

Increasing Literature Capabilities in Early Childhood with Learning Through Youtube Social Media and Whats'App Groups

Lilis Suryatini

Email lilissuryatini1@gmail.com

UIN Prof. K.H Saifuddin Zuhri, Jl. A. Yani No.40A, North Purwokerto, Banyumas Regency, Indonesia

Abstract

Early Childhood Education is an important period and very influential on the process of child development. At the age of 0-6 years, the development of children's abilities enters the golden age, this is because at this age the absorption and ability of children is very high, curiosity is large enough to encourage children to do various activities that can give them meaningful experience. and meaningful. This study aims to determine the description of improving early childhood literacy skills by learning through social media Youtube and WhatsApp groups. The method used in this research is descriptive qualitative. One of the problems in learning in early childhood is limited learning time at schools and less varied learning media, which results in less than optimal literacy in early childhood. Learning through social media YouTube and WhatsApp groups by means of teachers making or selecting videos. learning videos that are in accordance with the material on youtube are then watched together in class and the Youtube link is shared through the student's parents WhatsApp group then with the guidance of the children's parents watch youtube learning materials given at school. The results of research conducted at PAUD Cempaka III, Dawuhanwetan village, Kedungbanteng sub-district, showed that by learning through YouTube social media and WhatsApp groups, early childhood literacy skills have increased, through YouTube videos, children can watch material repeatedly, this certainly makes it easier for them to learn. understand the material at home.

Keywords: literacy ability, early childhood, social media.

1. Introduction

Early age is the golden age of children in absorbing various information from the outside world (Huliyah 2016: Setiani and Nadiyah 2016). This period is a very special period, because children are very easy to receive various information, the ability to imitate children is also very high according to Snow (in Hoff 2005), that children aged 2-5 years have been able to show their literacy skills rapidly, at the age of 0-3 years children should be able to recognize books through the cover, write letters, listen to stories, and pretend to read, then children aged 3- 4 years old is able to recognize simple writing, recognize sounds of different languages, connect stories in books with reality. At the age of 5 years, children are interested in reading and are able to predict the storyline in books, are able to write with words or dictation.

In addition to stimulation that can improve children's literacy skills, there are other factors that cause a lack of mastery in reading and writing at an early age. This is because the learning process in each child uses conventional methods, namely teachers still teach children to memorize the letters of the alphabet. Literacy experience in early childhood very important as a strong initial foundation in the development of reading (Levy, Gong & Hesel, 2005). Knowledge of preschool children's skills and attitudes that form the basis for reading and writing is called early literacy skills (Whiterhusrt & Loningan, 2001).

According to Vygotsky (1978), children will actively construct knowledge and focus on how important socio-cultural interactions are to their cognitive development. Thus the cognitive development of children is influenced by the pattern of interaction with the people closest to the child, namely how parents and teachers provide stimulation to children, for children reading is the first lesson, if given stimulation from an early age, children will be able to master subsequent literacy skills well and Therefore, it takes a structured activity in a literacy stimulation program for children at home and at school in a consistent, directed and right manner.

Learning for children will be very appropriate if it is given in a fun way because learning that does not use media or playing methods is less able to optimize the psychological, physical and sensory functions of children who are developing rapidly. Children need space to explore, move, and fulfill their main needs to play. Ability to access, understand and use things intelligently through various reading, viewing, listening, writing and speaking activities (Faizah 2016; Imroatun 2017). Literacy culture is not only the ability to read and write texts, but has a broader meaning in the form of visual, audiovisual and computerized dimensions so that it can bring up cognitive, affective and intuitive elements (Iriantara 2009: 05). From this understanding it is increasingly clear that learning through online media youtube and whatsapp is an alternative in learning using fun online media and at the same time more varied literacy media. Both of these media are very popular and close to the community so that parents can adapt more quickly in order to help guide their children. By looking at YouTube that has been selected by the teacher, children can carry out literacy activities more optimally

The learning carried out at PAUD Cempaka III, Dawuhanwetan village, Kedungbanteng sub-district, which before the arrival of covid-19 was still using conventional media so that literacy activities were still conventional, namely reading, writing from reading books and this had several weaknesses including limited study time and conventional media tend to be less varied. And the positive side of learning during the covid-19 period where teachers are accustomed to using online media such as youtube and whatsapp groups in online learning, post-covid-19 learning to use youtube online media and whatsapp groups is still carried out as a variation in the use of media.

The purpose and benefits of literacy culture, among others, is as a way to provide reading and writing skills to early childhood before entering the world of formal schooling. In addition , literacy culture provides benefits to foster critical thinking skills in early childhood . By reading, listening to stories, children will have a high curiosity to obtain other information, this is what then becomes important for teachers and parents to build a literacy culture from an early age. Literacy culture should not only be developed in schools but it is very necessary to be taught from an early age by parents. The purpose of this research is to explore the improvement of early childhood literacy skills by learning through social media YouTube and WhatsApp groups at PAUD Cempaka III, Dawuhanwetan village, Kedungbanteng sub-district.

The media used is an important factor in fulfilling fun literacy activities. The method used is descriptive qualitative with document study, observation and interview techniques. The focus in this study is a descriptive picture of learning through social media youtube and whatsapp groups at PAUD Cempaka III, Dawuhanwetan village, Kedungbanteng sub-district, Banyumas district.

2. Research Methods

This research is a qualitative descriptive study to describe the situation observed in the field more specifically, transparently and deeply. To get an accurate picture, the researcher makes direct and indirect observations of the research object and classifies the research results to draw conclusions and then conduct analysis. The researcher observed the learning activities carried out by two PAUD Cempaka III teachers and surveyed 28 children at the Paud Cempaka III Dawuhanwetan Post by looking at the results of the assessment which contained experiences and literacy development in children. The results of the survey showed that most of the children had not shows the development of literacy skills as expected, if this situation is left unchecked it will result in children causing difficulties in adapting to learning activities at school and teachers having difficulties in developing abilities, therefore it is very appropriate for children to be stimulated by using social media youtube and whatsapp in activities learning.

3. Results and Discussion

Historically, literacy comes from the word *Litteratus* (*littera*) which comes from Latin which means the ability to read and write. Then this meaning develops into the ability to master knowledge in a particular field ((Fairuz Husna et al., n.d.) And according to the Big Indonesian Dictionary online (2021) literacy has several meanings, namely (1) the ability to write and read, (2) a knowledge or skills in certain activities or fields, (3) an individual's ability to process the information and knowledge he has acquired for life skills, and (4) the use of alphabet to describe a sound or word. Literacy is a very important ability that must be mastered applied by students in the era of disruption as the main skill to face the peak of the digital transformation wave in the 21st century. ((Elementary School, 2016)., (Hilal Hidayat et al., n.d.), (Jatinangor & Sumedang, n.d.), and (Fairuz Husna et al., n.d.). To create a learning environment that is first and foremost for children other than school and community, the family plays an important role as the smallest unit in society. In the National Literacy Guide, it is stated that to improve the literacy ability of all family members, various activities are needed based on five strategic focuses, namely: strengthening the capacity of facilitators, increasing the number of reading sources, expanding access to reading sources, strengthening public involvement and strengthening governance (dkk, 2017:21- 22).

3.1. Early Childhood

Understanding early childhood is about the individual chronological age limit. In psychological studies, experts classify human chronological age into pre-natal, infancy, early childhood, middle and late adulthood. In Indonesia, the age limit for early childhood is 0-6 years, so that at the age of 7 children are said to be ready to carry out studies at the basic education level. Early age is the golden age of children in absorbing various information from the outside world (Huliyah 2016; Setiani and Nadih, 2016). This period is a very special period, because children are very easy to receive various information, the ability to imitate children is also very high according to Snow (in Hoff 2005), that children aged 2-5 years have been able to show their literacy skills rapidly, at the age of 0-3 years children should be able to recognize books through the cover, write letters, listen to stories, and pretend to read, then children aged 3- 4 years old is able to recognize simple writing, recognize sounds of different languages, connect stories in books with reality. At the age of 5 years, children are interested in reading and are able to predict the storyline in books, are able to write with words or dictation. And according to Nur Hamzah, 2015 Characteristics of Early Childhood are as follows:

- a. Early childhood has a high egocentric nature.
- b. Children have a curiosity that is so big and deep.
- c. Children have very high imagination and fantasy power.
- d. Children are great learners
- e. Early childhood has emotions that appear in various ways
- f. Early childhood has short concentration power.
- g. Early childhood is an individual explorer.

3.2. *Learning Through Youtube Social Media and Whatsapp Groups.*

In providing learning to early childhood must pay attention to the principles of early childhood learning, namely: learning through play, oriented to child development, oriented to children's needs, active learning, oriented to the development of character values, oriented to the development of life skills, supported by a conducive environment , oriented to democratic learning as well as contextual and meaningful learning objectives (Directorate of Early Childhood Education Development 2015:17-19). Learning in early childhood is not the same as learning in adolescents or adults, early childhood learning requires a fun learning atmosphere and is oriented to children's needs so that learning can run effectively and optimally.

Some of the activities carried out by parents at home and teachers at school to build a literacy culture for early childhood include storytelling activities. Reading fairy tales is a real activity to be able to foster a child's love for books and stimulate children to find out more information from books. In addition, the benefits of storytelling are that it can train children's emotional and social development. From the stories read, children will learn about the nature and characters of the story characters, improve children's language skills, increase children's imagination and can also strengthen bonds between parents. and child.\

Social media is an online media where users can easily participate, share and create content on blogs, social networks, wikis, forums and virtual worlds. Meanwhile, according to Budi Sutejo (2004: 52), the internet comes from the words "international network" which is a very large computer network that is interconnected and reaches the whole world.

Learning carried out by PAUD Cempaka III teachers in Dawuhanwetan village, Kedungbanteng sub-district by using online media Youtube and WhatsApp groups by means of the teacher through a projector opening YouTube and watching movies/videos together. the same or watching activities together with number recognition material through songs then the children imitate it and so on, YouTube media is played repeatedly. Furthermore, considering the very limited study time, the teacher also provides advanced material in the form of YouTube videos that are shared in the parents' WhatsApp group so that children open the YouTube videos at home repeatedly. This is one way to improve early childhood literacy, because by looking at moving pictures or films children will be more interested and easier to imitate or understand the material or message to be conveyed. In the use of social media, teachers and parents are also required to be able to apply features that are suitable for children's development, this is certainly a lesson for parents and teachers as the main madrasah which is a source of learning for children. Jimoyiannis, A & Gravani, M. (2011) stated that the role of digital literacy in the curriculum is very important, because it aims to help students achieve the following: acquire the technical knowledge and skills needed to use digital media effectively. Children's tendencies/interests in social media can be used as a source of children's learning by utilizing, especially Youtube and WhatsApp groups as well as several other social media such as Facebook, IG, etc. children will be easier to receive messages contained in learning, because children will tend to be more interested in seeing or listening to share interesting features that support efforts to improve literacy skills for early childhood.

From the results of the daily assessment given to a number of 28 children in the form of conversations with children using visual aids related to the child's ability to listen, read, and understand the material presented, it shows the results of a significant increase in literacy skills, namely from 28 children, 15 children have developed as expected, 10 children are starting to develop and 3 children have not developed compared to learning with conventional media which at that time out of 28 children with 5 results had developed as expected. 5 are developing and 18 are not yet developed.

4. Conclusion

Learning through social media youtube and whatsapp groups implemented at the Post Early Childhood Education Cempaka III, Dawuhanwetan village, Kedungbanteng sub-district, has resulted in a significant increase in early childhood literacy skills. The use of social media proves that the impact depends on the user, the right mentoring of parents and teachers can improve the learning experience and produce a positive effect, the use of social media in teaching can motivate, support, and facilitate teachers and students at Pos Paud Cempaka III, readiness Teachers for digital literacy are very important for improving literacy skills in students. The use of social media will facilitate literacy learning to children, because teachers / parents can give a touch of all aspects of learning that are more meaningful, interesting pictures accompanied by sound or music accompaniment and also beautiful writings are the main attraction for early childhood who are full of curiosity. the use of social media is not always bad for children, but with selective and wise use and assistance from parents and teachers it will be a fun activity.

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