

CHAPTER I

INTRODUCTION

1.1 Background of the study

YouTube is widely used social media all around the world and is well said as the king of social media. Around 93.8% of the population with age range 16-64 years old are using YouTube. Some of them choose to be content creators whether about daily activities, musicals, trips, tutorials, beauty, pranks, comedies, compilation videos, or any other contents. As content creators or so-called YouTubers sometimes they share their content in a language other than their mother tongue (Indonesians speak English on their vlogs). As the viewers of the YouTube videos, including the researcher, we often turn on the auto-generated subtitles, so it is easier to understand. However, as non-native speakers, there might be inaccuracies in their pronunciation. The inaccuracies might come from the spelling, accent, intonation, or anything else that are explained below.

Just like in some countries, English also been used in Indonesia as a foreign language. According to Rao (2019), English has been used to communicate with other people from different regions and is widely used for international trade, diplomacy, mass entertainment, international telecommunications, and scientific publications as well as publishing newspapers and other books. In Indonesia, there are some public figures including YouTubers who use English as a communication tool to attract international viewers. YouTubers such as Agung Hapsah, Azka Corbuzier, Fathia Izzati, Boy William, Nessie Judge, Natya Shina, Andhika Wira, Fiki Naki, Molita Lin, and so on use English in their YouTube videos, either fully in English or just partly. With some of the YouTubers mentioned before, this study used some of Fathia Izzati's, SkinnyIndonesia24's, Titan Tyra's, and Fiki Naki's videos.

YouTube as the most popular social media, of course, provides many features. As mentioned above, Auto-Generated Subtitles is one of YouTube's features that provides subtitles which is auto-generated. As explained by YouTube (2021), automatic captions are generated by machine learning algorithms or so-called automatic speech recognition (ASR) with various caption qualities. These automatic captions might misrepresent what the speaker's said due to mispronunciations, accents, dialects, or background noise.

Logically, the accuracy of auto-generated subtitles depends on the way of speaking. When speaking English, pronunciation skills must be very concerned. In one of Fathia Izzati's videos, for example, the writer found an inaccuracy like "goals" that the engine interpreted it as "golds". From the finding above, the writer can say that the inaccuracy might give the YouTuber difficulties in providing written subtitles. Prashant (2018) states that to reach successful communication, it needs correct pronunciation because pronunciation affects the understanding of the meanings of the words very much. It is important for YouTubers to have good pronunciation since their videos are uploaded and will be spread all around the world and might be used as learning media, so they should deliver their video with accepted pronunciation. According to Oxford Dictionary, pronunciation is the way in which a language or a particular word or sound is pronounced. So, by having correct pronunciation, any information or story shared by the YouTuber will be delivered without misunderstanding. Therefore the researcher was interested in pronunciation because many Indonesian may not pronounce accurately. By that, the researcher analyzes the auto-generated subtitles to see whether the engine can accurately provide subtitles and the researcher expects that Indonesian learners can pronounce better by learning through YouTube videos.

Many people might say that learning English from YouTube is impossible, but the researcher thinks it is not 100% true. From the researcher's point of view, watching YouTube really helps the writer learn English effectively, especially pronunciation. Moreover, the writer always turns on the auto-generated subtitles for English videos and English subtitles for non-English videos (if provided). From an Indonesian perspective, The writer can say that Indonesian YouTubers are also English learners since Indonesians are not English native speakers. By looking at many English learners who learn English through YouTube, it is essential for the YouTubers to pronounce accurately so they will not mislead the viewer. Underlining the researcher's experience on learning English on YouTube reminds the writer of when she was younger. The writer sometimes watched the news on TV and found that the sign language provided for people with impaired hearing is interesting. Varied movement patterns in sign language are believed to increase the potential of students with special needs (Yuniati, 2011). Furthermore, based on the researcher's experience, she saw that sign language is very useful for them and can be supported by using subtitles.

These days, as written in the previous paragraph that YouTube is the most widely used social media. Underlying that statement, many people choose YouTube over watching TV since YouTube can be downloaded on our smartphones which are more efficient than TV due to its size. Due to both explanations about sign language and most used social media, the researcher thinks that auto-generated subtitles as one of the YouTube features can be more useful for everyone. According to Asni Furaidah et al., (2017), subtitles are very useful to help viewers understand what the speakers are talking about. However, the auto subtitle might not interpret the speaker 100% accurate. This formulates the reason why the writer starts to write this study to see the accuracy of the auto subtitles feature on YouTube that might help people including people those who can't hear clearly and also people with impaired hearing to understand a video created by the content creator. The writer found that not many people conducted this study. Therefore, the writer explore this area.

1.2 Statements of the Problems

As discussed above, during this study, the researcher formulate two major research questions:

- (i) Do the auto-generated subtitles represent the speakers' pronunciation accurately?
- (ii) What are the reasons underlying the inaccuracies if there are? Are there any English sounds which are systematically misinterpreted by the auto-generated subtitle engine?

1.3 Objectives of the Study

This study is conducted to meet the following objective:

1. To identify inaccuracies in the subtitles of Indonesian YouTuber speaking English
2. To describe the underlying reasons of the inaccuracies

1.4 Significance of the Study

People have different tastes in watching YouTube. YouTube as one of the media that can be used to learn must have a positive exposure that benefits the students just as stated in a research by Arndt & Woore (2018) that YouTube is used as a media to support students' language learning outside the classroom. By that, it is important to check whether the auto-generated subtitles of Indonesian YouTubers speaking English can be used as an effective learning media. Also, it is important to check the reasons for the inaccuracies of auto-generated subtitles if there are.

1.5 Theoretical framework

1.5.1 Articulatory phonetics

Ogden (2011) states that phonetic lessons are used to make meaning like how words are shaped, how they are put together, how similar but different it is,

and how it can be distinguished such as ‘I scream’ and ‘ice cream’. According to Yule (2010), articulatory phonetics explains how speech sounds are produced using the fairly complex oral equipment human have. Started with the air pushed out by the lungs up through the trachea to the larynx. There are vocal folds that take two basic positions (voiced and voiceless) inside the larynx.

1.5.2 Indonesian English learner’s pronunciation

Prashant (2018) states that to reach successful communication needs correct pronunciation because pronunciation affects very much the meanings of the words. In communication, if they speak with incorrect pronunciation, it will cause problems and the listener will not get the message that the speaker said and the speaker will not get the right answer. A successful pronunciation is when the speaker's message is delivered well to the listener.

A study carried by Andi-Pallawa & Fiptar Abdi Alam (2013) found that 20 students are not so familiar with several phonological systems of English which affect them to speak English. According to Yule (2010) there are 24 consonant sounds in English and it is divided into 2 classes: Voiceless; [p], [k], [t], [tʃ], [f], [θ], [s], [ʃ], [h], [l], [m], [n], [ŋ], [r], [y], [w]) and voiced; [b], [g], [d], [dʒ], [v], [ð], [z], [ʒ]. Meanwhile, in Indonesian there are 23 consonants and also divided into 2 classes: Voiced; [b], [d], [ʃ], [g], [l], [r], [m], [n], [ŋ], [y], [w] and Voiceless; [p], [t], [c], [k], [ʔ], [s], [h] (Ruij, 2008).

By both explanations above, we can see the differences in terms of the sounds system. That is why the differences may lead mispronunciation.

1.6 Scope and Limitation of the Study

In this study, the researcher will focus on Indonesian YouTubers who speak English in their videos. Because of the time limitation, the writer selected two videos from four different YouTubers to analyze the auto-generated subtitles on their videos relying on articulatory phonetics.

1.7 Definition of Key terms

The definition of each key terms will be explained in this following number:

1. YouTube

YouTube is an application or site with millions of users who are able to share, watch, and upload videos for free. YouTube provides a very simple way to get information and share it with others through other social media. Nowadays, YouTube can be a source of a living.

2. YouTuber

People who create content and upload it on their YouTube channel are called YouTubers. Some of them might share about daily activities, information, songs, tips, tutorial, and so on. These days, many people are interested in becoming YouTubers because it looks suitable for long-term prospects.

3. Indonesian YouTuber

An Indonesian YouTuber is an Indonesian content creator who focuses on making YouTube content. In Indonesia, many celebrities develop their career through YouTube for example Deddy Corbuzier, a magician who now runs a podcast and reaches 15,5 million subscribers.

4. Pronunciation

According to Oxford Advanced Learner's Dictionary, pronunciation is how a language or a particular word or sound is pronounced.

5. Auto-generated subtitle

The auto-generated subtitle is a feature provided by YouTube. It is generated by a machine called automatic speech recognition (ASR) with various written caption qualities.

6. Inaccuracies in generating subtitles

The word “Inaccuracy” according to Merriam-Webster's Learner's Dictionary means lack of correctness or exactness, lack of accuracy, a statement that is not correct, an error or mistake. By that, inaccuracies in generating subtitles are the lack of accuracy in generating subtitles.

1.8 Organization of the Thesis

This thesis has five main chapters. The first chapter contains the background of this study, problem statement, the objective of the study, the significance of the study, theoretical framework, scope and limitation of this study, definition of key terms, limitation and scope, and organization of the proposal. In chapter two, there is the literature review that will discuss related theories of this topic and also previous studies that are related to this study. Chapter three consists of the research design, participants, instrument, the procedure of collecting data, the technique of data analysis, and the research schedule. Chapter four will mainly be about the data analysis and discussion of the data analysis result. The fifth chapter, which is the last chapter contains the conclusion and suggestions of this study.