

ABSTRAK

Nurur Rohmah Hidayati. 2023. *Persepsi Orangtua Terhadap Konten Youtube Kids Sebagai Stimulasi Penambahan Kosa Kata Anak*. Skripsi, Program Studi Pendidikan Guru Pendidikan Anak Usia Dini, Jurusan Ilmu Pendidikan, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Dwi Nurhayati Adhani, S.Psi., M.Psi, Siti Fadryana Fitroh, S.Psi., M.A.

Abstrak

Penelitian ini bertujuan untuk mengetahui persepsi orangtua terhadap konten *youtube kids* sebagai stimulasi penambahan kosa kata anak. Metode yang digunakan dalam penelitian ini adalah metode penelitian deskriptif-kuantitatif. Langkah yang ditempuh meliputi penelitian dan pengumpulan data, reduksi data, display data, penarikan kesimpulan dan verifikasi. Berdasarkan data yang dikumpulkan, yaitu data kualitatif yang diubah menjadi data kuantitatif, maka digunakan data analisis deskriptif. Data yang diperoleh dari penelitian diolah dengan cara analisis angket, dan analisis observasi. Subjek penelitian ini yaitu Anak TK Kartini beserta orang tua dari Anak tersebut. Teknik pengumpulan data menggunakan angket (angket persepsi orang tua), observasi pengaruh konten *youtube kids* dalam memberikan stimulasi penambahan kosakata kepada anak, dan dokumentasi. Hasil penelitian menunjukkan bahwa nilai yang diperoleh grand mean 3,48805 pada sub variabel tanggapan orang tua, 3,0088 pada sub variabel pendapat orang tua, dan 2,9107 pada sub variabel penilaian orang tua terhadap konten *youtube kids*. Sedangkan hasil observasi diperoleh grand mean sebesar 2,23 pada observasi tentang kemampuan anak mengucapkan kosakata dan dikategorikan cukup, dan 2,45 pada kemampuan anak mengenal kosakata yang dilihatnya pada video dalam konten *youtube kids*. Berdasarkan hasil penelitian yang telah dilakukan dapat disimpulkan bahwa Persepsi orangtua terhadap konten *youtube kids* sebagai stimulasi penambahan kosa kata anak sangat positif.

Kata kunci: Persepsi, *Youtube Kids*, Penambahan Kosa Kata

ABSTRACT

Nurur Rohmah Hidayati. 2023. Parents' Perceptions of Content Youtube Kids as a Stimulation for Children's Vocabulary addition. Thesis, study program of early childhood teacher education, Department of Education, Faculty of Education, University of Trunojoyo Madura. Supervisor: Dwi Nurhayati Adhani, S.Psi., M.Psi, Siti Fadryana Fitroh, S.Psi., M.A.

Abstract

This study aims to determine Parents' Perceptions of Content Youtube Kids as a Stimulation for Children's Vocabulary Addition. The method used in this research is descriptive-quantitative research method. The steps of the method were research and data collection, data reduction, data display, conclusion drawing and verification. Based on the data collected, qualitative data was converted into quantitative data so that descriptive data analysis was used. The data obtained from the research is processed by means of questionnaire analysis, and observation analysis. The subjects of this study were students of Kartini Kindergarten and the parents'. The techniques of data collection were using questionnaire (parents' perception questionnaire), observation of content Youtube kids' influences in providing stimulation of children's vocabulary addition, and documentation. The results of the research showed that the value obtained by the grand mean 3.48805 on the sub variable of parents' responses, 3.0088 While in the sub variable of parents' opinions. And 2.9107 on the sub variable of parents' assessment. While the observation results obtained a grand mean of 2.23 on observing children's ability to pronounce vocabulary. and 2.45 while the observation of the children's ability to recognize the vocabulary seen in the video in content youtube kids. Based on the results of the research that has been done, it can be concluded that the Parents' Perception of content Youtube Kids as a Stimulation of Children's Vocabulary Addition is very positive.

Keywords: Perception, Youtube Kids, Vocabulary Addition