Simple Present Tense material for English subjects for Odd Semester Students at Sang Bumi Ruwa Jurai University using the Research and Development method, the results obtained are that the products developed get a positive response and are styled as very valid and practical media to use.

The third research used as a reference is research conducted by N. L. Fatmawati, 2021) in a study entitled Development of Powtoon-Based Animation Videos as Media for Learning English for Elementary School Ages during the Pandemic Period. This research produces a product in the form of audiovisual learning media in the form of animated videos that have been tested for feasibility by media experts, and material experts, and have been tried out in small and large groups in the field. This study uses the Research and Development research method. The test results show the feasibility of the product with a very feasible category. This means that the product in the form of an animated video of English learning media for elementary schools is very feasible to use.

The fourth study that became the reference for this research was research conducted by I Gusti Lanang Agung Kartika Putra (2014) in a study entitled Development of Learning Video Media Using the ADDIE Model in Learning English at SD 1 Selat. This research develops a product, namely a learning video media that is suitable for use in English class V subjects at SD Negeri 1 Selat using the Research and Development method. The results obtained are that the product developed has received a positive response and is categorized as a medium that is very valid and practical to use.