

Youtube In Indonesian And Czech: A Comparative Analysis Of English Niche Content

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ABSTRACT. This article developed a comparison on English language learning content on YouTube in Indonesia and Czech. For process of data gathering in the presence of videos, the search string with six different phrases were submitted to YouTube search engines. This study draws on online data in YouTube, where hoping turns out to be efficient and straight to the point. The article challenges academic understandings of YouTube educational niche in order to bring users back in consuming content in its various modes and forms situated in particular settings facilitated by YouTube algorithm. Then, the study analysed data in themes consisting of target audiences, focus, and creators. The creator behind the videos mainly consists of individuals. The study findings show that videos in the niche provided educational content to users in both countries from diverse audiences and focus focused on YouTube influencers instead of institutions. The above findings will offer a conceptual basis for social media marketing design with micro influences endorsement.

KEYWORDS: Czech; English Language Learning; Indonesia; YouTube; Videos;

I. INTRODUCTION

As one of the innovative social media platforms, YouTube has echoed wide interests in pursuing the goal of educating public in level playing field. The competition between companies has been realized in several issues, such as increased choice, ultimate advantage, and access [1]. However, there remain challenges on the way to engineering the issue of access. One of the solutions is opening access to as many people as possible across location and lessening barriers of entry. As the video sharing application, YouTube plays an important role in providing access for educational material [2]–[4]. Although educational motive based on the phenomenon of online video sharing can benefit the public, the ability to generate quality content compare

to established institution still hinders the realization of complex issue with access to education [3], [5]. To provide solution of the issue of access, studying educational material in YouTube needs to be addressed.

The existing social media niche of the educational material on YouTube are differs. The niches range from gender, joint osteoarthritis to English language [6], [7]. YouTube videos provide English language learning material for adults, teens, and kids. Through videos of lecture, talking head, documentary, drawing of concept to on location lecture, the educational process can be achieved. In this study, we compared English language content in YouTube in Indonesia and Czech. Qualitative content analysis was performed with data from YouTube videos

along the niche to improve the English language proficiency.

2. METHOD

The study employed qualitative research methodology. Thematic content analysis was used to explore the content in the YouTube from two countries as case study.

The data for this study included 12 videos for each six strings of search which in total accumulate to 72 videos. The six strings of search keyword submitted to YouTube search engine are “belajar Bahasa Inggris”, “Bahasa Inggris”, “Bahasa Inggris pemula”, “učit se anglicky”, “angličtina”, and “angličtina pro začátečníky” which are divided into three search strings in Indonesian language aiming to collect data in Indonesian YouTube niche and the other three search strings are in Czech language directing to Czech YouTube content production. The six search strings can be translated into “learn English language”, “English language”, and “Beginner English language” then this replicated for both languages (Indonesians and Czech). Due to the language, three different languages used in the data, this data collection contains specific Indonesian language words as well as Czech language words that performed to locate videos produced for the audiences in the countries.

The first 12 videos were selected in their sorting by default according to relevance from the YouTube search results, and the remaining filters available in the YouTube search engine were not used. For each video, information was compiled on number of views, comments, likes, dislikes, and the name of the channel who posted the videos. The standard information from YouTube consists of the username and the profile picture with “about” section where some information on the channel can be found. The 72 videos in six search strings were obtained online from YouTube search engine. The study was conducted to capture a range of experiences of learning English language via YouTube videos in Indonesia and Czech. After the data collection, all videos were categorized

into different classification. This classification consists of 1) who the videos were intended for, 2) what the video focused on, 3) who were behind the video production.

As this study aims to compare between English language learning material in YouTube between Indonesia and Czech, this study chose to use the YouTube original search engine with default filter. In this study, videos were sorted by default according to relevance which facilitated by YouTube search engine. The other sorting feature other than relevance are upload date, view count, and rating. Seventy-two videos were collected over the YouTube search engine with specific keywords. Each video was approximately 5 minutes to 60 minutes long, and this is one of the data details that was noted in the data gathering stage.

The videos produced in this data created across a variety of formats, including lecture with slides, talking heads, on location lecture, interview, drawing a concept or diagram, and demonstration. Nearly all videos used their native language (Indonesian dan Czech) as the language of instruction to the delivered the material in the video instead of full English to explain the English language material. Considering the data gathering process was conducted in the month of July 2021, the videos in the data were produced between one month ago to three years ago. The data gathering stage held fully online. The video channel who produced these videos range from approximately sizes 117,000 subscribers to roughly 1 million subscribers, which positions them within the low-tier channels based on the subscriber considering specific subscriber milestones stated officially in YouTube Help Center. The milestones include Silver: 100,000 subscribers, Gold: 1,000,000 subscribers, Diamond: 10,000,000 subscribers, and Red Diamond: 100,000,000 subscribers (Join the Creator Awards Program - YouTube Help, n.d.). For some videos, subscriber is the important point in delivering content to their target audiences. Videos were collected, coded, and analyzed using a thematic analysis.

The process of analysis was performed in two steps: First, the study developed three questions that contained a specific research question. Then, the findings distinguished between themes by varying the videos accordingly. This analysis approach was conducted to the construct of coded data describing the research focus, provided themes and provided feedback on construct of the concept and procedures (Hilton & Azzam, 2019).

3. RESULT AND DISCUSSION

When it came to educational niche in YouTube, especially on this study covering English language learning in Indonesia and Czech, the videos are varied in target audiences, topics, and content creators. These videos provided content for audiences to learn English and encourage learning the language with attractive text, audio, and animation. It is clear that some content creators considerably were well verse in this niche with high attention and engagement from the audiences, but the others were only getting some attentions. This section will elaborate the findings and discuss some noticeably comparison between the videos in Indonesia and Czech. The languages that the videos used to deliver the messages tailored to aim for audiences in both countries, while their providing English language learning materials. This section will be divided into themes that stands out from the data to explore the differences and similarities between videos among two countries.

4. Who are they intended for?

The data lists the videos of English language learning content. The videos denoted the experiences from target audiences equal to exploration of who these videos were intended for. The overall target audiences were people who would like to learn and consume educational material specifically English language. The target audiences can be found from explicitly stated text in the video, “about” section in the channel, and video description under the video. Although one of search strings for data gathering stage in this study leading

towards English for beginner, most of the data on target audiences needed to be explored deeper inside the metadata or the channel features for example “about”.

From the search string of “beginner English language”, data shown that overall videos from Indonesian niche as well as from Czech stated explicitly targeted for beginner English learners. The texts in video, title of the video, and video description contained the word beginner. Figure 1 **shown** that this video from Joesin translation with 6 million views stated in the title of the video the target audienes. This also supported by the other 11 videos from this search string in Indonesia niche.



Figure 1. Channel Joesin translation

Source: www.youtube.com

The average videos from Czech niche also stated the target audiences using the search string. The overall videos were explicitly stating that the videos provided the educational content for beginner, indicating by the text on the thumbnail, title of the video and video description. The other videos in this niche indicated beginner material, and thus, they stated in the videos title who is the target audiences for the particular video as shown in Figure 2. A YouTube channel in the data normally posted videos targeting many levels of English learners, so the data gathering stage with search string collected a specific video according to the keyword.



Figure 2. Channel Tommy English

Source: www.youtube.com

The big chunk of age range of target audiences of YouTube is 35 and under [10], showing that this social media platform mostly popular among this age range. Thus, this educational niche trying to get attention from this age range. Videos from both countries offered a similar targeted content, as term beginner, learning, mistakes, improve, etc. show good anchor to target audiences looking for this type of content, but filtered out audiences that outside the target audiences. This study finds relatively diverse target audiences and consistent with the content cues such as voice over, host, and choice of topic and vocabulary. These findings have important reference value for target audiences' identification to formulate niche YouTube content optimization, and it can be valued as tactics in the particular niche.

Figure 3. shows one of the videos in the data targeted children as English learners which can be interpreted from the kids portrayed in the video and property (toys and boxes) using in the story. The video property refers to objects that one of the actors in the video interacts with. This study finds the average audiences were still young adult to adult, indicating that this children's audiences have a small portion within this niche.



Figure 3. Channel Diana and Roma IND

Source: www.youtube.com

This study compared the findings between videos from Indonesian and Czech niche and find that the target audiences still in the 35 and under even to target kids affected by the growing users from kids to consume information and content from YouTube. The statistic noted that children under the age of 13 as actors appearing in YouTube videos received three times more views compare to other videos

[11]. This indicates that this niche needs to set up a broader targeting management strategy for the input to improve the positioning. These findings have important reference value for target audiences' identification to formulate niche YouTube content optimization, and it can be valued as tactics in the particular niche. From the results, this study finds that target audiences are indeed signaled by video thumbnails, metadata, and other on-screen aids. Also, the target audiences vary within the niche suggesting that almost every age range and learners' level can find English language learning videos in both countries. Not only YouTube users in both countries can consume English language materials, but also any internet users because YouTube videos can be watched without logging in to YouTube account.

5. What are they focused on?

The data contains videos of the English language learning content within Indonesia and Czech. The videos related to the English language learning for the countries' audiences focusing on different areas in language learning. While language learning material in these countries consider to be English as foreign language or as a second language, the need to learn the language can be facilitated from many different sources. The data listed videos from two countries focus on English language learning content. The mainstream English language learning material has a great deal to focus on listening, speaking, reading, and writing (Egilmez, 2018). However, YouTube videos in the data, far more attention has been paid to focused on the vocabulary and translation of common phrases. With respect to academic language learning areas, YouTube channels bring ideas about certain topic that easy to digest and attractive to specific audiences in the platform. The areas that the videos focused on among such educational contents were manifest in the prevalence of certain ideas over other, and in media forms that favour some focuses over other. Applicability

is the focus because diverse kinds of audience - range from children to adults – looking for videos that can fill their spare time with productive and usable educational content to learn English language.

The data described how YouTube channels created videos that deliver content to appropriately serve the common need. A need to make a conversation in a social setting, a need to understand a certain phrase, a need to understand a meaning of some viral words. The focus of these videos was established not merely as a way to fulfill the common need that YouTube users recognized, but more actively as a way to gain more attention to their channel following social media account business model. There is, for example, a small number of videos containing in depth English language material that targeted motivated learner instead of common users.

Exploring the data, the focus of the videos consists of English language material which easy to follow such as songs, movie, and real-life conversation. These three focuses surfaced in the six search strings used in the data gathering stage. Songs have been a musical product used in learning English. The lyrics and the way words being pronounced by the singer are some of the facilities of learning English through song; there is even a mobile application for this learning need (Stub, n.d.). When adding the popular side of song as a learning tool, the academic conversation also has discussed this aspect of learning tool (Cardany, 2017; Chen-Hafteck, 1999; Han, 2020). While text and melody in the song believed to be integrated in the memory when one listened to it, English song for someone who learn the language is a convenience tool to explore. Figure 4. is one of the videos from Indonesian niche highlighting the English language learning material through song. This video uses the song by Alex G titled Someday with the attention to lyrics facilitating learners who want to listen and follow the word by word as it pronounced by the singer. This type of video revealed that it is not only giving the learner listening skill comprehension by

listening to pronunciation, but also reading skill where the learners can read the lyrics on the screen while singing the song. This type of video served audiences that interested in popular culture as such that drives a learner to learn educational material while enjoying the thing that one passionate on.



Figure 4. Channel English Solution

Source: www.youtube.com

In fact, popular culture is something increasingly used in educational material. This is in line with the literature that stated that the utilization of popular culture in learning material deepen the learning experiences and strengthen the engagement form the learners (Gibert, 2016). This YouTube post shows that song as a product of popular culture gained 380 thousand views to learning English material that correlates highly with the familiarity and interest of user to a famous song. This fact explains why the content becomes relatively successful in gaining engagement in YouTube platform. This post also specifies that song has a significant applicability impact on English learning component such as reading. A learner can easily practice pronunciation of words in the song by singing it and replicate it to other songs. This means that if learners are in the level of beginner, this English language material from the video can be immediately applied. Compared to, for example, English tenses required a context to apply to daily activities of learners. Having applicability in daily lives indicates that YouTube users need instant solution on the English language learning problem. The fact that YouTube videos is informal educational material, viewers looked for random educational material compared to formal educational material provided by books or institutional resources.

Comparing the focus of the content in both countries, the data shows that both countries relatively used the focus that worked in the line of YouTube algorithm. Content in both countries provided English language material that almost similar in focus and focus on the material that accepted by the users and capitalized on that.

6. Who were behind the video production?

For the data, content creators can be categorized in institution and individual. The category of institution refers to a company or business establishment, which has English language training course or sells English language product or services. This study found that institutions in Indonesia and Czech sell their English language products or services online and utilized this YouTube channel to provide more information and knowledge and at the same that attract attention to their existences. To explore whether the YouTube channel organized and managed by institution or individual, the data gathered from channel “about” section and a video content informing viewers about the channel identity. A larger data came from the “about” section indicates that this feature in YouTube is beneficial to identify the credibility of the channel. Table 1 shows the list of some channels from the data and the content creators behind the videos. This table indicates most of the creators are individual who committed to provide their English language learning experiences. The list does not detail all channel in the data because some of the video results from YouTube search engine same from the same channel or the channel is no longer active. However, this list is the clear representation of the content creator behind the video production.

Table 1. YouTube Channels

Channel	Country	Creator
Tommy English	Czech	Individual
English with Veronika Mark	Czech	Individual

Learning Phrases with Chris & Friends	Czech	Individual
Jazyková škola Hello	Czech	Institution
Baby English	Czech	Individual
Filmy a Pohádky	Czech	Individual
Večerníčky pro děti	Czech	Individual
Bronislav Sobotka	Czech	Individual
Miss Katty	Indonesia	Individual
Learning English		
Ryan Proto	Indonesia	Individual
Holy Baguette	Indonesia	Individual
Naila Farhana	Indonesia	Individual
Kampung Inggris LC	Indonesia	Institution
Gita Avitri Devi	Indonesia	Individual
Joesin translation	Indonesia	Individual
Adev Berbagi Ilmu	Indonesia	Individual

The results of this study suggest that creators, and to lesser extent also the channels, have been structurally filled with individuals content creators with agenda to share their existing English language proficiency and developed into YouTube channel business model from the ads and at the end selling English language learning product or service. Most other creators, in Indonesian niche, have been associated with students who had foreign education and having adequate English language proficiency, indicating that these types of people receive satisfaction in sharing and gaining attention in social media when they interact. Notably, in Czech niche, the individuals related to the business of selling English language product or service. The product ranges from English card to audio learning material, while the service is English language tutoring or lesson. This suggests that a fairly high concentration of individuals in both countries' niche and institution such as language school or course had not exploited the use of this platform. This study findings point to the creators behind the content in this niche

limited to individuals looking to share their experiences in English language learning based on what they acquired. Despite the small size of content creators from institution in this niche, the results are in line with the increasingly high demand of advertising in YouTube coming from institution (Gerhards, 2019). The institutions considered YouTube is the place for product placement and advertising opportunity and leave the content creator to individual (YouTuber). According to past research, this study argued that the space in YouTube for product promotion is inherently opened because it reflects a leading marketing tool by social media influencers (Schwemmer & Ziewiecki, 2018). This means that the social media influencers worked their way up from 0 subscribers to millions and these influencers became the Key Opinion Leader (KOL) in the niche. Broadly speaking this study supports the idea of institution cooperates with KOL to market product or services instead of building their own existence in the platform from zero. Attention from users to YouTube influencers is high in any niche that the companies want to enter higher than all other corporate creators except the Fortune 500 brands. Especially, the concept of micro influencers and product endorsement are getting popular for institution in social media (Kay et al., 2020). Micro influencers refer to content creators that dominate the attention of the community in a specific niche in social media platform, the quantity of the followers are not necessarily millions, but the engagement need to be high. The essence of social media marketing is optimizing platform facility which include the existence of micro influencers.

Indonesian content creators found to be younger compared to creators from Czech. The creators from youth found to surface more in Indonesia compared to Czech which consist of adult creator in the individual as well as institution categories. The finding might be related to the fact the more youth fill up the majority of population in Indonesia compared to Czech (Karmini & Sen, n.d.).

7. CONCLUSION

This study observed YouTube videos on English language learning in Indonesia and Czech that can be attributed to niche of educational content in social media belonging to content creator's concept. In other words, this study observed more and heavier coverage regarding the content in comparison between both countries. This indicates that the contents might be value-worthy across the educational niches, but at some periods a lot more valuable according to the audiences, focus, and creators. The YouTube content creators is in significant measure a result of the data found in this study that have combined to accumulate content consumed by users depend on interest of the people. It amplifies the equalities that YouTube system produced in that those who are responsible for content creation are most accountable for its focus. The English language learning areas referring to listening, writing, speaking, and reading were covered by the videos. It is a knowledge that has transferred in the platform, describing content in terms of the video content and comment from viewers on the video. At the same time, the creators behind the videos that created, managed, and organized engagement in the channel are themselves at dynamic development, for the quality and quantity of the content.

8. LIMITATION AND STUDY FORWARD

On the other hand, the following limitations must be considered when interpreting the findings from this study. The sample is not ideal for the reason of content creators in social media sometimes cheat in responding to algorithm which dynamically changes regularly. The selected videos have a huge number of relevance to search string chosen but there are some videos from inactive channels still surfaced.

The new frontier in the research on the YouTube niche is describing how these powerful institutions and interest adapt to new

users, showing the ways they are appropriating the cause of the content production. The recommendation from this study promotes growing existence of micro influencers in social media that benefits the institution to market their product or services.

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