

## THE EFFECT OF THE FABLE COTTAGE CHANNEL OF YOUTUBE TOWARDS STUDENTS' SPEAKING SKILLS

<sup>1</sup>Taufik Suadiyatno, <sup>2</sup>Anggito Abimayu

<sup>1</sup>English Language Education, Teacher Professional Education, Mandalika University of Education

<sup>2</sup>English Department Student, Faculty of Culture, Management, and Business Mandalika University of Education

Corresponding author email: [taufiksuadiyatno@undikma.ac.id](mailto:taufiksuadiyatno@undikma.ac.id)

ABSTRACTS	ARTICLE INFO
<p>Students face significant barriers to effective self-expression, including speaking apprehension, diminished motivation, and confidence deficits. Traditional teaching methods, such as the Silent Way, exacerbate these issues. To overcome these challenges, educators must adopt innovative instructional strategies that foster active learning, promote speaking skills, and encourage student engagement. The Fable Cottage channel transforms language learning into an immersive experience, leveraging storytelling to enhance linguistic proficiency. Departing from traditional textbook-based instruction, this approach fosters vocabulary expansion, cultural awareness, creativity, critical thinking and effective communication skills through collaborative project-based learning. The aim of this study was to determine whether the Fable Cottage YouTube channel has an effect on students' speaking skills. This study was a quantitative method using a pre-experimental design. The sample of this study consisted of 36 students. Based on the data analysis the results indicated a positive effect on the English-speaking skills of students who were taught using the Fable Cottage YouTube channel, compared to those who experienced traditional teaching methods. Students reported that the YouTube videos helped them infer the meaning of unfamiliar words and improved their speaking skills. The implementation of The Fable Cottage Channel YouTube videos yielded significant enhancements in students' speaking skills. The researchers recommended that language teachers integrate the Fable Cottage YouTube channel when teaching speaking.</p>	<p><b>Article History:</b> <i>Received: 9<sup>th</sup> January 2025</i> <i>Revised: 14<sup>th</sup> January 2025</i> <i>Published: January 2025</i></p> <hr/> <p><b>Keywords:</b> <i>Speaking Skill, Fable Cottage Channel of YouTube</i></p>

### INTRODUCTION

English, as a global lingua franca, facilitates international communication. Mastering English, particularly speaking skills, is crucial for academic success. Researchers (Richards, 2008; Bahadorfar & Omidvar, 2014) emphasize speaking skills as a top priority for foreign language learners.

English language instruction in Indonesia faces challenges. Students, typically introduced to English in middle school, struggle with fluency, confidence and attentiveness (Broughton, 2003; Jones, 2007). Traditional textbook-based instruction fosters monotony,

disengagement and limited linguistic proficiency. A dynamic, interactive approach could enhance student motivation and language acquisition (Gunada, 2021).

Students face significant barriers to effective self-expression, including speaking apprehension, diminished motivation, and confidence deficits. Traditional teaching methods, such as the Silent Way, exacerbate these issues. To overcome these challenges, educators must adopt innovative instructional strategies that foster active learning, promote speaking skills, and encourage student engagement.

This study explores utilizing the effect of Fable Cottage YouTube videos toward students' English Speaking Skills. Problem Based Learning, recommended by Patton (2012), involves student-designed projects promoting publicly available outputs. Multimedia integration (Bastos & Ramos, 2009) engages students, fostering vocabulary acquisition, confidence and opinion expression.

The Fable Cottage channel transforms language learning into an immersive experience, leveraging storytelling to enhance linguistic proficiency. Departing from traditional textbook-based instruction, this approach fosters vocabulary expansion, cultural awareness, creativity, critical thinking and effective communication skills through collaborative project-based learning.

YouTube emerges as a versatile educational tool, particularly beneficial for learners with visual or physical disabilities. By providing an interactive platform (Jalaluddin, 2006), YouTube enhances English language acquisition, accommodates diverse learning styles and seamlessly integrates into online and offline instructional settings.

YouTube videos constitute a pivotal audio-visual medium, enhancing the teaching-learning process through immersive multimedia experiences. Integrating YouTube content, as observed by Taloko (2014), fosters digital literacy, enriching language acquisition. Channels like Fable Cottage, offering diverse narrative stories, facilitate comprehensive language understanding, aligning with pedagogical theories.

Project-based learning methodologies are increasingly recommended for language acquisition. Integrating Fable Cottage's narrative content facilitates comprehensive language learning, bridging theoretical foundations with practical applications, and enhancing speaking skills through contextualized language use. The Fable Cottage YouTube channel serves as a pivotal supplementary tool for project-based language instruction, particularly in developing speaking skills. Its narratively rich content harmonizes with project-based learning principles, fostering an immersive language acquisition environment.

## **RESEARCH METHODS**

This study employed an experimental research design to systematically investigate the impact of Fable Cottage YouTube channel on students' speaking skills. The experimental method allowed for the manipulation of independent variables and measurement of dependent variables, enabling the researchers to establish causality and compare pre-test and post-test results.

This study employed a pre-experimental One-Group Pretest-Posttest Design (Setiyadi, 2018) to assess the impact of Fable Cottage YouTube channel on speaking skills. The design comprised:

1. Pre-test: Baseline measurement of participants' speaking skills.
2. Treatment: PjBL and Fable Cottage integration.
3. Post-test: Measurement of speaking skills after treatment.

**Table 1. Experimental Study Design**

Pre-Test	Treatment	Post-Test
X1	T	X2

The research population comprised all 10th-grade students ( $n = 374$ ) from eleven classes (X-1 to X-11) at SMAN 2 Selong. This study employed purposive sampling, selecting Class X-1 ( $n = 36$ ) from SMAN 2 Selong's 10th grade as the sample, due to observed English proficiency deficiencies.

This experimental study investigated the impact of Fable Cottage YouTube channel on speaking skills of 10th-grade students at SMAN 2 Selong. The research design included:

1. Pre-test (demographics, standardized rating scale)
2. Experimental treatment (PjBL integration, Fable Cottage YouTube exposure)
3. Post-test (standardized rating scale)
4. Likert scale assessment (PjBL effectiveness, YouTube impact)

Data collection followed a systematic approach to ensure instrument reliability. Statistical analysis, comprising mean comparisons and inferential testing, assessed significant changes in speaking skills between pre-test and post-test phases. A readability test, utilizing the Flesch Reading Ease Score, evaluated instruction clarity for 10th-grade students ( $n = 36$ ) at SMAN 2 Selong.

This study employed a quantitative approach, utilizing pre-test and post-test data collection techniques. The research design consisted of:

1. Pre-test: Assessing students' initial English language skills.
2. Treatment: Implementing project-based learning with Fable Cottage YouTube channel assistance.
3. Post-test: Evaluating the treatment's effect on English language skills.

The study's scoring and analysis procedure involved:

1. Inter-rater scoring for test reliability.
2. Statistical analysis using repeated measures t-test (SPSS 25.0).

Results indicated significant improvement in English speaking skills among students undergoing project-based learning with Fable Cottage YouTube assistance, compared to traditional methods.

## RESEARCH FINDINGS AND DISCUSSION

This section presents a comparative analysis of pre-test and post-test results. The experimental class (X1, 10th grade, SMAN 2 Selong) received the pre-test before project-based learning implementation and the post-test upon completion. The pre-test results yielded

scores ranging from 35 to 70, with a mean score of 41.11. Meanwhile, the post-test results revealed scores spanning 75-90, with a mean score of 78.88. The pre-test and post-test results demonstrate that The Fable Cottage Channel YouTube assistance substantially enhances students' speaking skills. The mean score increases from 41.11 (pre-test) to 78.88 (post-test) confirms the effectiveness of this instructional method at SMAN 2 Selong.

To investigate the impact of project-based learning assisted by The Fable Cottage Channel YouTube on speaking skill achievement, an independent sample t-test was employed to compare the outcomes between treatment and control groups.

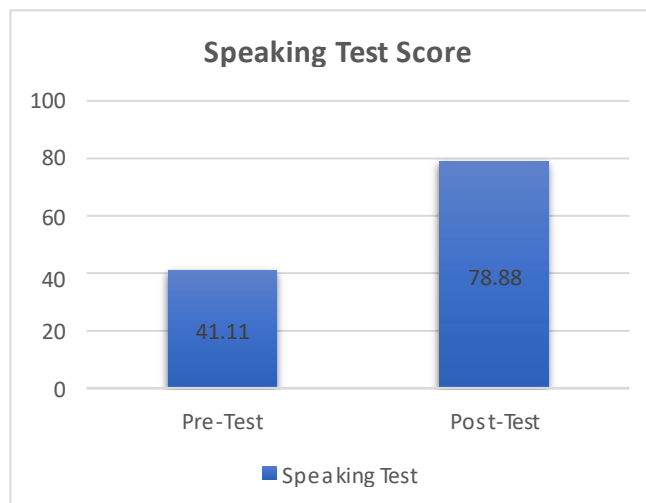
**Table 2. Independent Samples Test**

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SPEAKING SKILL	Equal variances Assumed	5.452	.022	-19.748	70	.000	-37.778	1.913	-41.593	-33.962
	Equal variances not assumed			-19.748	50.160	.000	-37.778	1.913	-41.620	-33.936

The data analysis supports the study's hypothesis, indicating a statistically significant positive effect of The Fable Cottage YouTube channel on English speaking skills. The t-test results ( $t = -19.748$ ,  $p < 0.001$ ) reject the null hypothesis ( $H_0$ ), confirming the alternative hypothesis ( $H_1$ ).

The pre-test and post-test results illustrate the efficacy of The Fable Cottage Channel YouTube videos in enhancing students' speaking skills. The statistical significance of these findings is visualized in Figure below:

**Table 3. Pre Test and Post Test**



The data in Diagram 2 demonstrates significant improvement in students' speaking test scores following The Fable Cottage Channel YouTube videos. Key factors contributing to this enhancement include:

1. Engaging, contextual content.
2. Rich narrative frameworks.
3. Multimodal learning experiences (Bastos & Ramos, 2009).

YouTube's audio-visual platform enhances student engagement and learning outcomes by making education enjoyable. Integrating technology, specifically The Fable Cottage Channel, significantly enriches students' experiences (Kembuan & Irwansyah, 2019). Effective implementation requires teacher guidance.

## CONCLUSION

The implementation of The Fable Cottage Channel YouTube videos yielded significant enhancements in students' speaking skills. Comparative pre-test and post-test analyses revealed substantial improvements, underscoring the efficacy of this instructional approach. The Fable Cottage Channel's engaging, contextual, and authentic content fostered student motivation and active participation in speaking skills development.

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