



## **THE USE OF DIGITAL VLOG MEDIA TO IMPROVE SPEAKING SKILLS**

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**Abstract:** The rapid development of digital technology today requires all parties to participate in developing themselves and following the flow by utilizing the results of technology in all activities. The impact of this technological development also impacts the learning process in schools, where the educators must be able to carry out various innovations and creativity so that the learning process is always relevant to the existing developments. One of the innovations and creative things that educators can do is use digital technology as a learning medium. Learning media in the form of digital technology can be a special attraction for providing enthusiasm for learning to students. One of the results of the development of digital technology that can be used as a fun learning medium is a video blog, or Vlog. A vlog is a video and web-based communication and information medium that combines creativity, information, and entertainment in one work. This paper tries to reveal how Vlogs can be used as an effective and fun learning medium to increase students' interest in learning. By mastering digital technology and implementing it through fun learning media, it is expected to improve the quality of learning. The implications of the research are also discussed.

**Key words:** *media, speaking skills, video blog (VLOG)*

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### **INTRODUCTION**

Technology is one of the keywords that should be put in mind by teachers to help students improving their ability in English. This should be the case since young people nowadays are very attached to it. When teachers can make use of technology intelligently in language learning process then students will feel more comfortable to study the language and will be more active to improve their language skill. Some researches related social media, such as Vlog, a well-known mobile application; it brings positive impact for students since it influences students' motivation, engagement, and attitudes (Sari & Wahyudin, 2019). With this technology can make it easier for teachers and students to do learning to speaking skills.

Speaking is very important in daily life because we can interact and communicate about ideas, thoughts, and information to others. Speaking has been widely recognized as an important language skill and has been recognized as a second research language (ESL). Speaking is one of the most difficult aspects for students to master in English. Lestari (2019)

speaking is an important skill in communicating in language teaching and learning activities, and therefore continuous practice is required in order to improve this skill set.

Students' are expected to be able to communicate, but many do not because they lack vocabulary mastery, lack of motivation for fear of being wrong, or a lack of practice because they are used to only receiving information and not practicing their communication skills in the classroom. Speaking skills are very important in the classroom. Maulidah (2018) found that Vlog significantly improves students' speaking ability. With speaking skills, teachers or students can communicate well. Students usually face some problems in social interaction such as not being able to produce ideas, arguments and feelings communicatively. The complexity of speaking skills requires much exposure and practice (Ataeif et al., 2019). With the development of the times and technology should force educators to change and be more creative so that the learning process. One way is to utilize social media internet technology as a medium that facilitates speaking learning. Internet technology has experienced development and progress since it was first introduced. There are several social media that support internet technology-based learning media that can be used as an enhancement of learning that contains the impression of being up to date, one of which is the Video Blog (Vlog).

Vlogs are video and web-based communication and information media collaborating creativity, information, and entertainment in one creation. (Lestari, 2019) vlogs can enrich students with a variety of knowledge about vocabulary, grammar, pronunciation, accent and knowledge of culture. The latest approach to teaching and learning English is to apply technology in the classroom. Teachers must use interesting media to support students in their learning process. It would remarkably change students and connect them with interactive language surroundings and critical thinking ( Kusmaryani et al., 2019). Now, many learning media support the ease of learning speaking skills. For example, using the internet, cameras, electronics, dictionaries and others.

Vlog is a new trend in blogging which is defined as a blog that use video as its main source (Khoiro, R.W., 2020). The video here can depict an object moving together with natural sound or appropriate sound so students don't just see the picture, but can see and hear together the media used by the teacher during learning (Mata et al., 2020). This makes vlog media are currently viral among teenagers and are interesting to watch, used as a medium in learning to speak. Anggraeni et al. (2020) mention that the term "Vlog" stands for "Video Blog" referring to blogs but in the form of videos. Vlogs were called podcasts, because they came from a term that referred to the algamation of audio and video blogs. And now the term itself is unified and has own characteristics.

Vlogs are usually also equipped with text or image captions. Butar et al. (2019) states that video blogging is recommended in speaking class, because it helps students improve their communication skills, Discipline, social interaction, learning awareness and motivation. In addition, vlog can provide a learning experience independently and interacting with the environment in real time. Some studies conducted to find out the effectiveness of vlog in language learning. Hakim, (2019) revealed that vlog can improve students' English proficiency.

Similarly, this is in consistency with the positive opinions resulted in the study of Hermayawati (2019) that analysis on advanced learners' English for specific purposes learning using video blog, and the findings indicated the vlog is ideal alternative media to teach and enhance learners' language competence in higher levels. Vlogs can be a creative innovation

used to improve speaking skills and confidence. Vlog is easy-accessed learning media that able to be used anytime. And than Vlogs can be created without spending much money because the students can personally use their phones. The easy access to learning media is the success of English learning (Mandasari & Aminatum, 2020).

The negative impact using vlog as a learning tool is the unstable connection necessary for accessing the material. Student and teachers may find unstable connections hamper streaming, downloading, and uploading videos from the vlog. The video on vlog may not be accessible at any given time could impact students' language learning. The unstable internet connection could be one reasons access to language material could be problematic (Kusmaryani et al., 2019). The problem of internet networks could affect the quality of videos, such as the unclear and slower video loading. Consequently, the students' language learning would be disturbed and frustrated (Anggarini & Faturokhman, 2021). The teaching and learning activity cannot effectively reach its goals without a good internet network (Indrastana & Rinda, 2021).

At the end of the research study, the researcher assumed that video blogging can help the teacher to know the students' difficulty in speaking activity and can use it to solve the students' problems. Besides, through this media student trained to speak on daily practicing by collecting information so that their speaking performance improved significantly.

## **METHOD**

The research uses research literature review. A literature review is a collection of several sources or scientific works on a particular topic and can be used as a background or context for a research project. This article was created to review or summarize what has been published about using vlog media to improve speech skills. Each article should start with a literature review that includes an introduction to the topic, reasoning, reviews from previous literature, and the major theories or constructions studied (Baker, 2016). A literature review is carried out for various purposes by researchers, one of which identifies various potential areas for relevant research and various gaps that require further research. In a thorough review of the literature, the reviewers compared previous findings to understand the methodology used. Effective examination is the basis for advancing research and knowledge. A literature review is also carried out to gain a clear picture and understanding of the subject's current state. In addition, researchers review literature when they want to create, study, or write articles that are conceptually understood deeper than what is known and to identify further understanding. It can help researchers develop theoretical studies in their research fields. The data search is done by searching for more than 25 articles on the same topic. Researchers thoroughly read and analyze information from articles and relevant topics. After that, the researchers analyzed and found similarities and differences between these findings. After obtaining the analysis results and the available information, we begin the argument and summarize it.

## **FINDINGS AND DISCUSSIONS**

### **Speaking Practice by Video Blogging (VLOG)**

To improve speaking skill students can practice by themselves. According to Harmer (2006), the purposes of video based activities is can be used in a video-based lesson. Vlog is the latest technologies that can open new communication methods through public-created

media. When vlogs began as a new technology and is a trend on the internet today. It has different content such as diary life, advertisement, and procedural.

Vlogging encourages individuals to organize their ideas logically to create engaging video content. This structured approach can translate to improved organization and clarity in spoken communication. Speaking on camera and sharing videos online can boost an individual's self-confidence. Over time, this increased confidence can extend to face-to-face interactions and public speaking situations. Vlogging involves spoken words and nonverbal cues such as facial expressions, gestures, and body language. Vloggers often become more attuned to these aspects, which can enhance overall communication skills.

Editing vlogs often involves listening to one's speech patterns, which can increase awareness of pronunciation, tone, and other vocal nuances that impact spoken communication. Vlogging sometimes requires reacting to unexpected situations or addressing diverse topics. This can foster adaptability and spontaneity in spoken interactions. Successful vloggers often use storytelling and engaging delivery techniques to capture and maintain their audience's attention. These skills can transfer to more engaging spoken communication.

### **Vlog Media to Increase Learning Motivation**

Teachers should use or implement interesting and enjoyable media in the classroom to enhance learning motivation. According to Arsyad (2021), the primary function of the learning medium is as a teaching aid that also affects the atmosphere, conditions, and learning environment arranged and created by the teacher. According to Susanti (2019), media can increase passion and enthusiasm for learning to improve learning outcomes. Several ways can be applied to learning speaking, such as storytelling, fishbowl, role-playing, and video. The use of video is currently the most popular way to practice speaking. One example of the use of video media that is now popular is a vlog. Vlogs are a form of blogging uploaded via social media, using video media, a combination of images, text, sound, video, and animation (Safitri, 2017). Using multimedia such as vlogs in learning, it will be easier to understand and absorb information quickly. Sari (2017) states that using a vlog increases student motivation and confidence. According to Maulidah (2017), a vlog with sophisticated vlogging phases and accurate assessment reflections as feedback is expected to improve students' ability to speak English Vlog. Learning media can increase students' motivation and interest in practicing their speaking skills. In addition, it can reduce fear, anxiety, and restlessness when practicing and speaking in front of the camera. It is a new way to practice students' abilities and build self-confidence.

### **The Essence of Vlogging in the Teaching and Learning Process**

According to Saric (2018), as a video blog (vlog), you record videos of your life, thoughts, experiences and opinions, and share them with the world. It means the vlog was helpful to support all the activities in the teaching and learning process. In this research, a vlog can consist of some minutes but not too long, but useful for practicing students' learning processes. These vlogs can be accessed on the gadget and computers. It is easy to access. It is clear that short segments of a vlog are more effective in the teaching-learning process because the teacher can choose any part of a certain language that the students will learn and practice.

At least they can use a gadget to record their video. Not only record but the learners can also check how far they have progressed in their speaking skills.

### **Perspective on the Use of Video Blog (VLOG) to Improve Speaking Skills**

The students' perspective on using video blog (vlog) was varied. It was caused by the length of usage vlogs as learning media and the impact to speaking skill. In the use of media vlogs as one of the technology items aimed at learning English (Taqwa, 2019). The students' type of learning was different, it also influence their effects on the use of vlog in improving speaking skill. Visual learner was like to watch vlog and catch the meaning that discussed in it. The development of technology also provides convenience to everyone. YouTube as one of big platform is very help us to access vlog in every time and everywhere. When students were asked in making vlog, all of respondent were challenge in preparing to memorize some vocabulary, learn about grammar, pronunciation and good accent to express English words. When the teachers asked the students to create a vlog, they were enthusiastic and felt motivated and motivated to speak English. It is different before and after the lecturer uses vlog as a learning medium, it is different in the state of the class, the activities, the students' reactions, their activities and their speaking skill.

### **Learning Strategy on the Use of Video blog (VLOG) to Improve Speaking Skills**

According to Andries (2019), learning strategies will be selected and used by a teacher to deliver learning material so that it will be easier for students to receive and understand learning materials that ultimately can be mastered learning objectives at the end of learning activities. Rakhmanina and Kusumaningrum (2017) found that in general, Video blogging more effective strategies for teaching speaking to students. There are several strategy in using video blog (vlog) as learning media, the students watched some vlog that connect with the learning materials for examples about self-introduction. The students can give comment or ask questions according the video. The students are asked to create a video blog during the time limited. The theme of video is determined by the lecturer, after that every student had produces a vlog. It will make the students' speaking skill improve than before.

After all the respondents watch the vlog, they prepared their own vlog. They have different strategies for creating it. One of the students watches various English vlogs and chooses one of good English vlogs, then imitating the accent, pronunciation, and how to speak fluently. Next step the students think and write the sentence that will be used, open the dictionary and find the appropriate meaning in the video.

### **The benefit of Video Blogging (VLOG) to Improve Speaking Skills**

To improve speaking skill students can practice by themselves. According to Anil (2016), Video-based activity objectives can be used in a video-based lesson. Vlog is the latest technology that can open up new avenues of communication through media created by the public. When vlog started as a new technology and is trending on the internet today. It has different content such as diary life, advertisement, and procedural. There are several benefits from video blogging (VLOG):

- a. Regular vlogging requires individuals to speak spontaneously and coherently on various topics. This practice can improve speaking fluency as individuals become more accustomed to expressing their thoughts verbally.
- b. Vlogging encourages individuals to organize their ideas logically to create engaging and coherent video content. This structured approach can translate to improved organization and clarity in spoken communication.
- c. Speaking on camera and sharing videos online can boost an individual's self-confidence. Over time, this increased confidence can extend to face-to-face interactions and public speaking situations.
- d. Vlogging involves spoken words and nonverbal cues such as facial expressions, gestures, and body language. Vloggers often become more attuned to these aspects, which can enhance overall communication skills.
- e. Posting vlogs online allows for feedback from viewers. Constructive criticism and positive comments can provide insights into areas for improvement, leading to more effective speaking practices.
- f. Editing vlogs often involves listening to one's speech patterns, which can increase awareness of pronunciation, tone, and other vocal nuances that impact spoken communication.
- g. Vlogging sometimes requires reacting to unexpected situations or addressing diverse topics. This can foster adaptability and spontaneity in spoken interactions.

### **Video Blogging (Vlog) as a Source of Learning Media in the Classroom**

Vlogs can organize as a source of teaching and learning. The students can access the video on YouTube to get the information. Like education videos where the videos gave the students an advantage to learn English well, remember the vocabulary, and speak fluently. Those kinds of videos helped the students improve their speaking. The video log also allows the students to develop their knowledge, whereas the students get the information from the videos. Video-based lessons such as a vlog in speaking class can stimulate students to speak and communicate (Afrilliani, 2020). The purposes of video-based activity can be used in a video-based lesson, and vlog is the latest technology that can open new communication methods.

### **CONCLUSION**

In an era defined by digital interaction, the role of digital vlog media in improving speaking skills is undeniable. The interactive and visual nature of vlogs offers a unique platform for individuals to practice authentic communication, enhance pronunciation and fluency, refine non-verbal cues, receive immediate feedback, and adapt to global audiences. While challenges such as performance anxiety and technical proficiency exist, they can be mitigated through consistent practice, peer collaboration, and a focus on self-improvement. As technology evolves, vlogging remains a dynamic and effective tool for advancing essential speaking skills. In an interconnected world where effective communication is paramount, harnessing vlog media to enhance speaking skills holds immense promise. The research findings indicate that vlogging facilitates regular practice, encourages structured organization, boosts confidence, sharpens nonverbal communication, and promotes feedback-driven growth. As vlogging becomes increasingly accessible, individuals speaking to improve their speaking

abilities can leverage this platform to embark on a transformative journey toward becoming more articulate and engaging communicators.

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