

## THE EFFECTIVENESS OF WATCHING RUN BTS ON WEVERSE APPLICATION FOR VOCABULARY MASTERY

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**Abstrak:** Tujuan dari penelitian ini adalah untuk menilai seberapa efektif video RUN BTS di aplikasi Weverse berfungsi sebagai pengganti aktivitas pengayaan kosakata. Penelitian ini menggunakan desain eksperimen pre-test dan post-test control group design dengan menggunakan metodologi kuantitatif. Salah satu kelas sekolah menengah atas di Jakarta, Indonesia dijadikan sebagai sampel penelitian. Selama empat minggu, kelas eksperimen mendapat perlakuan dengan menonton dua episode RUN BTS di aplikasi Weverse. Tes sebelum dan sesudah yang berjumlah dua puluh pertanyaan digunakan untuk mengumpulkan data. Hal ini didasarkan pada nilai rata-rata pre-test sebesar enam puluh dan nilai rata-rata post-test sebesar tujuh puluh sembilan poin. Pengamatan RUN BTS di Weverse berdampak pada hasil belajar, berdasarkan hasil peningkatan hasil belajar.

**Kata kunci:** Aplikasi Weverse, penguasaan kosakata, pembelajaran Bahasa Inggris.

**Abstract:** The purpose of this study is to assess how effective RUN BTS videos on the Weverse app work as a substitute for vocabulary enrichment activities. This study used an experimental pre-test-post-test control group design using a quantitative methodology. One senior high school class from Jakarta, Indonesia served as the research sample. For four weeks, the experimental class received treatment by watching two RUN BTS episodes on the Weverse app. Pre-test and post-tests totalling twenty questions were used to gather data. This is predicated on the pre-test mean score of sixty and the post-test mean score of seventy-nine points. Observing RUN BTS on Weverse has an impact on learning outcomes, based on the results of the rise in learning outcomes.

**Keywords:** Weverse Application, vocabulary mastery, learning English.

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## INTRODUCTION

According to Megawati (2017), the key to mastering a language is vocabulary. Learning English vocabulary must be followed by its meaning. Mastery of vocabulary is very important to building a meaningful understanding of language. Learning English fluently means mastering vocabulary. By having a lot of vocabulary, we can improve our language. Mastering vocabulary is the ability to get or receive many words. By having and mastering vocabulary, we will know the meaning of a word in its context. It can also help to avoid errors in understanding written or spoken text. (Somba et al., 2022) described vocabulary acquisition as an ongoing process. Vocabulary is fundamental to language and regular speech.

In learning a foreign language, learning vocabulary is very important. Students will have difficulty in voicing their comprehension and even production if they do not have enough words in their vocabulary. English is considered as a foreign language in Indonesia since Indonesians do not use it for daily communication (Mandasari, B., &

Oktaviani, 2018). Thus, learning English is not as easy as it seems. It takes a long time to be able to speak English language competently. Moreover, there are so many components of this language that must be mastered; one of them is vocabulary.

Vocabulary is a core component of language proficiency and provides much of the basis for how well learners speak, listen, read, and write (Richards, 2020). In this case, when studying vocabulary mastery, learners need to adjust their learning style (Wahyudin, A.Y., & Rido, 2020), strategy (Lestari, M. & Wahyudin, 2020) as well as the use of media that could help students develop their vocabulary mastery easily.

(Luthfina & Irwansyah, 2020) *Weverse* is an application Korean web platform and mobile application that created by South Korean entertainment company Hybe Corporation. This app is specially for posting multimedia content and fan artist communication for musicians. *Weverse* hosts a variety of free and subscription content including educational and entertainment videos, Instagram Stories style updates, and an artist-to-fan interaction and platform for users to connect with one another.

(Razi & Mahamed, 2021) *Run BTS* is a variety show featuring the South Korean boy band BTS. In each episode, all 7 members play games and/or participate in various activities arranged by their staff to complete challenges. In fact, they also carry out secret missions, to get prizes or receive punishment. After a one-year hiatus, the second season premiered on January 31, 2017, and since episode 23, has become a weekly show since production on *BTS Gayo* has ended. On December 26, 2018, a trailer for the third season was posted, announcing the premiere on January 1, 2019.

## **METHOD**

The research was conducted at SMA IT Al-Qur'aniyah which is located at Jalan Panti Asuhan Jurang Mangu, Tangerang Selatan. The timeline of present research 2 months from June to July 2023.

The researcher uses a quantitative method. Quantitative method itself is a research theory in a specific way, addressing research questions and/or hypotheses, establishing a study plan, drawing inferences from findings, and so forth. Related to this (Creswell, 2014), quantitative research pinpoints a research problem based on industry trends or the requirement to provide an explanation for why something happens. Based on the definition given above, quantitative research is the methodical empirical study of observable phenomena using statistical, mathematical, or computational methods.

The reality show of *Run BTS* is defined as a media that used by the researcher for vocabulary mastery learning. This study examines a variable, whether the reality show *Run BTS* with English subtitle affects students in vocabulary mastery who are high school students in SMA IT Al-Qur'aniyah. The population in this study is students' high school 10<sup>th</sup> grade at SMA IT Al-Qur'aniyah and the researcher determines a population of 30 students.

The researcher is using the pre-test and post-test for the collecting data. Data collection is a procedure for collecting, measuring and analyzing various types of information using standardized techniques. And the result of these two tests will be compared. In order to see the progress in terms of their vocabulary mastery. In this study, the researcher is used the pre-test and post-test for analyzing the data and the researcher

carried out to find the effectiveness of watching Run BTS on *Weverse* for vocabulary mastery. The formula of T-test statistics analysis will be applied by the researcher to determine whether there will be differences between means (average) score of two groups is large enough to be considered significant. The researcher will be used paired sample T-test formula. In this method, we compare only one group at two different times.

## RESULT AND DISCUSSION

Hypothesis test is carried out with the aim of answering questions previous research is still conjectural. In this study, the research hypothesis is divided into 2, namely the null hypothesis ( $H_0$ ) and alternative hypothesis ( $H_a$ ), described as follows:

- a)  $H_0$  (null hypothesis): There is no effect on the vocabulary mastery of students taught by watching RUN BTS on *Weverse*.
- b)  $H_a$  (alternative hypothesis): There is an influence on mastering vocabulary taught by watching RUN BTS on *Weverse*.

Hypothesis testing in this research was carried out using a paired sample t-test. The paired sample T-test is used to determine whether the independent variable has a significant influence on the dependent variable. The calculation of the paired sample T-test in this research uses the help of the SPSS 23 program. The results of the paired sample T-test are:

Table 1. Paired Samples Test								
Paired Differences								
95% Confidence Interval of the Difference								
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
PreTest - PostTest	-19.333	7.383	1.348	-22.090	-16.577	-14.343	29	.000

From the results of the paired sample T-test above, the sig value is known. (2-tailed) of 0.000. According to the decisions making rules in the paired sample T-test, the sig. (2-tailed) < 0.05 or 0.000 < 0.05 it can be concluded that the hypothesis  $H_0$  is rejected and  $H_a$  is accepted because there is a significant difference between the pre-test and post-test learning outcomes. So, it can be concluded that there is an effect of the use of RUN BTS for students' vocabulary mastery in class X students at SMA IT Al-Qur'aniyyah.

The popularity of the South Korean boy band BTS has reached global proportions, with millions of fans around the world following their music and activities. One of the platforms that BTS utilizes to connect with their fans is the Weverse application. On Weverse, fans can access various content related to BTS, including their reality show called "Run BTS. The captivating and entertaining nature of "Run BTS" episodes may

contribute to increased cognitive engagement, leading to better retention of new words and phrases. The interactive nature of the show, combined with the contextual use of language in various scenarios, could be enhancing viewers' vocabulary mastery.

Based on the findings, educators and language learners may consider incorporating "Run BTS" as a supplementary tool for vocabulary enrichment. The combination of entertainment and educational value makes it a compelling resource for individuals aiming to enhance their language skills. The ongoing popularity of "Run BTS" on Weverse showcases its potential as a unique and effective medium for vocabulary mastery, providing an engaging platform for language learning enthusiasts worldwide.

The continued success and popularity of "Run BTS" on Weverse undoubtedly highlight its potential as a distinctive and powerful tool for enhancing vocabulary proficiency. This immensely popular variety show, featuring the members of the globally renowned K-pop group BTS, has evolved beyond mere entertainment, emerging as an unexpected yet effective platform for language acquisition and mastery.

One of the key reasons behind the efficacy of "Run BTS" as a medium for vocabulary mastery lies in its inherent appeal and engagement. By seamlessly integrating language learning with captivating content, the show manages to effortlessly capture the attention of language enthusiasts worldwide. Viewers are drawn not only to the charismatic personalities of the BTS members but also to the diverse range of activities and challenges they undertake in each episode. This blend of entertainment and education creates an immersive and enjoyable learning experience, motivating viewers to actively engage with the content and consequently enhancing their vocabulary retention.

Moreover, "Run BTS" offers a unique advantage in terms of its accessibility and inclusivity. Unlike traditional language learning methods, which often require structured classes or textbooks, the show provides a more informal and relatable approach to learning. Through natural conversation, playful banter, and real-life situations, viewers are exposed to a rich variety of vocabulary in context, facilitating a deeper understanding and appreciation of the language. Additionally, the global popularity of BTS ensures that "Run BTS" reaches a diverse audience spanning different cultures and linguistic backgrounds, further enriching the learning experience and fostering a sense of community among language learners worldwide.

Furthermore, the format of "Run BTS" lends itself well to vocabulary acquisition, with each episode presenting a new set of challenges and scenarios that require viewers to engage with a wide range of words and expressions. Whether it's solving puzzles, participating in games, or embarking on adventures, the BTS members frequently encounter unfamiliar vocabulary, providing viewers with valuable opportunities for learning and expansion of their linguistic repertoire. Additionally, the show often incorporates subtitles and translations, enabling viewers to follow along and grasp the meaning of unfamiliar words while enjoying the content.

In conclusion, the ongoing popularity of "Run BTS" on Weverse underscores its potential as a unique and effective medium for vocabulary mastery. By seamlessly blending entertainment with education, the show offers an engaging platform for language learning enthusiasts worldwide, fostering a dynamic and immersive learning experience that transcends cultural and linguistic boundaries. As "Run BTS" continues to

captivate audiences and inspire language learners, its impact as a valuable resource for vocabulary acquisition is poised to grow exponentially in the future.

## CONCLUSION

Based on the results of the research and data analysis that has been carried out, it is concluded that watching RUN BTS on Weverse has an effect on developing students' vocabularies in learning English. This is based on the average score obtained during the pre-test of 60 and the average post-test of 79,6. From the results of the increase in learning outcomes, it can be concluded that watching RUN BTS on Weverse has an effect on developing students' vocabularies in learning English. The results of this research were formulated based on the problems faced by students in mastering vocabulary, such as students having difficulty knowing the meaning of words in English, low student participation during learning because teachers always apply the same teaching methods and the use of learning media used by teachers.

Based on the findings of this research, there are some suggestions the researcher would like to suggest related to the result, the researcher provide the following suggestions for English Teacher English teachers must use interesting learning methods and innovate teaching media to improve students' reading comprehension skills. Teachers can use various types of methods as strategies in developing students' vocabulary and will make students interested in various types of media. For Students, Students must explore more vocabulary in English if they want to see progress in learning English. There are various types of viewing that can be used as fun alternative learning media and watching content or videos using English subtitles can better master vocabulary so that students can understand the material and improve learning outcomes. For Next Researcher, Researchers hope that in future research who are interested in the same topic and will be able to find more uses for watching to master vocabulary and become better at it. Other researchers should expand the scope of their research, considering that this research cannot fully describe the effectiveness of watching in mastering English in other places.

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