

## **UTILIZATION OF JAPANESE LEARNING CONTENT USING SOCIAL MEDIA AMONG JAPANESE LANGUAGE LEARNERS**

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### **ABSTRACT**

Educational users of social media content is currently increasing along with the times, especially during the covid-19 pandemic and even afterward. Educational content is beneficial for learners to gain additional knowledge and learn through digital access. Educational content related to learning Japanese is also increasingly in demand. This study is a research on the utilization of Japanese learning content using social media among Indonesian Japanese language learners. The purpose of this study is to provide input to Japanese educational content creators for developing Japanese learning content according to the needs of learners. This research is quantitative with a survey method, and the data collection technique is a questionnaire. The respondents were 103 Indonesian Japanese learners. The result of this study is that almost all respondents use social media with educational content to learn Japanese to increase their knowledge. The most frequently used social media are Youtube, Instagram, and Tiktok, while the most frequently viewed content is Japanese vocabulary, Japanese grammar, and content related to JLPT (Japanese Language Proficiency Test). The duration that feels right is 1-10 minutes, and the time often used to utilize Japanese learning content is 18:00-24:00. So far, the references for choosing Japanese educational content are learning content, content design, and interactive content.

***Keywords: Education, Social, Media, Content.***

### **INTRODUCTION**

Information and communication technology is developing very rapidly along with the times. The internet for modern society is now a vital tool in everyday life. People also have very easy access to the internet, and there are no restrictions on using it. Some applications often used by the community include Instagram, Twitter, Tiktok, Youtube, Facebook, and others. Social media is an application that is very popular with users because, through social media, they can interact, find entertainment, find learning topics, and all other activities. According to datadigital.id based on We Are Social, in January 2022, there were 191 million social media users in Indonesia. After new social media such as TikTok and telegram appeared, social media users increased to 63.1% from 62.8%. Social media has various benefits, one of which is to access learning content on various social media platforms. Using social media in educational content is very helpful for learners to gain additional knowledge and learn through digital access. Users can also search for all educational content starting from school learning content, cooking, tutorials, and various other things. Using TikTok social media, users can access the required video content for 10 seconds to 3 minutes. Then through Instagram, users can access content in the form of photos, writings, and learning videos

with a maximum duration of 10 minutes. Meanwhile, through YouTube social media, users can access longer educational videos with more detailed explanations.

During the pandemic, social media content has been growing rapidly, and one of the more frequently used content is educational content. There are also more and more content creators who create educational content. They even created the hashtag #samamadirumah on the TikTok platform to make it easier for learners who need educational content to find the content they need. The development of educational content on social media is inseparable from the benefits felt by users. This is in line with the results of Fitriani's research (8: 2021), which shows that educational content is helpful for assisting users in developing knowledge and insights, and encouraging improvements in the quality of learning; besides that, it can also encourage independent learning and learning motivation. Various educational content is available on all social media platforms, including Japanese educational content, language, culture, and others. During the pandemic, Japanese educational content is increasingly found on various social media platforms. Japanese educational content is very useful in helping Japanese language learners improve their skills. Not only the learner's language educational content is also applicable for language teachers to develop language learning. The utilization of social media in language learning can be seen in Kurniati's research (135:2022), which makes social media a tool for teaching Arabic. Japanese language learning at school or on campus during the pandemic was very limited, so Japanese educational content could help learners and teachers. After the pandemic, Japanese educational content on social media cannot be ignored following changes in learning habits that are accustomed to utilizing technology and information.

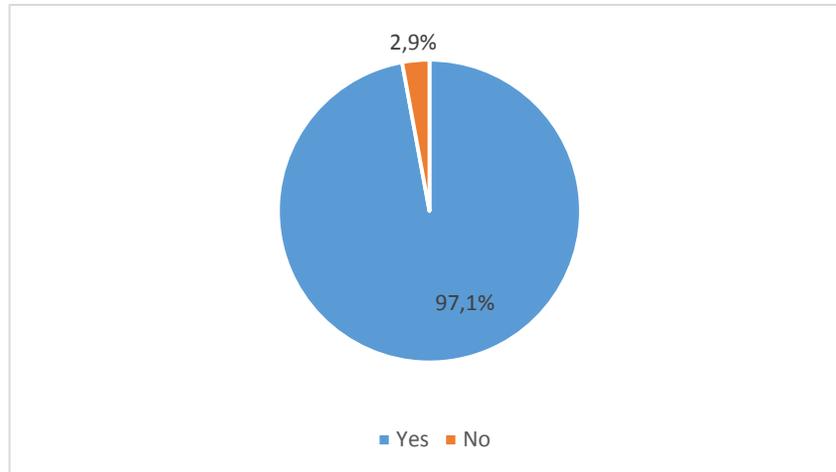
This research focuses on the utilization of social media in Japanese language learning by Indonesian Japanese learners to provide input to Japanese educational content creators so that the content can be felt as useful, and it is necessary research the utilization of social media in Japanese language learning. This research is expected to provide input to Japanese language education content creators regarding the media, time duration, and Japanese language education content considered useful by Japanese Indonesian language education learners.

## **METHODS**

This research is quantitative research with a survey method. Data collection techniques were open and closed questionnaires. The respondents of this study were 103 Indonesian Japanese learners.

## **RESULTS AND DISCUSSION**

Based on the questionnaire results, out of 103 respondents, 100 respondents (97.1%) answered that they saw Japanese educational content on social media.



Graph 1: Users of Japanese Educational Content

Meanwhile, the respondents' answers regarding the benefits of watching Japanese educational content showed that 96.1% of respondents felt that the content was useful for them (graph 2). This is closely related to the answer to the question regarding the previous use of Japanese language learning educational content. Because they found the content useful, almost all respondents reported watching the content. Furthermore, this use and benefit can also be linked to the monotony of the educational content, as seen in graph 3. In graph 3, 47.6% of respondents watched educational content 1-2 times a week, 29.1% of respondents watched it 3-5 times a week, and 6.8% of respondents watched it 6-7 times a week. From this, it can be said that because educational content for learning Japanese is considered useful, respondents watch it at least 1-2 times a week.

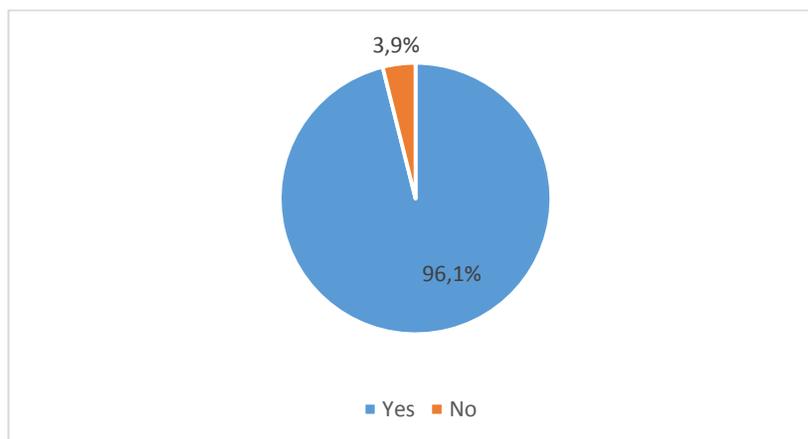


Chart 2. Feeling the benefits of watching educational content about learning Japanese

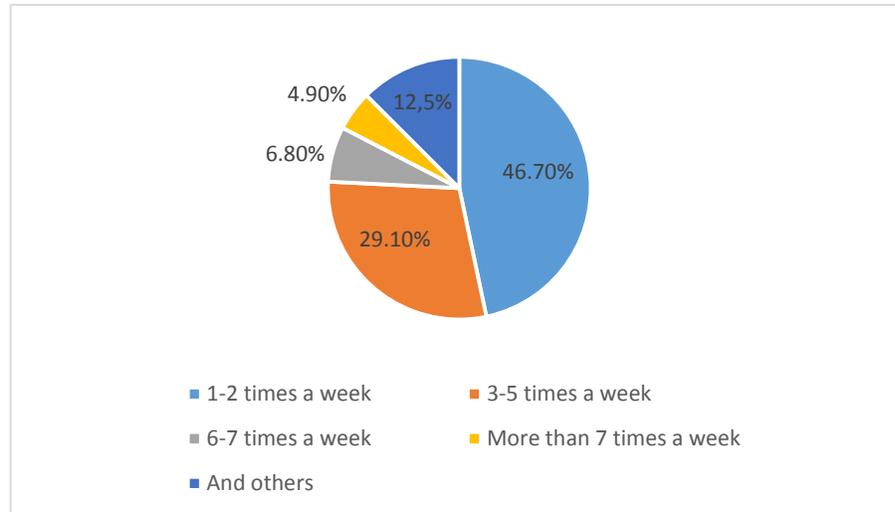
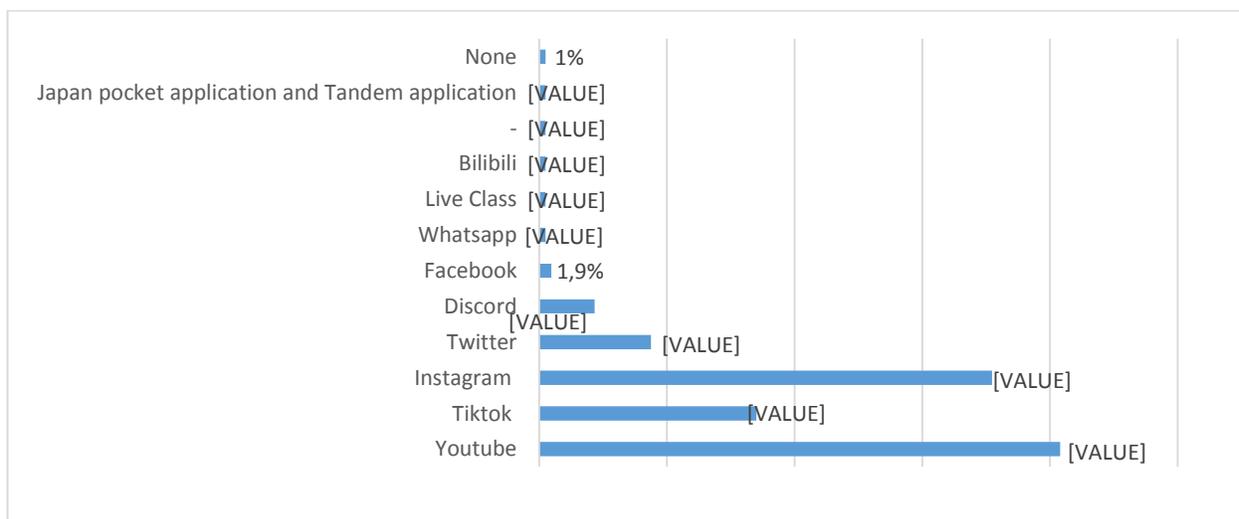


Chart 3. How often do you watch educational content on social media about learning Japanese

The type of social media most used to view educational content for learning Japanese is YouTube (81.6%) then, Instagram (70.9%), then Tiktok (34%), Twitter (17.5%), followed by Discord (7.8%) (figure 4). YouTube social media is most often used because, compared to other social media, the duration can be short and long. So users have more choices whether they want to watch content with a short or long duration. If the user wants to learn the material quickly, he or she can choose short-duration content. While, if the user wants to understand the educational material in detail and clearly, he or she can choose long-duration content. In addition, YouTube is very easy to access both through PCs/laptops and devices. These results contradict the results of Febrianty's research (3:2019), where the most widely used social media in Japanese language learning is Instagram. This could happen because the social media trend can change depending on the times.



Graph 4. Types of social media used for Japanese language learning

Of the social media types, the most frequently viewed Japanese educational content is first Japanese vocabulary (60.2%), second Japanese grammar (51.5%), third JLPT (Japanese Language

Proficiency Test) related content (29.1%), fourth kanji (24.3%), and fifth hiragana and katakana (23.3%), as shown in (figure 5). Vocabulary and grammar are the most frequently viewed contents because, for language learners, vocabulary and grammar are essential things to learn a language. Through vocabulary and grammar content, learners can also expand their knowledge beyond what they learn through books or in class in an exciting and contextualized way. Then the JLPT learning content becomes the third most frequently viewed because, through social media, the JLPT explanation can clarify the explanation in the book or class. Passing the JLPT test is also important for Japanese learners, so they need to practice a lot and understand various materials related to JLPT. Therefore, the educational content on social media can help learners learn and deepen JLPT practice.

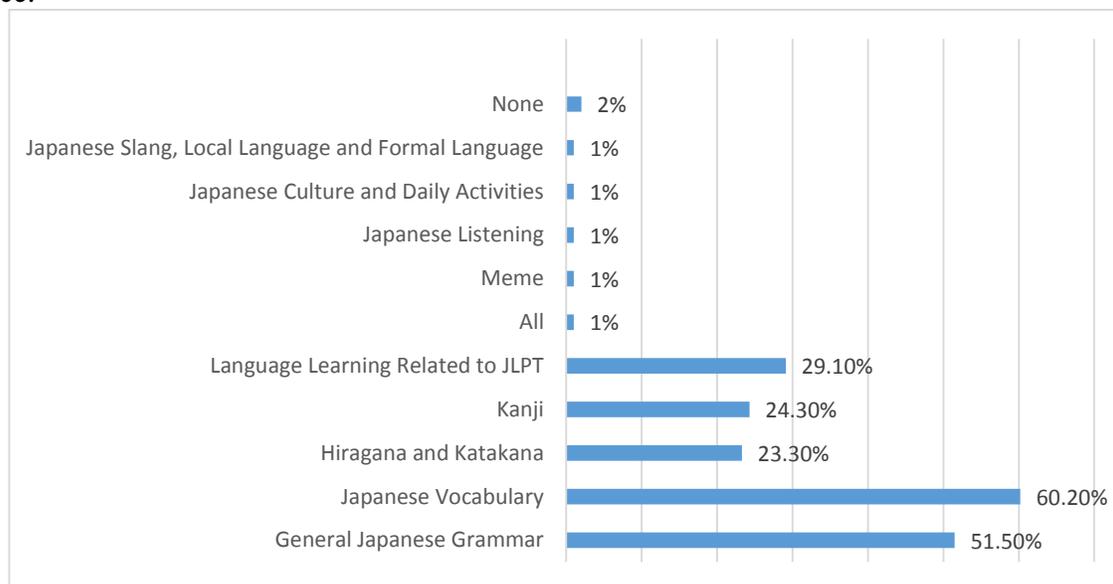
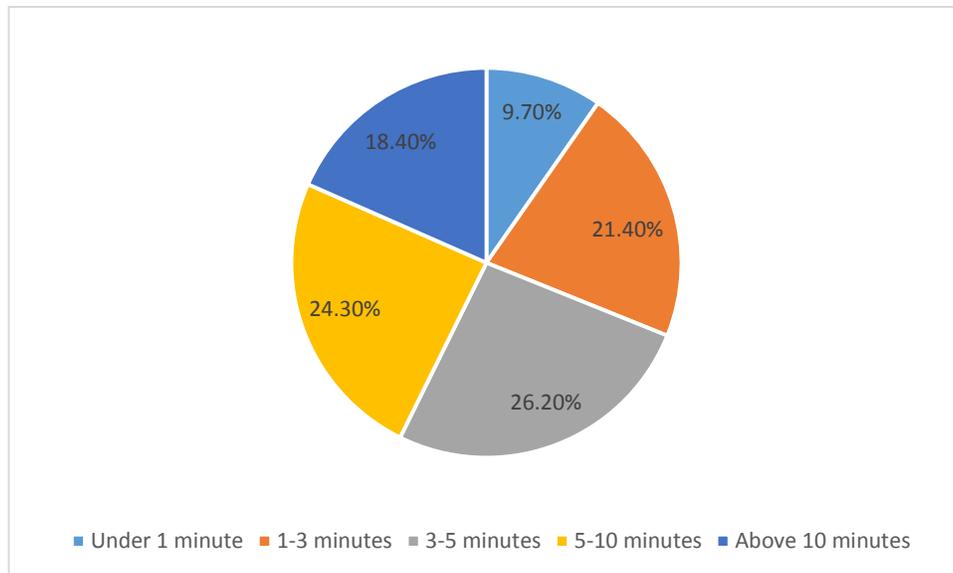


Chart 5. Types of Japanese learning content that learners often see

Judging from the duration that feels right to concentrate when learning through social media, it is known that the most suitable duration is 3-5 minutes (26.2%), followed by 5-10 minutes (24.3%), then 1-3 minutes (21.4%), as shown in graph 6. This provides input to content creators to create video content between 1-10 minutes.



Graph 6. Length of time spent viewing Japanese educational content

The most common time to view educational content for learning Japanese is 18:00-24:00 (63.6%). This is due to the user's leisure time of 18:00-24:00, especially student users.

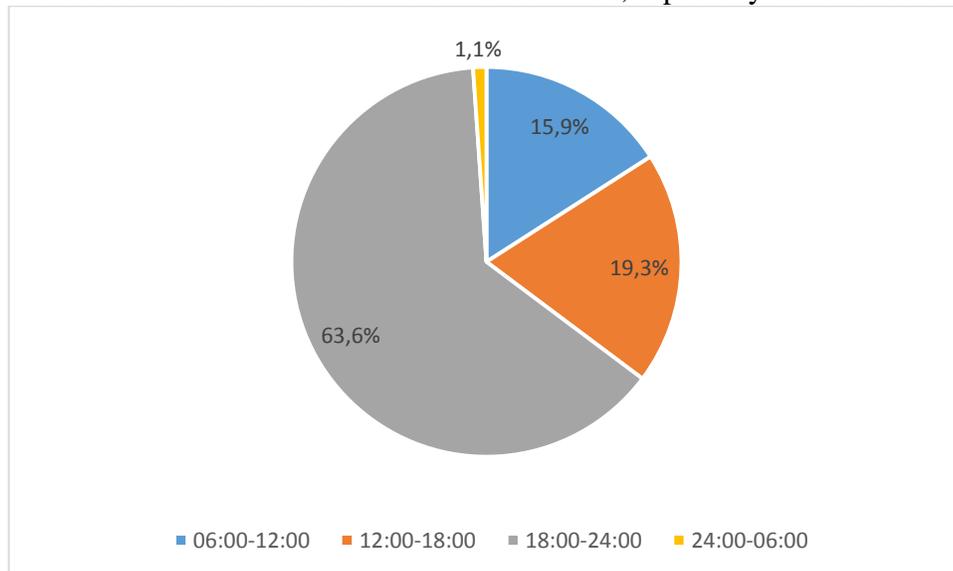


Chart 7: Time spent utilizing Japanese educational content

While the references that are the basis for choosing Japanese educational content are first learning content (65%), second content design (61.2%), third interactive content (46.6%), fourth content creator character (44.7%), and Japanese creator content (34%). Learning content is still highly considered when choosing educational content. In addition, content design and interactive content are very important for the existence of content so that Japanese language learners on social media do not feel bored, and there is an interesting impression of the content, as seen in graph 8.

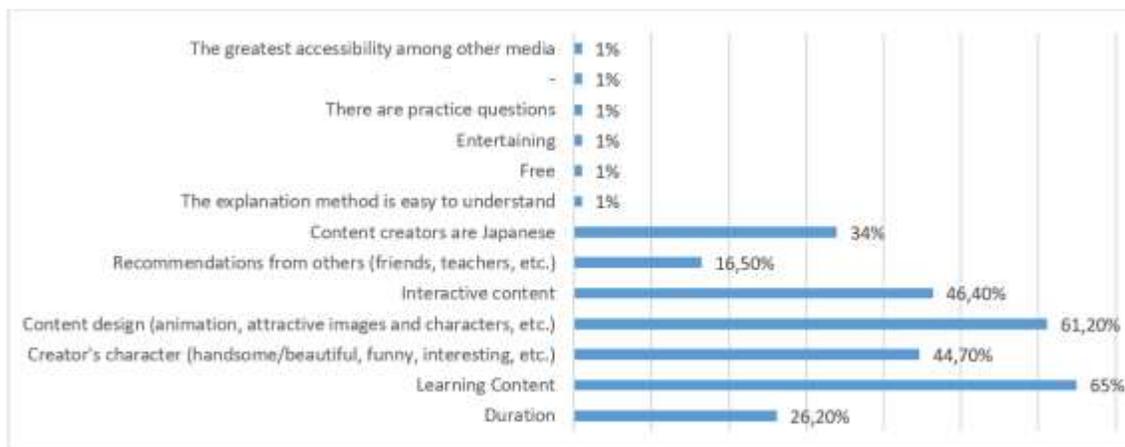


Figure 8: References for choosing Japanese educational content

## CONCLUSIONS

Based on the results of this study, it can be concluded that almost all respondents watch Japanese educational content on social media at least 1-2 times a week because they can feel the benefits. The social media most widely used to watch Japanese educational content are Youtube, Instagram, and Tiktok, which are also the social media most widely used by Indonesians Source. Furthermore, the content often viewed is Japanese vocabulary and grammar, which is the most important thing when learning a language, then the content of JLPT explanations and exercises. While related to time, the time often used to watch educational content to learn Japanese is 18:00-24:00, which is free time, especially for students, and the duration that is felt to focus on educational content is 1-10 minutes. Factors that become a reference for choosing educational content to learn Japanese include learning content, content design, interactive content, creator content character, and Japanese creator content. Based on these results, the input that can be given to educational content creators to learn Japanese is to create content related to vocabulary, grammar, as well as JLPT explanations and exercises because this content is what is needed by users seen from the level of frequency they watch this content. Then the recommended content duration is 1-10 minutes, while the recommended time to upload content is 18:00-24:00.

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