



HOW DIGITAL GADGETS AND MEDIA AFFECT KIDS' LANGUAGE SKILLS THROUGH YOUTUBE ADVENTURES

Erna Budiarti
bbbudiarti@gmail.com
Universitas Panca Sakti Bekasi,
Indonesia

ABSTRACT

In our modern digital era, the internet plays a vital role in accessing worldwide information. Initially focused on communication, it has now transformed into a center for education and entertainment. YouTube, for example, offers video content that greatly influences early childhood development by enhancing creativity through visual engagement. This study examines YouTube's effect on children's creativity, showing that engaging content—such as vibrant visuals and music—fosters creative thinking. Educational videos with activities like coloring and singing boost creativity, supported by cognitive skills, motivation, and parental involvement.

PROBLEM

In today's digital world, the internet is a vital tool for millions, serving as both an educational and entertainment resource. YouTube, in particular, has transformed how educational content is accessed, allowing children to engage with video material that boosts creativity and language skills. Examining the impact of YouTube on early childhood language and creativity is crucial, given children's responsiveness to visual content. This study investigates the influence of digital media, especially YouTube, on nurturing creativity and language development in young children.

BASIC CONCEPTS

This research delves into the dynamics of digital media influence on children's cognitive development, focusing primarily on the role of YouTube as a medium for learning and creativity. By analyzing how children interact with and learn from video content, the study aims to provide insights into optimizing educational strategies through digital platforms.



Figure 1. Source:<https://www.youtube.com/watch?v=eBpVwE4jNTw>

METHODOLOGY

This research employs a descriptive qualitative approach to identify and describe how YouTube content influences early childhood creativity and language skills. Data collection includes observing children's interactions with various YouTube videos and analyzing the content's educational value. The study involves a comprehensive review of video categories that are engaging for children, such as coloring, dancing, and singing tutorials, to determine their impact on cognitive and creative development.

RESULTS

Tabel 1. Findings reveal

Finding Number	Description	Examples/Details
1	Children prefer colorful and musical content that activates creative thinking.	Engages the right hemisphere of the brain.
2	Educational YouTube videos that are creatively stimulating enhance creativity.	Includes tutorials on arts and crafts, music, and interactive games.
3	Creativity in children flourishes through cognitive skills and intrinsic motivation.	Importance of a supportive environment and parental guidance.

The findings reveal that:

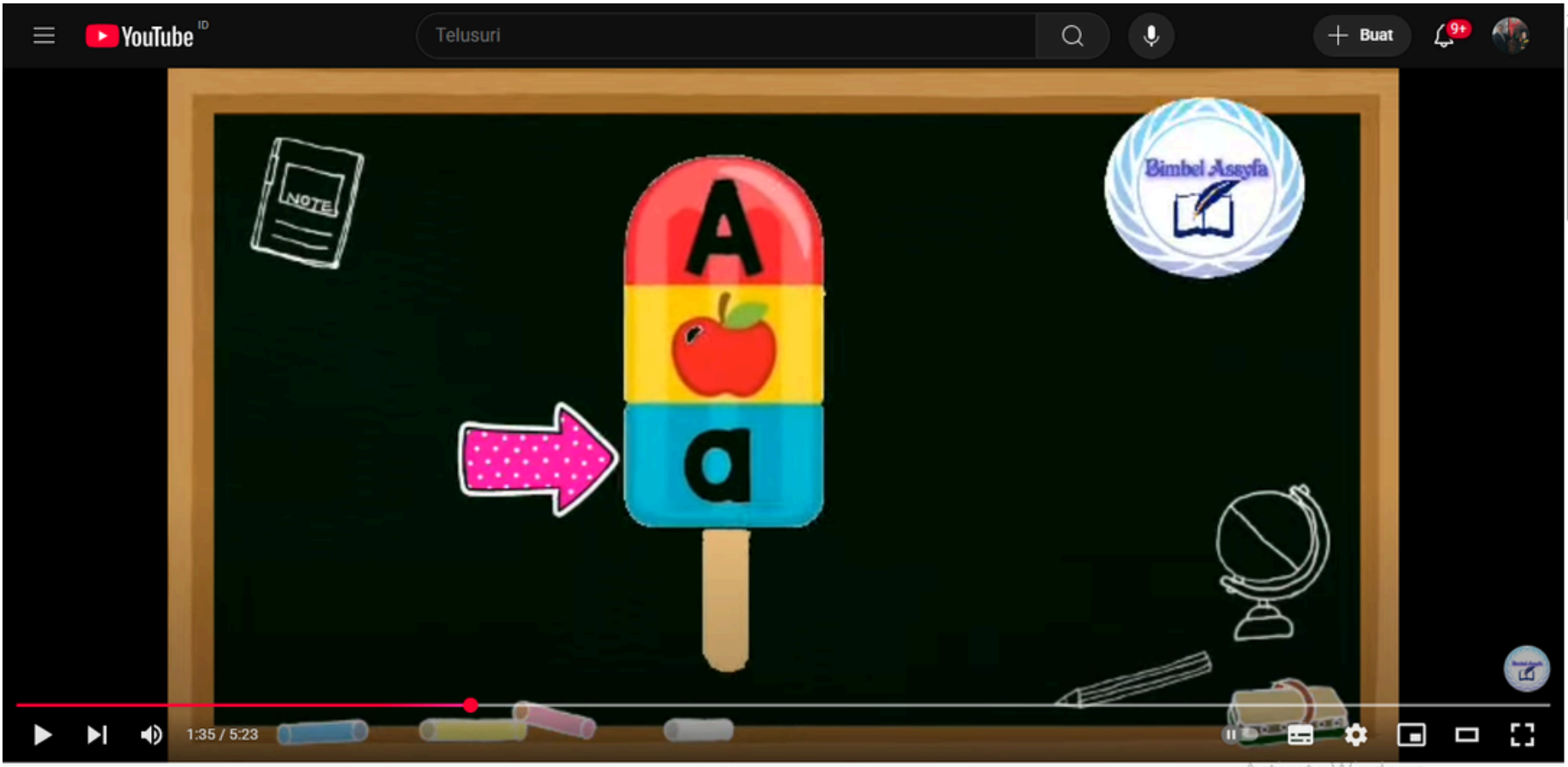
- 1.Children show a preference for colorful and musical content, which activates their creative thinking by engaging the right hemisphere of the brain.
- 2.Educational YouTube videos that are creatively stimulating can significantly enhance a child's creativity. Examples include tutorials on arts and crafts, music, and interactive games.
- 3.Children's creativity can flourish through a combination of cognitive skills and intrinsic motivation, emphasizing the importance of a supportive environment and parental guidance.

DISCUSSION

The study underscores the importance of curating educational content on YouTube to foster creativity and language skills in children. It highlights the need for parents and educators to be proactive in selecting videos that balance entertainment with educational value. The research also suggests that the duration and frequency of YouTube content exposure play a crucial role in influencing developmental outcomes, similar to how aggregation length affects network characteristics in dynamic network studies.



Figure 2. Source:<https://www.youtube.com/watch?v=eBpVwE4jNTw>



CONCLUSION

Digital media, especially YouTube, can be a valuable educational resource for young children. With careful content selection and moderation, parents and educators can enhance language skills and creativity. Future research should aim to establish guidelines for creating and choosing educational content that optimizes developmental benefits for children.

REFERENCES

Maharani, D., & Budiarti, E. (2022). Pengaruh Media Digital & Mutu Perangkat Terhadap Kemampuan Bahasa Pada AUD Melalui Konten Youtube. Jurnal Jendela Pendidikan, 2(03), 429-434.



This poster is designed to fit the style and components of the template provided, focusing on the influence of

igital media, specifically YouTube, on early childhood language skills and creativity.