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THE IMPACT OF AUDIO-VISUAL MEDIA (YOUTUBE AND TIKTOK) ON THE LANGUAGE DEVELOPMENT OF 5-6 YEAR-OLD CHILDREN (CASE STUDY IN RT.07 DASAN AGUNG PELITA)

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| ABSTRACTS | ARTICLE INFO |
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| <p>This research is motivated by the phenomenon of YouTube and TikTok as audio-visual-based applications widely used as a means to optimize child development, particularly in the aspect of language development. The purpose of this study was to find out the impact of audio-visual media (Youtube and Tiktok) on the language development of 5-6 year old children in RT.07 Dasan agung Pelita. The method used in this study is a qualitative method, which aims to describe the situation objectively through words and sentences. The results show that YouTube and TikTok have a significant impact on the language development of 5-6 year-old children in RT.07 Dasan Agung Pelita. The identified positive impact is an increase in children's vocabulary through the content they watch. However, there are also negative impacts, such as the potential for addiction in children and a lack of direct interaction with others around them.</p> | <p>Article History: <i>Received: October 17th 2025</i> <i>Revised: October 27th 2025</i> <i>Published: October 2025</i></p> <p>Keywords: <i>YouTube,</i> <i>TikTok,</i> <i>Language development</i></p> |

INTRODUCTION

Early childhood is a time of rapid development, including language skills and the ability to recognize and learn words. At the beginning of this period, children acquire around 2,500 words, and by the end of childhood (approximately 11 to 12 years of age), they have around 5,000 words. Children who can read and communicate with others can read and listen to exciting stories about travels, adventures, and the lives of heroes. During this period, children's thinking skills become more sophisticated, and they often ask questions about time and cause and effect. Therefore, the question words they initially use are only "what," but new question words such as "where," "how," and "why" will be added.

Early childhood education is an early childhood education strategy that targets children aged 0 to 6 years, commonly referred to as early childhood, and aims to encourage all aspects of child development. One of the six aspects of child development that needs to be improved is language development. Language development in early childhood is crucial because it allows children to build and strengthen relationships with those around them.

Language is a means for children to communicate their feelings, thoughts, and desires to others. A child's language skills also facilitate interaction with others, helping them adapt to their environment. Children's language skills not only help them communicate their intentions and thoughts to others but also help them understand each other's intentions and thoughts.

The phenomenon of YouTube and TikTok, as audiovisual media applications in the digital era, is often used as a means to optimize children's growth and development, including their language development. Children who frequently interact with videos indirectly receive stimulation from the media in the form of sound and images. Audiovisual media has been widely studied and proven to have a significant impact on children's development. One example is the results of the international journal Behavioral Development, which shows that audiovisual media can influence children's language skills. YouTube and the TikTok phenomenon are Google services that allow users to easily upload videos, making them accessible to others worldwide. YouTube and TikTok offer a wide variety of video content, enabling users to enjoy content that suits their tastes, including children.

Based on the results of initial observations conducted in RT.07 Dasan Agung Pelita, Selaparang District, Mataram City, it shows that there are several early childhood children in that location who are affected by accessing YouTube and TikTok. Both negative and positive impacts. Then based on the background that has been described, the researcher is interested in researching more deeply about "The Impact of Audio Visual Media (Youtube and TikTok) on the Language Development of Children Aged 5-6 Years in Dasan Agung Pelita Village (Case Study in RT.07 Dasan Agung Pelita)".

RESEARCH METHOD

Methodology is a crucial part of research. By using appropriate research methods, researchers can conduct their research more easily and with focus. In this study, the researcher applied qualitative methods with a descriptive research type. Research methods are essentially scientific methods for obtaining data for specific purposes. According to Sugiyono, qualitative research is a naturalistic research method based on the philosophy of post-positivism, where the researcher is the primary instrument and the data collection method is triangulation (combined). Analysis is inductive and qualitative, and qualitative research results tend to emphasize their meaning as generalizations (general conclusions). Based on the explanation above, the researcher can conclude that this research is a descriptive qualitative study that aims to objectively describe the conditions at the research site in the form of words and sentences.

RESEARCH RESULTS AND DISCUSSION

The phenomenon of YouTube and TikTok as audio-visual media applications in the digital era is often used as a means to optimize children's growth and development, including their language development. Children who frequently interact with videos indirectly receive stimulation from the media in the form of sound and images. Audiovisual media has been extensively studied and proven to have a significant impact on child development. One example is the results of the international journal Behavioral Development, which shows that

audiovisual media can influence children's language skills. YouTube and the TikTok phenomenon are Google services that allow users to easily upload videos and make them accessible to others worldwide. YouTube and TikTok offer a wide variety of video content, enabling users to enjoy content tailored to their tastes, including children. The impacts of YouTube and TikTok are certainly diverse. There are both negative and positive impacts. Some argue the negative impacts outweigh the positive impacts. To verify these findings, researchers conducted observations and interviews with the parents of eight children aged 5-6 years old in RT.07 Dasan Agung Pelita. The first interview with Ms. Ulul Azmi, the parent of M. Fahmi, who is now 5 years old, stated: "Regarding *his* language, I think the YouTube videos he watches have an effect. I often hear *him* using words I never taught him. When I ask him where he heard them, he says YouTube. He also likes singing in English. When I ask him where he heard the song, he says it was on YouTube, in the movie Cocomelon. That's the impact of YouTube that I've seen on Fahmi."

Furthermore, the second interview with Mrs. Nurul Hidayati as the parent of Akifa Naila who is *now* 6 years old said that: "Lamun impact langan youtube sak sikn panto sik Akifa no I think jak arak impact, rampant sak uningku baruk no, keketn ngeraos Akifa, taon endah toko sak sikn ne panto, lamun ne teketuan endah berembe situs sak saikn panto no taon reply ye, Akifa ne endah girang ku beng ye panto sak Islamic cartoons no. to the point that she has a million videos of herself and then uploads them to YouTube, I think that YouTube is a mess." (I think the impact of the YouTube videos that Akifa watches has an impact, like I said earlier, Akifa is smart at talking, she can also be certain about what she watches, if asked about what she watches, she can *answer*, I also often let Akifa watch Islamic cartoons, and I often let her watch animated videos of short verses, that's why she memorizes a lot of short verses, I think she memorizes them faster if I put on animated short verses on YouTube, Akifa also often watches make-up tutorials, that's what Akifa often imitates, to the point where she joins in making videos of herself and then uploading them on her YouTube, she has her own YouTube).

The third interview with Ms. Asiyah, the parent of 6-year-old Amira Uswatun Hasanah, stated:

"I think watching YouTube has an effect on her language development, but not much. I think her development is innate. She's smart from birth. I've seen her speak smartly before watching YouTube, asking all sorts of questions. Basically, she's very active, a chatterbox, as we'd say. But as for what I've seen before, it seems like she can definitely repeat the stories she's watched, and so on. She's smart."

Furthermore, the fourth interview with Mrs. Hanisah as the parent of 5 year old Anetha Khanza Zayyna said that: "But in my opinion, jak, what effect does wine have on panto sik Etha tye, marak uningku baruk no, Etha kan ye luek raos ne, sendekman ne girang panto youtube jak ndekn sak luek lalok raosne, nah laguk sengakne girang panto youtube kan,jarin luek tell stories sikn panto, Endah songs, nah ye sikn imitate Etha's sik, discuss sak lek youtube no wah sometimes I imitate it, sak ndek ku wah yea, then Etha tye endah ye happily imitate sak dance-dance kance sak nari-nari no, lek suspect lek school ye swell Gurune remembers Etha fast dancing, keep lamun the impact of ne sak lenge langan this YouTube, right Etha ndek ne taok kan arak sak ndekn words kanggo speech, sak lenge wah

strange meno, sometimes arak ye imitate the words sak ndek polite no Etha, direct song si ku barak ye, keep girangne ndek dendah lamun wah panto youtube no, apelalagi lamun tesuruk no, ee sekat lamun wah panto youtube, lamun sak negativity jak lamun alatek no girang ndek dentengah, keep crowding together wah ye sengakn tense manto.” “(In my opinion, Etha, there are some impacts of what she watches, like I said earlier, Etha talks a lot, before she often watched YouTube she didn't talk much, but after she often watched YouTube, she watched a lot of stories, she also listened to a lot of songs, well that's what Etha imitates, the languages on YouTube she sometimes follows, words that I never taught her, then Etha also often follows the dances or dancing on YouTube, that's why at school the teacher was surprised that Etha was good at dancing, then if there are bad impacts from YouTube, Etha doesn't know there are some words that shouldn't be said or are impolite, well sometimes Etha imitates them, but I still immediately reprimand her, sometimes when she watches YouTube she often doesn't listen when called, especially if she is told to do it for a long time after watching YouTube, then if there are negative effects, if she has While watching it, we kept calling him, but he wouldn't listen, and instead, he'd grumble in annoyance because he was disturbed while watching.) Then, in the fifth interview with Mrs. Hentiana, the parent of 6-year-old Dafia Abyana, she said: "I see that in Dafia, there is an impact from watching YouTube. In terms of language, as I mentioned earlier, she can remember the stories she watched, and the language and words used in the films. If asked to do something specific about what she watched, she can do it. Sometimes she sings along, she follows the songs in the films she watched. Dafia's language is quite good. But besides her language, her attitude and behavior sometimes follow what she watches, like cleaning the room, helping Mom, things like that. But as for the negative impact, maybe she sometimes doesn't hear when called because she's so absorbed in watching YouTube. But Dafia isn't really addicted. If she doesn't let her watch YouTube, she gets angry or cries, because I'm the one who's firm with her. I won't give it, no, I don't dare to force him, let alone cry, if the negative impact is, he will become addicted to watching movies, if he doesn't give it, he'll just sulk like that."

Next, in the sixth interview, Mrs. Sa'yah, the grandmother of 5-year-old Syakila Annisa, said: "What is it? In my opinion, there is. If she can say some words or sentences she hears on YouTube, she can. But these days, what children watch isn't just children's content, but also adult content. That might be why they sometimes use language they shouldn't be exposed to. But while YouTube or TikTok have positive effects, there are also negative ones. For example, if we're careless as parents, our children will inevitably say things they shouldn't, because what they're watching is also adult content. The negative effect is that if they don't get what they want, they'll get angry, scream, and have a tantrum."

The seventh interview with Mrs. Yuliana, the parent of 5-year-old Rafasya Zulian, stated: "I think there is. My child has started to actively talk, telling stories, and asking questions. I think that's the effect of YouTube. He talks a lot, especially about the content he watches. He also likes to practice martial arts by himself because he watches Ultraman. If we call him, he quickly responds."

Interviews with parents indicated that all parents acknowledged the impact of YouTube and TikTok on children's language development. However, the impact on each child varies. Some experience significant language development, while others are average or

just beginning to develop. Some even argue that YouTube not only impacts children's language development but also other areas, such as religious and moral values. In some cases, after watching content related to discipline, some children develop similar behaviors. Some also argue that a child's language ability is an innate ability, or a hereditary factor, rather than other factors such as the environment.

This is consistent with the Nativist theory, which states that there is a link between biological factors and language development. This Nativist theory assumes that language ability is an innate ability. Furthermore, language learning is not influenced by a person's intelligence or experience. According to the Nativist school, biological evolution plays a role in the development of individuals into linguistic beings. As children develop physically and mentally, their language development will also increase. Nativists argue that the ability to speak is something very natural (innate), just as the ability to walk is part of human development and is influenced by brain maturity. Furthermore, certain neural areas in the human brain are linked to language development, so damage to these areas can result in impaired language development.

CONCLUSION

The conclusions are: 1) The language development of 5-6-year-old children in RT.07 Dasan Agung Pelita met the standards set in the Early Childhood Education Curriculum (PAUD) as stipulated in Ministerial Regulation No. 59 of 2003. This demonstrates successful efforts to provide a supportive environment for children's language development, both through interactions with the surrounding environment and with parents and family. 2) The intensity of YouTube and TikTok use among 5-6-year-old children in RT.07 Dasan Agung Pelita was very high. Most of them watched YouTube with high intensity and duration, exceeding the maximum limit of 3-6 hours per day. Only 1 in 7 children did not access YouTube for 3-6 hours, with the child only accessing it for 25 minutes a day. This finding indicates a discrepancy with the recommendations issued by the American Academy of Pediatrics, which recommends that children aged 2 and above only use digital devices for a maximum of 2 hours a day. 3) The impact of YouTube and TikTok on the language development of children aged 5-6 in RT.07 Dasan Agung Pelita includes both positive and negative impacts. Positive impacts include increased vocabulary through the content they watch. Children can also imitate the language styles of content creators or the videos they watch. Furthermore, the videos they watch can also encourage physical motor development by encouraging children to move more and try new things. However, on the other hand, the use of audio-visual media such as YouTube and TikTok also has negative impacts, including the potential for addiction in children and causing them to interact less directly with others around them.

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