

ABSTRACT

Bilqi, Ellies, 2025. *The Effectiveness of Using Animation Videos from English Singing Channel for Young Learners to Improve Students' Vocabulary Mastery (Pre-Experimental Research at Grade 5C of SDN 1 Grendeng in the Academic Year of 2024/2025).* Thesis Supervisor 1: Laxmi Mustika Cakrawati, M.Pd., Thesis Supervisor 2: Drs. Ashari, M.Pd., Chief External Examiner: Mustasyfa Thabib Kariadi, S.Pd., M.Pd., External Examiner: Dian Adiarti, S.Pd., M.Hum. Ministry of Higher Education, Science, and Technology, Jenderal Soedirman University, Faculty of Humanities, Department of Language Education, English Education Study Program, Purwokerto.

Recently, multimedia resources have become essential in language learning, especially for young learners. Animation videos, combining visual and auditory elements, make vocabulary learning more engaging and effective. This research aimed to investigate the effectiveness and students' perception of the use of animation videos from the English Singing YouTube channel in improving vocabulary in grade 5C students at SDN 1 Grendeng in the academic year 2024/2025. The research employed a quantitative approach with a one-group pre-test and post-test. The samples were 24 students. The research instruments included vocabulary tests and questionnaire. Data were analyzed using a paired sample t-test and a Likert scale. The test results showed that the average score improved from 48.13 in pre-test to 77.50 in post-test. The paired sample t-test result showed the significance value of 0.000 ($p < 0.05$). The questionnaire results also revealed that students had positive perceptions toward the use of animation videos; most students found the videos enjoyable, engaging, and helpful in remembering new vocabulary. Thus, it can be concluded that (1) the use of animation videos from the English Singing channel effectively improves students' vocabulary mastery; (2) most students had positive perceptions, finding animation videos enjoyable, engaging, and helpful for understanding and remembering new vocabulary. It is suggested that teachers are encouraged to use animation videos as supportive tool in vocabulary instruction.

Key words: *animation videos, English Singing, English vocabulary, vocabulary mastery, young learners.*

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Belakangan ini, sumber daya multimedia semakin berperan penting dalam pembelajaran bahasa, terutama bagi pelajar muda. Video animasi yang memadukan elemen visual dan audio mampu membuat pembelajaran kosakata menjadi lebih menarik dan efektif. Penelitian ini bertujuan untuk mengetahui efektivitas dan persepsi siswa terhadap penggunaan video animasi dari kanal YouTube English Singing dalam meningkatkan kosakata siswa kelas 5C di SDN 1 Grendeng tahun ajaran 2024/2025. Penelitian ini menggunakan pendekatan kuantitatif dengan desain satu kelompok pre-test dan post-test. Sampel penelitian terdiri dari 24 siswa. Instrumen penelitian meliputi tes kosakata dan kuesioner. Data dianalisis dengan menggunakan uji paired sample t-test dan skala Likert. Hasil tes menunjukkan peningkatan skor rata-rata dari 48.13 pada pra-tes menjadi 77.50 pada pasca-tes, dengan uji-t sampel berpasangan menghasilkan nilai signifikansi 0.000 ($p < 0.05$). Kuesioner mengungkapkan bahwa sebagian besar siswa memiliki persepsi positif terhadap penggunaan video animasi, menganggapnya menyenangkan, menarik, dan membantu dalam mengingat kosakata baru. Dengan demikian, (1) penggunaan video animasi dari saluran English Singing efektif meningkatkan penguasaan kosakata siswa, dan (2) siswa menunjukkan persepsi positif terhadap media ini. Guru disarankan untuk menggunakan video animasi sebagai alat pendukung dalam pengajaran kosakata.

Kata kunci: *English Singing, kosakata Bahasa Inggris, peserta didik usia dini, penguasaan kosakata, video animasi.*