

ABSTRACT

Elsa Septiani (2026). The Effectiveness of YouTube Animated Videos in Improving Junior High School Students' Viewing Skills.

This study was motivated by students' still-limited viewing skills and the limited use of digital learning media at the school where the research was conducted. The study aimed to determine the effectiveness of using YouTube animated videos in improving the viewing skills of junior high school students. This study employed a mixed-methods approach, using quantitative data as the primary data and qualitative data as supporting data. Quantitative data were collected using a one-group pre-test and post-test design, while qualitative data were obtained through an observation checklist. The research subjects consisted of 31 eighth-grade students from Class VIII A at Karya Budi Junior High School in Bandung. Quantitative data were collected via a 20-item multiple-choice test administered before and after three treatment sessions using YouTube animated videos. The results showed an improvement in students' viewing skills. The mean score increased from 40.32 on the pre-test to 74.35 on the post-test, with the minimum score rising from 20 to 50 and the maximum score from 70 to 95. The results of the paired-samples t-test indicated a significance value of $0.000 < 0.05$, indicating a significant difference. The N-Gain value of 0.5841 falls into the moderate category. Observation results also showed gradual development in students' skills through the pre-viewing, whilst-viewing, and post-viewing stages, particularly in understanding information, recognizing emotions and expressions, answering factual and inferential questions, and analyzing content. However, some students still had difficulty expressing their opinions in English. Thus, YouTube animated videos are effective in improving students' viewing skills and can be used as an audiovisual learning medium. Teachers are advised to integrate the videos with structured viewing stages.

Keywords: YouTube Animated Video, Viewing Skills, Junior High School