

ABSTRACT

Hsb, Miftah Tri Hidayah (2026). *The Effectiveness of Youtube Video-Based English Vocabulary Learning on Office Management Students' Vocabulary Mastery at Vocational High School.*

This study aimed to examine the effectiveness of YouTube Video-Based English Vocabulary Learning in improving the vocabulary mastery of Office Management students at a vocational high school. The study was conducted at SMK Muhammadiyah 2 Cibiru and involved 24 students of Class X Office Management. This research employed a pre-experimental method with a one-group pre-test–post-test design. The data were collected through a vocabulary test administered before and after the treatment. The treatment was conducted in four meetings using YouTube videos as the learning media. The data were analyzed using descriptive statistics, the Wilcoxon Signed-Rank Test, and N-Gain analysis. The descriptive results showed that the students' mean score increased from 70.00 in the pre-test to 91.00 in the post-test, with a mean improvement of 21.00 points. The Wilcoxon Signed-Rank Test showed a Z value of -4.305 and an Asymp. Sig. (2-tailed) value of 0.000, indicating a statistically significant difference between the students' vocabulary mastery before and after the treatment. Therefore, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted. Furthermore, the mean N-Gain score was 0.7155 or 71.55%, which was categorized as high. These findings indicate that YouTube Video-Based English Vocabulary Learning was effective in improving the students' vocabulary mastery within the context of this study. The use of audiovisual and contextual learning through YouTube provided students with opportunities to understand vocabulary in meaningful contexts and supported the learning of word form, meaning, and use.

Keywords: *YouTube videos, vocabulary mastery, English vocabulary learning, Office Management students, vocational high school*