

ABSTRACT

Karina Syabani. (2026). The Effect of Using Shaw English Online YouTube Videos on Students' Pronunciation in Speaking Performance. A Research Paper. English Education Department, Faculty of Tarbiyah and Teacher Training, Universitas Islam Negeri Sunan Gunung Djati Bandung.

Pronunciation are essential components of speaking performance that enable students to communicate effectively in English. However, many English as a Foreign Language (EFL) students experience difficulties in producing accurate pronunciation and speaking fluently due to limited exposure to authentic language input and insufficient opportunities for oral practice. Therefore, this study aimed to investigate the effect of using Shaw English Online YouTube videos on students' pronunciation in speaking performance.

This study employed a quantitative approach using a quasi-experimental pre-test and post-test control group design. The participants consisted of 41 eleventh-grade students, comprising 16 students in the experimental group and 25 students in the control group. The experimental group received pronunciation instruction through Shaw English Online YouTube videos, while the control group was taught using conventional pronunciation instruction. Students' speaking performance were assessed using a pronunciation scoring rubric covering pronunciation accuracy, fluency, and intonation/stress. The data were analyzed using descriptive statistics, N-Gain analysis, and the Mann–Whitney U test, since the data were not fully normally distributed.

The findings revealed that the experimental group achieved a mean N-Gain score of 0.6069, which was categorized as moderate, whereas the control group obtained a mean N-Gain score of 0.2260, categorized as low. Furthermore, the Mann–Whitney U test showed a significance value of 0.000 ($p < 0.05$), indicating a statistically significant difference between the two groups. These results demonstrate that the use of Shaw English Online YouTube videos is more effective than conventional instruction in improving students' pronunciation.

In conclusion, the use of Shaw English Online YouTube videos provides an effective instructional approach for enhancing students' pronunciation in speaking performance. The use of authentic audiovisual materials not only improves students' oral communication performance but also promotes greater engagement and confidence during speaking activities. Therefore, English teachers are encouraged to integrate educational YouTube videos into pronunciation instruction as an alternative learning medium to create more meaningful and communicative EFL learning experiences.

Keywords: Shaw English Online YouTube Videos, Pronunciation, Speaking Performance, EFL Students.