

CHAPTER I

INTRODUCTION

This chapter provides several points to be explained. The first one is started from the background of the research, formulation of the research problem, purpose of the research, formulation hypothesis, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of the Research

As we know the Hallyu wave or the Korean wave has spread all over the world, but Hallyu itself refers to the phenomenon of Korean popular culture that became popular in Southeast Asia and mainland China in the late 1990s. Hallyu is very popular among young people who are fascinated by Korean music (K-pop), drama (K-drama), movies, fashion, food, and beauty. Because of this phenomenon, idols (members of boy groups and girl groups), actors, and actresses have gained a lot of fans, especially international fans. Sometimes not all idols and actors they like can communicate using languages other than Korean and English, and when they upload videos on YouTube there are not many choices of language subtitles such as Indonesian, and even only available in English subtitles. Therefore, the only way to understand what is in the video is to use English subtitles, which are easier to understand because they have studied English since school.

Learning can start from anywhere and anytime, including learning a language. There are many ways to improve English skills, one of which is by

increasing English vocabulary mastery using English subtitles on Korean variety shows. Variety shows are programs full of interesting ideas where there are various kinds of event concepts in one single program. Such as music, dance, comedy, talk shows that are combined in one common thread in a program of events that are usually hosted by hosts and presenters. This type of show presents a variety of concepts, usually synonymous with music and other performances as supporting events. Naratama (2004:65) states that variety shows are television shows that combine various other formats such as talk shows, magazine shows, quizzes, game shows, music concerts, dramas, and situation comedies. The habit of watching Korean Variety shows using English subtitles can affect students' vocabulary mastery. This is explained in behavioristic theory. Learning according to behavioristic theory is a change in behavior as a result of experience (Gage, 1984). When students watch Korean variety shows using English subtitles, they automatically read and find out what the vocabulary means, which results in an increase in students' mastery of English vocabulary.

Vocabulary has an important key in learning English. According to Harmer (2001) vocabulary is the essence of vocabulary, he states that if the structure of language forms is a language framework, it is vocabulary that provides the vital organs and the flesh. Thornbury believes that if students spend a lot of time studying grammar, they cannot make much progress in their language learning. However, if students learn more vocabulary and phrases, it will help them make more progress because they can speak very

little with grammar, and they can also communicate almost everything in words.

Based on research from Nurrahmah et al (2020), entitled "Pengaruh Media Film Barat dengan Subtitle Bahasa Inggris Terhadap Penguasaan Kosakata Siswa ". The results of the study prove that based on the results of the analysis of the data obtained, it can be concluded that there is an influence on students' vocabulary mastery after the application of English films to students of class X TKJ 4 SMK Taruna Bhakti Depok. Followed by research from Husnul Lail (2018) entitled "The Effectiveness Of Using English Movie With English Subtitles In Teaching Vocabulary At The Eighth Year Students Of SMPN 1 Selong In The Academic Year Of 2018/2019". The results of the study was the using of media movie with English subtitles was effective in increasing knowledge of vocabulary in class VIII SMAN 1 Selong Lombok Timur in the academic year of 2018/2019..

Based on the research above, it can be concluded that the use of subtitles in films on vocabulary mastery greatly influences someone vocabulary mastery, coupled with further research which states that the use of Korean pop culture in the learning process also influences someone learning style, so that if the two studies are combined, it can make new questions about the use of English subtitles in Korean pop culture videos in vocabulary mastery. Therefore, the researcher decided to conduct a study entitled "The Effectiveness of Using English Subtitles on Korean Variety Shows on English Vocabulary Mastery of English Department Students at UIN Sayyid

Ali Rahmatullah Tulungagung ". As we know today, language learning can use various media, for example films, songs, and interactive videos. One of example the use of video media is learning English through Korean variety shows with English subtitles. The large number of Korean pop fans who watch variety shows using this method made the researcher interested in doing research on this.

B. Formulation of the Research Problem

On the basis of the background of the research, the research problem formulation is "Is there any significant different score of student's vocabulary before and after being taught by using English subtitle on Korean variety shows on the English department students at UIN Sayyid Ali Rahmatullah Tulungagung?"

C. Purpose of the Research

Based on the research problem, the purpose of the research is " To find out any significant different score of student's vocabulary before and after being taught by using English subtitle on Korean variety shows on the English department students at UIN Sayyid Ali Rahmatullah Tulungagung".

D. Formulation Hypothesis

To get answers to the questions, the researcher proposes two hypotheses. They are the Null hypothesis (Ho) and the Alternative hypothesis (Ha).

a. Null Hypothesis (Ho)

There is no significant different score in English vocabulary mastery after watching Korean variety shows using English subtitles.

b. Alternative Hypothesis (Ha)

There is a significant different score in English vocabulary mastery after watching Korean variety shows using English subtitles.

E. Significance of the Research

In the importance of this study, the results can contribute as follows:

1. Theoretically

- a. The findings of this study are expected to help students in improving their English skills using Korean variety shows.
- b. As a basis and reference for further research related to improving students' vocabulary through Korean variety shows.

2. Practically

a. Students of English Education in UIN Sayyid Ali Rahmatullah

The findings of this study are expected to increase students' learning motivation in learning English vocabulary through Korean variety shows.

b. For researchers

The results of this study are expected to contribute to more information related to the use of English Subtitles on Korean Variety Shows on English Vocabulary Mastery. Then, this research is expected to be a good experience for researchers to make better writing in the future.

F. Scope and Limitation of The Research

To avoid misunderstandings, the scope of this research is about the use of Korean variety shows in the process of learning English vocabulary or rather using English subtitles from Korean variety shows in mastering English vocabulary. Furthermore, so that the research is more focused and detailed, the researcher will limit the research only to students majoring in English education in the 7th semester of UIN SATU Tulungagung. Then the researcher will collect data using test methods in the form of pre-test and post-test. The pre-test and post-test that have been filled in by the respondents are then analyzed using descriptive analysis. Pre-test and post-test were used to determine the increase in students' English vocabulary mastery using English subtitles in Korean variety shows.

G. Definition of Key Terms

Unless the terms used in this study are defined and briefly explained, they can lead to confusion and misunderstanding. To avoid confusion, ambiguity, and uncertainty about concepts, definitions of key terms are provided below.

1. Korean Variety Show

An entertainment program consisting of various performances, mainly musical performances and sketch comedy, and usually hosted by a presenter.

2. Subtitle Video

Chen quoted from Senja (2015:33) defines subtitles as a process of transferring information and reconstructing information from the source language into the target language. Subtitling is done by adjusting the space of the screen and the time when the speaker says something.

3. Vocabulary

According to the Oxford dictionary (2022), there are several definitions of vocabulary, including all the words that a person knows or uses, all the words in a particular language, the words that people use when they are talking about a particular subject, and a list of words with their meanings, especially in a book for learning a foreign language.