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## Cultural Value Orientation in Trans7 Youtube Channel *Magazine Show* Program and relevance to Indonesian Language Learning

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**ABSTRACT:** Education in the modern era encourages us all to collaborate in the learning process through various means and facilities including technology. One of the elements that needs to be present is the element of cultural value orientation. This research aims to: 1) describe and explain the representation of local cultural values on the Magazine Show Trans7 YouTube channel; and 2) describe local cultural values on the Magazine Show Trans7 YouTube channel and their relevance in learning Indonesian. The research method used is qualitative research with a content analysis approach. Based on the findings, 60 pieces of local cultural value were found from the analysis, namely: (1) the essence of human life, (2) the relationship between humans and natural resources, (3) human perception of time, (4) arts and crafts, (5) social relationships. Based on these findings, it is appropriate to use alternative teaching materials and digital tools on the YouTube channel Edutainment / Magazine Show Trans7 to instill cultural values that are integrated with education, which is the right step because apart from instilling cultural values in Indonesia.

**Keywords** -About five key words in alphabetical order, separated by comma

### I. INTRODUCTION

Current development of the world education is expected to be able go hand in hand with rapid development of technological progress according to the demands of the 21st century. Education is solution to various problems and challenges in life in the future that students will face and cannot be separated from improving the quality of human resources. A very valuable investment for the nation's progress is the development of human resources from primary education, secondary education, to tertiary education [1]. One effort that can be made is to collaborate learning using technology based on local culture and character education. Representation of local culture is needed in student learning. Minister of Education and Culture Regulation No. 21 of 2016 concerning Primary and Secondary Education Content Standards contains secondary level core competencies in aspects of knowledge, technology, arts, culture and humanities. The existing content must also be balanced in order to achieve harmony in learning.

Until now, there are still various legal cases involving children because the decline in the value of character education is of course caused by many factors. According to the child protection commission or KPAI, in 2023 there were 271 cases of children dealing with student brawling and cybercrime laws, both children as perpetrators and victims. Meanwhile, in the latest case on May 3 2023 in Tegal Regency, Central Java, a child had the heart to kill his mother [2]. Usually the perpetrators or victims of child violence, such as student brawls, are caused by distortions in the character of mutual cooperation and religious distortions triggered by a lack of interaction between students, resulting in a lack of mutual understanding, lack of mutual respect, concern, giving rise to intolerance, individualism, and a lack of respect for others [3]. Thus, it is necessary to collaborate learning with existing media or facilities both at home and school with local cultural themes[4]. As educators, we need to carry out in-depth evaluations and innovations in learning in the modern era for the future.

In such conditions, the educational environment becomes an important factor in forming a child's

character in the future. One way to shape children's character is to introduce local cultural values including religious values, independence values, creative values, responsibility values and love of the country [5]. Based on Law no. 20 of 2003 concerning the National Education System, national education is education based on Pancasila and the 1945 Constitution which is rooted in religious values, national culture, and responsive to the demands of the times. Thus, the implementation of education can lead to the national cultural process. Culture is the foundation in the implementation of education. To make this happen, learning must contain culture and needs to be studied well. Culture has a contribution to education [6]. With local culture, students will become more creative and will have aesthetic and social awareness as well as the norms, values and beliefs in their social environment in society.

Learning developments are very diverse and innovative, the role of the teacher is needed as a facilitator to implement the realization in the digital era of various innovations that can be used as teaching materials. As professional educators, developing teaching materials is an important element that teachers must carry out in learning [7]. Teaching materials are an important aspect of the learning process. Teaching materials that have been well prepared have an important function for a teacher to improve the learning process more effectively and efficiently [8]. Implementing a good learning process requires appropriate teaching materials. According Tomlinson (2011) [9], in the development of teaching materials can be seen as a field of study or practical business. As a field of study, teaching material development studies the principles and procedures for designing, implementing and evaluating teaching materials. Teaching materials, better known as learning materials (Instructional Materials), generally contain skills, knowledge and attitudes that are used as tools, texts and news that teachers need for planning and reviewing the implementation of learning [10], [11]. In this way, the selection of teaching materials and materials can be adjusted to the current curriculum to suit the latest educational needs.

One website that has this role in this modern era is YouTube. According Wirga [12] YouTube is the social media that is most popular with the public, the increasing popularity of YouTube is driven by the increasing value of the video sharing platform on the site. It can be understood that YouTube is a website that is able to provide facilities for its users to view, download or share the videos they have.

On the Trans7 television station, which can currently be accessed via YouTube, there are many educational or edutainment programs that provide knowledge and insight so that viewers, apart from being entertained, also gain insight and knowledge. In the events *Traces of the Bald*, *Traces of Adventurers* and *Traces of Children of the Country*, a Trans7 Magazine Show program exposes local wisdom through the character of the presenter as a narrator who is versatile, helpful and tough.

One of the important lessons to be taught to students is learning to write. This is because writing is one aspect of productive language skills because writing is an action to create something so it cannot be achieved just by writing once [13]. Writing can be interpreted as an activity related to reasoning which is an individual expression such as reading for understanding [14], [15]. Writing skills themselves are a process of development through lots of practice (Oktaria et al, 2018). So that in the learning process students will use the writing they create as a basis for thinking so they can develop in writing.

Writing procedural texts can be done collaborative learning by reporting procedural texts based on audio-visual broadcasts on the Youtube Magazine Show Trans7 channel. There are several texts taught in class VII of Junior High School, one of which is procedure text. Writing procedure texts is a very important text that needs to be available to fulfill people's needs. Text that explains the steps or stages clearly, complete with details regarding how and how to do something [17]. Student observations in writing activities can use existing media in the form of YouTube videos *Traces of the Bald* and *Traces of the Adventurer* to observe and collect the data needed as a reference for procedural text learning materials. Learning to write procedural texts is the right step because it is often experienced by students in their daily lives in their environment, making students understand better how to do something based on text structure, objectives and steps [18]. Learning activities using audio visual broadcasts on Youtube Magazine Show Trans7 need to pay attention to the effects of illustrations which can be used to convey messages to students, especially in the value of character education and local culture in procedural text learning materials, can stimulate students in writing the steps to do a job, how to make traditional tools or food.

## II. METHODS

This research is qualitative research with a content analysis. Qualitative research uses descriptive data and written or spoken words from the object observed [19]. The author analyzes the feasibility of YouTube content in the form of videos that have been transcribed. The selection of channels is based on the Education / Magazine Show theme on the Trans7 YouTube channel which has a program exposing various cultural traditions in Indonesia. Based on the selection of videos, it was found that those that met the needs for the research data were found in the program Jejak si Gundul, Jejak Petualang, Jejak Anak Negeri, Bocah Petualang and Ragam Indonesia.

Content analysis is a research approach to making valid and re-researchable inferences from data based on context. The video content selected is based on content that contains educational values, namely; cultural values, character education, and local wisdom in that culture. According to Krippendorff (2013) [20] content analysis consists of six steps, namely (1) Unitizing, collecting data in the form of narrative text transcripts from selected videos; (2) Sampling, determining samples abstracted from existing data; (3) Recording, recording is done to separate it from other transcript texts; (4) Reducing, data is reduced by determining the data to be analyzed according to the researcher's needs by classifying it; (5) Inferring, conclusions are obtained from the reduced data and then interpreted using secondary literature; and (6) Narrating, description and analysis by paying attention to the results of the interpretation and determining the value of local cultural education and character education obtained. Then validate the data using theory Miles and Huberman into [21] namely data reduction, data presentation, and data verification through data triangulation along with method triangulation.

The practical results of this research, regarding the feasibility of selecting YouTube videos for teaching materials, will be considered and verified again through focused discussions / forum group discussions (FGD) by class VIII Indonesian language subject teachers at SMPN 18 Surakarta and humanists or cultural experts from Gunungkidul regional cultural service employee D.I. Yogyakarta. Several value theories as well as cultural elements, forms and concepts are synthesized in order to understand the transcribed text which represents local cultural values to be interpreted. A secondary literature review was also used to analyze the content and validate the data from the transcribed videos, which involved critical systematics and knowledge understanding of the analyzed topic. Secondary literature takes the form of relevant research, books, articles and information media that contain related issues. research aims to expose the descriptive accounts of teaching and learning process in online learning setting which is related to critical and creative thinking.

## III. FINDINGS AND DISCUSSIONS

Youtube is a platform with an increasingly widespread reach. According to Cunningham & Craig (2019) [22] stated that YouTube displays far greater content, creator, language and cultural diversity than other global media giants. On the Trans7 television station, which can currently be accessed via YouTube, there are programs with educational themes or as edutainment / Magazine Shows which provide knowledge and insight that exposes various cultural traditions and customs in Indonesia. This spectacle can be watched on the program Jejak si Gundul, Jejak Petualang, Jejak Anak Negeri, Bocah Petualang, dan Ragam Indonesia. So that the audience apart from being entertained also gets insight and knowledge that contains educational values, namely; cultural values, character education, and local wisdom in culture.

### **Indonesian Local Cultural Values Orientation Youtube Edutainment Channel / Magazine Show Trans7**

The local cultural values of Trans7 Edutainment/Magazine Show program at the events Jejak Petualang, Jejak Anak Negeri, and Jejak Si Gundul can be seen referring to the value orientation developed by Kluckhohn dan Strodtbeck [23], [24] put forward a conception regarding the content of cultural values that universally exist in every culture regarding at least five main things, namely (1) human nature, the essence or meaning of human life; (2) humanity and natural environment, or the meaning of human relationships with the natural surroundings; (3) time, or human perception of space and time; (4) activity, or the question of the meaning of work, the results of human work, and (5) relational, or human relationships with fellow humans. In accordance with the opinions of experts in these theories and based on the findings, there are 5 local cultural values, namely

spiritual as the essence of human life, humans and natural resources, human life in the past and future, arts and crafts, and social relations.

The Edutainment / Magazine Show Trans7 television program, which is currently available on YouTube, is in the soft news entertainment program category. In the television or broadcasting industry, this program is often referred to as an air magazine, this program which presents light but in-depth information is very different from other program categories. [25]. Trans7's Edutainment / Magazine Show programs include the events Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul which present and introduce local culture in Indonesia.

This can be used as the development of teaching materials in it and the use of technology using YouTube media, innovation in learning resources, innovation in learning media, and innovation in teaching materials containing local culture in Indonesian language learning. The cultivation of local cultural values is presented in the Youtube Magazine Show Trans7 video in the 3 programs above, among others.



Figure 3. Source: :(Official Youtube Trans7)[26]

The Materuna Nyoman ceremony of the traditional Balinese community in Tenganan village still highly upholds the customs of their ancestors, it has become a habit for them to carry out every activity by working together (Transcript 1, Video of the Jejak Petualang Geliat Petualangan Tanah Dewata)

In the text quote above, it shows the Materuna Nyoman traditional ceremony, the name of the tradition used as a representation of cultural preservation regarding the nature of human life. Materuna Nyoman as a symbol is in accordance with cultural values, namely the essence of human life which still upholds the customs of its ancestors. The essence of human life is carrying out traditional customs from ancestors by working together as an effort to maintain the integrity of community relations within certain groups. In accordance with Astuti (2021)[27]research, upholding the culture and customs that have been established by their ancestors is one of the essence cycles of a good cultural life.



Figure 4. Source: (Official Youtube Trans7)

So now I want to follow the fishermen to go out to sea and spread the net... If we look for fish, it all depends on nature. Sometimes we get a lot of fish, sometimes we get a little but we must still be grateful... (Transcript 1, Video of the Jejak Petualang Geliat Petualangan Tanah Dewata)

In the text quote above, it shows one of the natural resources that must be protected. Fishing using nets does not damage the marine ecosystem without using bomb technology or trawls. Being grateful for the results of the catch obtained is one of the efforts to preserve natural resources. This behavior becomes a symbol of cultural values regarding human relationships with natural resources. Moral values are a series of values related to behavior[28]. Moral cultivation can be interpreted through the use of teaching materials that contain cultural values such as those found in the YouTube video.



Figure 5. Source: (Official Youtube Trans7)

Shaving the boys' hair and cutting their teeth, this maturation process is intended so that in the future they will be ready to face real life. (Video of the Jejak Petualang Geliat Petualangan Tanah Dewata)

In the text quote above, it shows a series of Materuna Nyoman traditional ceremonial processes where hair and teeth are cut, which is believed to be the process of a child's maturation. This is intended as a symbol regarding cultural values, namely human perception of time. Children are prayed for and given direction regarding their readiness as independent individuals to face various real life problems in the future. Human independence does not appear suddenly but through early training [29]. Training and providing independence from an early age is an important aspect in a child's life in the future.



Figure 6. Source: (Official Youtube Trans7)[30]

*Panjang Ilang* as a discarded serving container is taken to a place that has been considered sacred for generations. It is said that in ancient times, long ilang was a food supply for soldiers or Kraton Knights on the battlefield. (Transcript 2, Video of the Traces of the Children of the Nation's Apostolic Traditions and Culinary Riches in Gunungkidul)

In the text quote above, it shows that Panjang ilang is a tool as a container or place for food as a historical relic of the past during the era of the Kraton D.I. Yogyakarta. According to the perception of the Gunungkidul people, the Rasulan tradition has many benefits from the royal relics of the past which are still used and preserved today. This is a symbol of human perception of time in previous historical heritage.

According[31]the past as a long and unique history, which is marked by various relics of objects or handicrafts in a tradition, must be preserved or converted.



Figure 7. Source: (Official Youtube Trans7)[32]

I was invited by Mas Eri and Mas Ifat to look for bamboo as material for making traditional Kumbeng musical instruments in preparation for an arts performance at Wiskuno. Kumbeng from simple tools and materials can produce good work, not inferior to today's modern musical instruments. (Transcript 3, Video Jejak Si Gundul Kumbeng alat musik dari bambu khas Kebumen)

In the text quote above, it shows that there are traditional instruments in the form of typical Kebumen musical instruments made from simple materials, namely bamboo. The making and use of traditional musical instruments is part of the cultural values found in each particular traditional region [33]. This instills in future generations to love and preserve their own culture, as advice and belief[34]. Because traditional musical accompaniment usually has its own unique value.



Figure 8. Source: (Official Youtube Trans7)

The peak of Rasulan, namely kenduri/gendurenan, usually residents will flock to the village hall to give food which will later be distributed to local residents who are less fortunate. (Transkrip 2, Video Jejak Anak Negeri Tradisi Rasulan dan Kekayaan Kuliner di Gunungkidul)

In the text quote above, it shows that in the apostolic tradition procession there is a series of giving food which will later be distributed to local residents who are less fortunate. This represents social concern in the apostolic tradition as a form of traditional cultural values of the Javanese people with a high sense of concern since the time of their ancestors. As an eastern culture, every individual in society must have a high sense of care in meeting each other's needs[36].

## Utilization of YouTube Contains Local Cultural Values in Learning

Students' daily lives cannot be separated from the cultural habits that exist in society, this is the background to the need for modern teaching materials but still contains aspects of cultural values in learning both at school and at home. Before developing teaching materials containing cultural values, educators need to analyze the needs of students and the basic competencies required. What is needed in developing teaching materials, both in terms of facilities, infrastructure and facilities to avoid the conventional learning process which tends to be boring.

In several schools teachers have carried out learning using alternative learning videos. As was done by the class VII Indonesian language teacher at SMPN 18 Surakarta. Based on the results of interviews and focused discussions that we conducted, various kinds of learning videos were used during classroom learning activities. Teachers have carried out various innovations in making learning videos, such as presenting documentaries, lectures, animated short videos and other videos. From various learning videos that have been carried out to provide a stimulus for learning Indonesian subjects, the teaching material is writing narrative texts, exposition texts and procedural texts. However, the results were not very satisfactory according to the desired target. So the teacher reflects on students' needs and competencies based on the latest curriculum, namely independent learning.

In the Youtube video of the Trans7 Edutainment / Magazine Show program, teachers can analyze the need for material as teaching material without using special theories but are more flexible in the development process. Students can not only recognize the culture in their surrounding environment, but can also recognize the differences in the various cultures of their nation throughout Indonesia. Of course, it can be a stimulus for students to be tolerant in their environment. This is because the Trans7 channel on Edutainment / Magazine Show programs such as Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul are special programs to explore and highlight local wisdom and culture in every region of the archipelago in Indonesia.

Apart from the cultural values which are explored as the main thing in this program, the things done by the presenter in delivering the program can be a representation of character education which will later be watched and modeled by students as good behavior in society in their environment later. In each program on Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul, there is a presenter who is also a narrator. The role of the presenter is as an introduction and explaining the flow when covering traditional ceremonies held in each particular area. Mingling with and helping the community in carrying out certain traditions carried out by the presenter is something that needs to be present as a requirement for the program so that it seems inspiring as a resident of the area it is covering. Introducing local wisdom values and their culture in the areas they visit, then explaining them in detail is the main role of the presenter in the program.

The use of YouTube as an insight into knowledge and used as a learning reference to broaden educational horizons has previously been analyzed by researchers. In Argentina, videos uploaded in Spanish are called Edutubers, namely YouTube influencers or what is usually known as content role models, who teach school content mostly through short videos with dynamics that are quite popular quickly more than other video themes [37], [38]. This meets students' expectations and broadens their understanding of the learning material[39]. The use of YouTube for teaching materials can be considered as developing teaching materials, because it has extensive knowledge and insight references. However, educators must continue to monitor and choose the right material to use in learning videos.

The results of this research show that the selection of YouTube videos from the Trans7 Edutainment / Magazine Show program containing local Indonesian cultural values can be integrated into the development of teaching materials because they are linear with students' lives found in their environment in society. It can be stated that the YouTube videos of the Trans7 Education / Magazine Show program contain local Indonesian cultural values, it is hoped that they will be able to become a smart alternative using the right technology, broaden horizons, open tolerance between cultures, and instill the noble values of the Indonesian nation in students. The results of this research are in line with some of the findings of [40]who concluded that the process of learning Indonesian in writing materials is good using the use of technology. In this research, the results of interviews with class VII teachers at SMPN 18 Surakarta used the YouTube Edutainment / Magazine Show Trans7 program containing cultural values, suitable for use as an alternative teaching material for learning to write texts. Also found that developing teaching materials by integrating cultural values so that they are proud of their own cultural identity and as a manifestation of appreciation for ancestral heritage[41]. According to him, in

developing Indonesian language teaching materials containing cultural values, the learning process will feel more meaningful. Apart from that,[42]also concluded that cultural values are suitable and can be used as teaching materials for Indonesian.

#### IV. CONCLUSION

Use of YouTube teaching materials which contain local cultural values, especially Indonesian culture, can foster motivation to learn and make students more enthusiastic by growing a sense of tolerance towards their fellow students. This is characterized by students' activeness when participating in the learning process by getting to know the diversity of Indonesian culture that appears during the learning process. Local cultural values in learning are able to stimulate students to learn text writing materials such as narrative texts, procedural texts, explanatory texts and other texts in Indonesian language subjects. Apart from that, the majority of viewers on the Youtube Edutainment / Magazine Show Trans7 channel on the programs Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul are children or students who are still active in school.

The use of Youtube teaching materials from the Trans7 Edutainment / Magazine Show program containing local Indonesian cultural values not only makes students more enthusiastic in participating in learning, but is able to foster students' curiosity about the social tolerance that exists in the culture in their living environment. Apart from that, students are also motivated to make short videos to upload to YouTube to become confident and include cultural values around them such as procedures for making traditional toys or how to make traditional food in their local environment. The practical results of this research regarding the feasibility of selecting YouTube videos for teaching materials have been considered through focused discussion by the class VII Indonesian language subject teacher at SMPN 18 Surakarta, and humanists or cultural experts from the Surakarta regional cultural service employees and D.I. Yogyakarta.

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