ABSTRACT

Aprilia Sabila, Salsa (2025). Teaching Vocabulary Of "My Next Word" Textbook as Learning Materials for Young Learners: The Implementation and Challenges. A Paper English Education Department, The Faculty of Tarbiyah and Teaching Training, State Islamic University of Sunan Gunung Djati Bandung.

This research aims to discover how teachers implement the *My Next Words* textbook in teaching vocabulary to fourth-grade students and the challenges they face. While the textbook's structured approach provides a clear framework for vocabulary acquisition, teachers often encounter difficulties in engaging students effectively. One of the main challenges is maintaining students' attention and motivation, as young learners tend to have short attention spans and require interactive and dynamic teaching strategies.

This research participant was an English teacher at SDN 262 Panyileukan. However, this research uses a qualitative method with a case study design. The research instruments used are observation and interviews. The results of the observations are written on the observation sheet, and the interviews are recorded with a voice recorder.

The results showed that teachers used various learning methods, interactive strategies, formative assessments, and real-world examples to enhance vocabulary learning, customizing instruction based on students' abilities and learning styles. However, the My Next Words textbook faced challenges such as inconsistency, relevance, facility, and student engagement, but teachers praised its structure and interactive activities for their effectiveness.

In conclusion, using various learning media, interactive methods, and strategies to improve vocabulary learning. Furthermore, to face the challenge of using the "My Next Word" textbook to improve the consistency and variety of materials is essential for the effectiveness of vocabulary learning. In addition, the textbook structure and interactive activities are engaging. Suggestions for teachers are to add more interactive media that can make students more enthusiastic about learning vocabulary using textbooks, then add other materials such as from the internet and other textbooks, which are also very important to be used by teachers. In addition, future research should explore the effectiveness of the "My Next Words" textbook in teaching vocabulary and how it aligns with students' learning needs and interests.

Keywords: *Implementation, Challenges, Teaching Vocabulary, My Next Word, Learning Material*