

## **The Influence of YouTube Gamer Videos on Noun Vocabulary Acquisition Among Elementary School Children**

**Asyatunnisa Adhitama Eka Putri**  
[asyitunisah@gmail.com](mailto:asyitunisah@gmail.com)

**Juli Yani**  
[yanijuli90@gmail.com](mailto:yanijuli90@gmail.com)

**Goziyah**  
[goziyah1812@gmail.com](mailto:goziyah1812@gmail.com)

**Universitas Muhammadiyah Tangerang**

### **ABSTRACT**

This study aims to explore the influence of gamer videos on YouTube on the acquisition of noun vocabulary among elementary school children. Using a qualitative approach, the study examines how children's interaction with gaming video content affects their vocabulary development. Data were collected through in-depth interviews with 5 children, participatory observation, and video transcript analysis. The results indicate that children who regularly watch gamer videos show significant improvement in their understanding and use of new noun vocabulary. These findings highlight the potential of digital media as a language learning tool, emphasizing the importance of appropriate content supervision.

**Key words:** Psycholinguistics; Acquisition of Noun Vocabulary; YouTube, Games

### **INTRODUCTION**

The development of information and communication technology has changed the way children learn and interact with the world around them. Video sharing platforms such as YouTube offer a variety of easily accessible content, including video games that are very popular among children. These videos not only offer entertainment but also provide rich linguistic exposure, especially in the use of nouns. Understanding how this exposure affects children's vocabulary acquisition is important in the context of psycholinguistics. This study aims to explore the impact of video games on YouTube on children's acquisition of noun vocabulary and identify factors that support this process.

This study is included in the type of qualitative descriptive research, the data source of this study is five children who often watch video gamers on Youtube. In this study using Chomsky's cognitive theory which states that humans have an innate structure in their brains that allows them to understand and use language. Chomsky

introduced the concept of universal grammar, which describes the innate ability of humans to recognize patterns in language and use complex grammar structures. In the context of this study, Chomsky's theory helps us understand how children naturally acquire and use noun vocabulary, including how video gamers can affect this process. From the results of the analysis, it is hoped that this article can achieve the goal of increasing students' insight in the field of linguistics, especially psycholinguistics, into the study of children's language acquisition and become material for other studies, describing the acquisition of noun vocabulary in children due to the influence of video gamers on Youtube.

So far, the literature review has been conducted, both through books in the library and the internet, no research has been found related to the acquisition of noun vocabulary in children due to the influence of video game players on YouTube. However, the same research with different data sources was taken and used as a literature review. Previous studies that are related and used as references in this study. Fitriani, S., & Susanto, B. (2023) in a journal entitled *The Influence of Parent-Child Interaction on Preschool Children's Language Acquisition: A Case Study in Surabaya City*. This journal discusses the impact of interaction between parents and children on the language development of preschool children. Wulandari, R., & Suryanto, A (2022) in a journal entitled *The Role of Mothers in Children's Language Acquisition: A Case Study in Yogyakarta*. This study provides insight into how the role of mothers can influence children's language development in the specific context of the area. Utami, LA, & Santoso, D. (2021) in their journal entitled *External Factors Influencing Children's Language Acquisition in Rural Areas: Parents' Perspectives*. This study provides a deeper understanding of the influence of the rural environment on children's language. Pratiwi, D., & Setiawan, R. (2020) *The Influence of Social Media on Adolescent Children's Language Acquisition: A Review from a Parent's Perspective*. This study highlights the role of social media in adolescent children's language development and how parents view its impact. Dewi, SR, & Firmansyah, R. (2019) in a journal entitled *Communication Strategies in Language Acquisition of Children with Communication Disorders: Case Studies in Jakarta*. This study provides an understanding of how children with communication disorders overcome obstacles in language acquisition.

## LITERATURE REVIEW

### **The Role of Digital Media in Language Learning**

With the rise of digital media platforms, YouTube has become a key source of entertainment and education for children. Research shows that children spend a significant amount of time engaging with digital content, particularly videos, which can influence their cognitive and linguistic development. According to Gee (2007), digital gaming environments, including those shared through video platforms like YouTube, offer rich contexts for language learning, as players are exposed to new vocabulary, communication strategies, and problem-solving skills. Children often

watch gaming videos not only for entertainment but also to understand the strategies used in the games, which often leads to incidental vocabulary learning.

### **YouTube and Language Acquisition**

YouTube offers a variety of content, including tutorials, gameplay, and commentary, which provide ample opportunities for vocabulary acquisition. Studies have shown that videos incorporating rich audio-visual cues can enhance the learning of new vocabulary, particularly nouns, as they are often associated with concrete visuals (Mayer, 2009). Paivio's Dual Coding Theory (1986) supports this, suggesting that the combination of verbal and visual information helps learners retain new words better.

### **Gamer Videos as a Learning Tool**

Gamer videos, specifically those on YouTube, create immersive language environments where children are exposed to authentic and contextualized language use. The language in gamer videos is often rich in nouns, as players need to describe objects, characters, environments, and actions within the game world. This exposure provides children with both visual and contextual references, which helps solidify their understanding and retention of new words. Studies by Sundqvist and Sylvén (2014) show that video games, and by extension gamer videos, significantly contribute to vocabulary development in young learners due to their repeated exposure to in-game terminology.

### **Incidental Vocabulary Learning through Gaming**

One of the key mechanisms by which children acquire vocabulary from gamer videos is through incidental learning. According to Nation (2001), incidental vocabulary acquisition occurs when learners pick up new words through exposure, rather than intentional study. Watching gamer videos allows children to observe how vocabulary is used in context, which may lead to better recall and usage in real-life situations. Studies have found that incidental learning through multimedia, such as video content, can be more effective for younger learners, as it engages them in a more natural, immersive way (Ellis, 2008).

### **Motivation and Engagement in Learning**

YouTube gamer videos are inherently motivating for young viewers due to their entertaining and interactive nature. Children are often highly engaged when watching gaming content, which enhances their focus and willingness to absorb new information, including vocabulary. Research by Krashen (1982) emphasizes that motivation plays a crucial role in language acquisition, as learners who are motivated are more likely to retain new vocabulary. The interactive and immersive nature of gamer videos on YouTube contributes to this heightened motivation.

## **Impact of YouTube on Noun Vocabulary Acquisition**

Studies specifically focusing on noun acquisition indicate that young learners are particularly adept at learning nouns when these are presented alongside visual stimuli (Cameron, 2001). Since YouTube gamer videos often involve extensive use of nouns to describe game characters, items, and environments, children are likely to improve their noun vocabulary through consistent exposure. The repetition of these nouns in a familiar, engaging context further solidifies learning (Gu & Johnson, 1996).

## **Potential Challenges and Considerations**

While YouTube gamer videos provide opportunities for vocabulary learning, it is important to consider potential challenges. Some researchers argue that the language used in such videos may not always be appropriate for educational purposes due to informal language or slang (Gee, 2012). Moreover, over-reliance on gaming content may lead to passive consumption rather than active learning if not guided properly. To optimize learning, it may be beneficial to combine YouTube viewing with guided activities that encourage active vocabulary use and reflection.

## **METHOD**

### **Design and Sample**

In the analysis of the problem, this study is guided by psycholinguistic theory, which is a study of language involving two scientific insertions, namely psychology and linguistics. This interdisciplinary linguistic study, in addition to formulating interdisciplinary theoretical rules, is also applied, namely the results are used to solve and overcome problems in practical social life. This cognitive genetic theory was pioneered by a psycholinguist from the United States named Noam Chomsky. Chomsky discusses language and psychology problems, then frames them into one frame with the form of cognitive language. According to Chomsky, (in Chaer, 2009:108), this cognitive theory is based on a hypothesis called the innateness hypothesis (The Innateness Hypothesis). Vocabulary Theory is one aspect of language that is very important. According to Kridalaksana (2008:1) vocabulary is a component of language that contains informative information about the meaning and use of words in language, the richness of words owned by a speaker, writer, or a language, and a list of words arranged like a dictionary, but with a brief and practical explanation. The data collection method is carried out by the listening method, called the listening method because it is in the form of listening to the use of language (Sudaryanto, 1993: 133) then using the basic tapping technique, the listening technique involving conversation (SCL), and the technique used next is the basic note-taking technique as the final advanced technique of the listening method. In this study, the tapping technique was carried out by the researcher by

recording the conversation of the research subject directly. The listening technique involving conversation (SLC) the researcher's participation in the conversation process with the research subject did not know at all that what he was paying attention to was not the content of the research subject's conversation, but the language being used by the research subject. The recording technique was carried out by recording the words spoken by the research subject.

### **Data Analysis**

In this study, the data that has been obtained and collected is then analyzed using the equivalent method and the distribution method. Sudaryanto (1993:13) states that the equivalent analysis method is an analysis method whose determinant is outside, separate, and not part of the language in question. The basic technique used is the basic technique of separating determining elements (PUP) used to select words spoken by the research subjects.. Distribution method according to Sudaryanto (1993:15), the distribution method is a method that uses a tool to determine the part of the language in question that is the target object in the study. The target object in this study is noun vocabulary. In this study, the presentation of the results of the data analysis used is informal. The analysis is carried out with a description of simple words that are easy to understand and still uses technical terminology.

### **RESULT AND DISCUSSION**

The results of the study showed that children who frequently watched videos of gamers on YouTube experienced significant improvements in their mastery of noun vocabulary. Some of the key findings include:

1. **Noun Vocabulary Enhancement:**Children demonstrated understanding and use of new nouns they acquired from the videos, such as the names of objects, characters, and concepts related to the game.
2. **More Active Verbal Interaction:**Children use new vocabulary more frequently in everyday conversation, both with peers and adults, indicating internalization of the vocabulary.
3. **Relevant Usage Context:**Observations showed that children used new vocabulary in relevant contexts, for example, using character names when role-playing or discussing games.

In-depth interviews with 5 children and their parents provide evidence to support these findings. Here are some excerpts from the interviews:

1. **Researcher:** “Aulia likes playing games? Do you know Minecraft? Or do you like watching Youtube?”

**Aulia (8 years old):**“I like watching Minecraft videos on YouTube. Now I know the names of many objects in Minecraft, like 'pickaxe', 'diamond', and 'creeper'. I often play with my friends and use those words.”

**Researcher:**“Wow, great, Aulia knows a lot of names like that, huh?”

**Researcher:**“What do you think about Aulia, who understands a lot of words from playing games and watching YouTube?”

**Mrs. Aulia:**"Since watching video games on YouTube a lot, my child has started using a lot of new words. He knows the names of characters and items in the games, and often tells stories using that vocabulary."

**Researcher:**"So, is it a positive or negative impact?"

**Mrs. Aulia:** "In my opinion, this is a positive impact. Aulia has become familiar with many nouns. In addition, her vocabulary has increased, because Aulia also attends an international school, so it really helps to increase her vocabulary."

In the conversation (1) above, Aulia has acquired concrete noun vocabulary. Concrete noun vocabulary is vocabulary for objects that can be seen with the five senses and are not followed by affixes. The nouns obtained by Aulia are 'pickaxe' or in Indonesian itself is Axe according to KBBI is a tool made of metal, with a tip, and a long handle. 'diamond' or in Indonesian is gem. According to KBBI, gems are precious stones with beautiful colors. Minecraft Creeper is a monster that is present and is an icon of this game.

2. Researcher: "Akbar likes playing games? Do you know any games? Or do you like watching YouTube?"

Akbar (9 Years Old): "Gamer videos are fun, and I learned a lot of new words. I also use those words when playing with friends or telling stories to my mom and dad. There are monsters, Akbar likes to watch MiawAug"

Researcher: "MiawAug is a gamer, right?"

Akbar: "yes"

In conversation (2) above, Akbar has acquired concrete and abstract vocabulary. Concrete vocabulary is vocabulary for objects that can be seen with the five senses and is not followed by affixes. According to the online KBBI, a monster is (1) an animal, person, or plant whose shape or appearance is very different from the usual, (2) a creature that is extraordinarily large, (3) a frightening creature, only found in fairy tales, such as a giant dragon. Meanwhile, MiawAug is the name of a game player that he saw on YouTube. The abstract noun that Akbar obtained is a player. According to the online KBBI, a player is a person who plays (sports, music, and so on).

3. Researcher: "Zian knows the game or not? Or do you like watching YouTube?"

**Zian (10 Years):** "I like watching people play games on YouTube. I learned a lot of new words from watching videos of gamers, like the names of weapons and places in the game. It's really fun!"

**Researcher:** "Wow, what are some examples?"

**Zian:** "like, sniper or sniper. Then there's the Tanegashima, which is like a really long gun that can go a long way."

In the conversation (3) above, Aulia has obtained concrete noun vocabulary and abstract nouns. Concrete noun vocabulary is vocabulary for objects that can be seen with the five senses and are not followed by affixes. The abstract noun obtained by Zhian is a sniper in the KBBI, a sniper is a soldier who has a special ability to kill enemies from a distance or hidden place. Then the concrete noun is Tanegashima or in Indonesian is musket which is a weapon from the game Metal Gear Solid 4, in the KBBI musket itself means rifle or gun.

4. Researcher: "Do you like playing games or not? Or have you ever watched people playing games on YouTube?"

**Saman (9 Years):** "I play games. I learned a lot of new names for things from video games, like 'sword', 'armor', and 'potion'."

**Researcher:** "Wow! It turns out Saman knows a lot. Later, I want to drink too."

In the conversation (4) above, Saman has obtained concrete and abstract vocabulary. Concrete vocabulary is vocabulary for objects that can be seen with the five senses and are not followed by affixes. The concrete noun obtained by Saman is 'Sword' or in Indonesian it is called Pedang. In KBBI, a sword is a long machete (many types such as straight, stingray tail, or bent). 'Potion' is poison in Indonesian. Poison according to KBBI is a substance (gas) that can cause illness or death (if eaten or inhaled). While the abstract noun found by Saman is 'Armor' or in Indonesian it is baju besi according to KBBI baju besi is clothing made of metal worn in war; zirah.

5. Researcher: "Maidi, Maidi likes playing games? Or do you like watching YouTube?"

**Maidi (8 Years):** "I watch a lot of Roblox videos, and now I know the names of many items and characters in the game."

**Researcher:** "What does it look like?"

**Maidi :**"ice brain, golden headphones, nike crown, there are lots of them"

**Researcher:** "That's cool, you can memorize all the names"

In the conversation (5) above, Aulia has acquired concrete noun vocabulary and abstract nouns. Concrete noun vocabulary is vocabulary for objects that can be seen with the five senses and are not followed by affixes. The nouns obtained by Maidi are 'Ice brain' is a hat but in the form of an ice block. According to KBBI, a hat is a head covering. 'nike crown' is a crown. A crown in KBBI is a head decoration or a grand songkok for a king or queen. While the abstract noun 'Golden Headphones' or in Indonesian is a Jemala Earbuds according to KBBI, a jemala earbuds is a pair of earphones connected by a flat curved rod (semicircle) that is placed crosswise on the top of the head.

## CONCLUSION

From the interview, it shows that children not only understand but also actively use new vocabulary in everyday life. This supports the psycholinguistic theory that states that rich and contextual linguistic exposure can accelerate the vocabulary learning process. In addition, Chomsky's cognitive theory states that humans have innate structures in their brains that allow them to understand and use language. Gamer videos provide concrete visual and verbal contexts, which help children associate new words with specific objects and situations.

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