

## Harmonizing Languages: Insights from YouTube Comments on Learning English and Pop Music

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**Abstract.** This study explores the impact of social media, particularly YouTube, on English language learning and cultural acquisition among Indonesian users. With the rise of digital platforms, social media has transformed communication and learning, making it essential for educators to integrate these tools into their teaching methodologies. The research analyzes comments from 3 (three) YouTube channels through multiple theoretical frameworks to understand how popular culture influences language perception and learning. The comments were examined using Holliday's Host Culture Complex (1995), which includes the categories of Institutional Culture, Societal Context, and the Individual; Benson's comment polarity model (2015), which categorizes comments as positive, negative, relevant, or irrelevant; and Bhimate et al.'s YouTube comment typology (2024), which includes appreciation, normal, trolling, suggestion, question, and other categories. Findings reveal that while many Indonesian users perceive English as challenging, they also recognize its importance and express a strong desire to improve their language skills. The study highlights the role of popular culture, such as music, in enhancing language comprehension and cultural understanding. It suggests that engagement with pop culture can motivate learners and facilitate language acquisition. Overall, the research underscores the need for EFL teachers to leverage social media as a dynamic resource for language education.

**Keywords:** Comments; Learning English; Popular Culture; Social Media; YouTube

### INTRODUCTION

Throughout history, humans have lived in a realm of interaction where different cultures converge on numerous accessible digital platforms. People are engaged in nearly constant interactions with individuals from various locations. The rapid technological progress in the twenty-first century has led to social media almost replacing face-to-face communication. It has become an integral part of our lives, offering us a completely new way of living, along with new demands and regulations.

Social media consists of diverse networking sites such as Instagram, Twitter, Facebook, Tumblr, and more. Every one of these social networking platforms has its own unique set of features. Despite their differences, they all aim to improve communication among their users. Social media's role in shaping our identity and life experiences makes its influence impossible to ignore. Considering the extensive use of social media as a communication medium, it has significantly influenced the way we use language.

Writing in *Language Learning and Technology* a little over a decade ago, Koutsogiannis and Mitsikopoulou (2004) described the Internet as a "worldwide literacy practice environment" that also functions as "an informal learning environment for English as a second/foreign language". More recently, "globalization has changed the conditions under which FL [foreign languages] are taught, learned and used" and highlighted four important developments with strong implications for current research on Internet-based language learning. First, everyday use of online social media is now the norm for wealthier

regions of the world. Second, while English remains the dominant language, social media is increasingly supportive of multilingualism. Third, the globalization of communications media is blurring distinctions among languages and destabilizing taken-for-granted codes, norms and conventions. Last, online communication increasingly takes place in multimodal environments, such as YouTube.

Pop culture is a part of technology, and technology offers curiosity by offering access to diverse information and cultural engagement through various media platforms. Popular culture includes music, art, literature, fashion, and more, which play an important role in our society. This approach can captivate students and increase their motivation to learn, offering various ways to engage students in learning. In EFL contexts, popular culture is a motivational resource. It serves as a source of inspiration. Various definitions of «popular culture» exist depending on who defines it and the context in which it is considered. In general, popular culture refers to cultural products that become widespread through mass media, including movies, K-pop, games, and music. Pop culture's effect in Indonesia is profound, covering diverse media such as films, music, television, literature, and social media (Tegge, 2021).

Hootsuite reported (Hootsuite, 2022) that young Indonesians are avid consumers of international pop culture, significantly shaping their interests and worldviews. Recognizing this, English teachers have begun to incorporate pop culture references into their teaching methodologies to bridge the gap between traditional language teaching and students' real world experiences (Mandasari, Kosassy, & Jufri, 2022). Moreover, educators have also started exploring innovative teaching approaches to effectively engage students and cultivate their curiosity (Asmin, 2020).

According to Jubas (2022), blending popular culture with professional training may increase student involvement with challenging theories and topics, encouraging critical learning and inquiry that help students grow into ethical, responsible, and reflective practitioners and persons. Embracing pop culture in education offers the advantage of instilling students with confidence that their interests are valued within the academic context.

Furthermore, participants emphasized that integrating students' interests into English lessons is crucial, and therefore, teachers should explore their students' preferences. Teachers who integrate pop culture can better engage with students' varied passions. Most students are fond of movies, online games, and songs. Some students these days are very into K-pop. As a result, combining the material with their idol figure would be an excellent way to boost their curiosity and active engagement in the classroom.

Research indicates that social media usage can boost motivation to learn in various ways. First, social media offers convenient access to a wide range of engaging learning materials like videos, podcasts, articles, and online courses. Second, social media promotes collaborative learning by allowing users to learn collectively within groups or communities that share similar interests. Third, social media allows users to practice their language abilities in authentic situations, which boosts their confidence and communication skills.

Therefore, it is important for us, as EFL teachers, to investigate the impact of social media on learning English as a foreign language and especially how they interact at commentary sections to enrich their language and culture knowledge. In sum, language learning on the Internet can no longer be conceptualized simply in terms of access to native speakers of English and English language texts; it is now much more a matter of everyday immersion in communicatively complex environments, involving multilingualism and

language exchange, in which language learning and intercultural learning are often intertwined.

## **LITERATURE REVIEW**

### **POP CULTURE AND IMPLEMENTATION**

According to Frankfurt (2023) popular culture is mass culture produced by the culture industry for the stability and continuity of capitalism. Meanwhile, according to Williams, the word "popular" has four meanings, namely:

1. Many people like,
2. Types of lowly work,
3. Works done to please people,
4. Culture that is made by people for themselves.

For pop culture implementation, Frankfurt (2023) also mentioned how it can be used as learning activities. For movies and games, it can be used as small group discussions or role play. While for music/song, it can be used as listening or vocabulary dictation practice, for comic/short story, it can be used as reading or content analysis, for fandom or famous people can be used as creative writing outlet and for social media can be used as mini research or vocabulary building. It is quite clear that pop culture, media and education can be used as learning tools when used effectively.

### **Learning Culture through Social Media**

According to Baruah (2012) the term social media refers to "the use of web-based and mobile technologies to turn communication into interactive dialogue". Socializing with others is part of human nature. This is why social media is widely used, especially among teenagers. Moreover, teenagers tend to have a need to follow role models and wish to imitate and sound like them. This helps to increase their sense of engagement with society.

Social media serves to increase the distance of the concept of 'the social' from a focus on human groups to something that takes our increasing engagement with a variety of objects, tools, and technologies (such as mobile phones, computers, blogs, and social networking profiles) into account, which not only allow us, but encourages us, to engage with others via these devices. Human relationships have become increasingly dependent on, and even displaced by, objects. Thus, when human beings are engaged in intensive social communication networking, they are most likely to influence each other. The relationship between media and culture has been studied extensively. In their book, Grossberg, Ellen, & Charles (1998) discussed the relationship of culture, media, and education. He pointed out that this relationship became part of the schema of a movement that defined the direction of society, which is why it is difficult to separate the study of culture from the study of mass media.

## **YOUTUBE**

YouTube is an internet platform that was officially launched in late 2005, enabling registered users to upload videos for public viewing. Because of the website's popularity, free access, and user-friendly interface, many language teachers have begun using it to teach various languages by uploading language learning videos. Each video is displayed on its own page, which contains a number of elements including a space below the video in which registered users can enter written comments.

An earlier study of YouTube comments on a fan-subbed video of a Chinese song with English subtitles written by the uploader (Benson & Chan, 2010) for example, identified four prominent topics in the comments: (a) accuracy of translations, (b) correct language forms, (c) cultural connotations of language, and (d) language learning and teaching

Combined with an interactional view of learning, an interactional view of YouTube helps explain how YouTube comments can involve learning. YouTube has been incorporated into language classrooms in a variety of applications that range from the viewing of video clips in order to supplement textbook materials to an entire class of students creating and sharing their own videos. The scope of the current research on the use of YouTube in language classrooms has, for the most part, reported that it encourages student-centered learning ecologies, increased peer-to-peer interaction, heightened motivation (and increased authenticity of tasks, all while also improving teachers' knowledge and aiding in preparation for lessons. Furthermore, the use of YouTube in its various forms has also reportedly improved students' oral, aural, and writing skills in action research studies (Mayora, 2009).

As technology develops and social media becomes more popular, the methods and sources of motivation have also undergone significant changes. Social media provides an authentic and interactive environment for language practice. Users can have real conversations, access content in the target language, and communicate with native speakers.

## **METHOD**

The literature has stressed the importance of observation in language research and practice (Brown, 2001). Observation is "a non-judgmental description of classroom events that can be analyzed and given interpretation" It describes the learning environment that includes all the elements in the learning process such as the teachers, the students, the materials to be used, the place where the learning is conducted. It illustrates how these components interact to achieve the learning outcomes. The data collection for this study involved an observation of the YouTube comments video sections. The study's primary data consist of the comments found on @gurukuMrD channel, @bangjoeofficial and @Indolirik Taylor Swift and Rose songs. The reasons for these YouTube channels being chosen as the subject research due to the activity of the YouTube comments in focusing English lessons also as popular culture learning aspects.

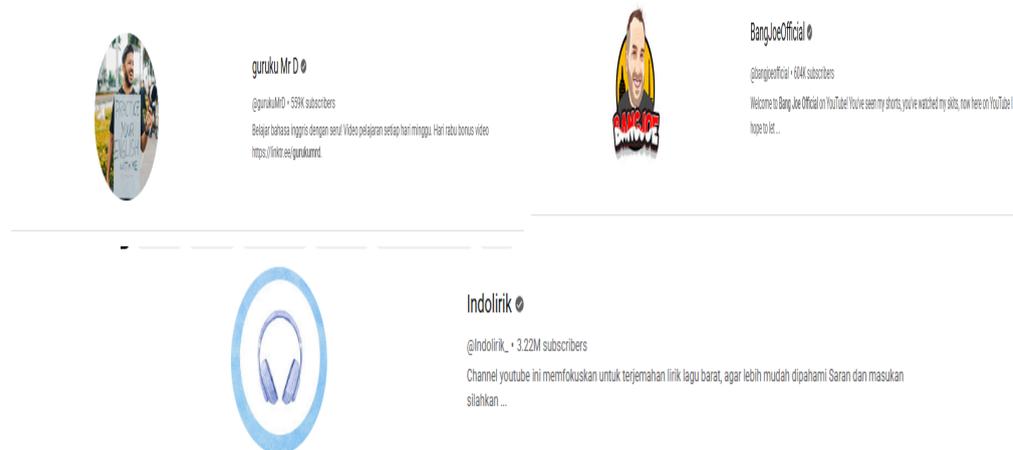
The data collection involved non-participant observation of these videos, documenting, and noting the language used. The transcription used Adrian Holliday's Host Culture Complex (1995) with categories: Institutional Culture, Societal Context and The Individual. The data was also analyzed using Benson's assumptions language theory (2015) with categories of: Positive, Negative, Relevant, and Irrelevant comments. Another category of sorting YouTube comments employed language theories developed by Bhimate et al (2024) as well with categories: Appreciation, Normal, Trolling, Suggestion, Question, and Others.

In summary, this research provides a detailed investigation into the YouTube comments and how it will help the user in language and cultural acquisition aspects.

## **FINDING AND DISCUSSION**

The YouTube comments are transcribed from @gurukuMrD, @bangjoeofficial and @Indolirik and then will be categorized based on Hollida's host culture complex theory

(1995), Benson's assumptions language theory (2015), and Bhimate et al (2004) YouTube comment language theories.



**Picture 1.** Youtube channels as the subject of the research

This research transcribed the comments on the YouTube channels which can be accessed at <https://www.youtube.com/@gurukuMrD>, <https://www.youtube.com/@bangjoeofficial>, and <https://www.youtube.com/@Indolirik>.

Therefore the YouTube comment categories are: Institutional culture, Societal context, The individual, Positive comment, Negative comment, Relevant comment, Irrelevant comment, Appreciation, Normal, Trolling, Suggestion, Question, and others. In total there are 13 categories.

No	Comments	Channel	Categories
1	When I was in school, I liked English the most, and I used to skip school when I was in English, but, after I got into the world of work, I just realized how important English is.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ Appreciation</li> </ul>
2	My English is passive. Listen to know what it means, but I got confused and feeling insecure	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ The individuals</li> </ul>
3	Hi Mr. D, you've been one of my favorite English teachers. Thanks for the wonderful videos. I love the daily phrases, common mistakes and what's the difference. If it's possible please make a video (real testimonials) from English nationalities about our pronunciation dong, it seems like there are a lot of English learners in the country who don't care about pronunciation and grammar. I'm not a grammar freak, but it's not dangerous when someone says 'He is like monkeys' when they mean 'helices monkeys'. Note: Conditions above the real sample that I have found Thanks again	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Appreciation</li> <li>✓ Societal context</li> </ul>

No	Comments	Channel	Categories
4	I'm thrilled bcz now a lot of Indonesians are starting to open their minds to learn and speak English.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Appreciation</li> <li>✓ Positive comment</li> </ul>
5	The most important thing is to believe in yourself, got it wrong ? Oh well.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Trolling</li> </ul>
6	Thank you so much Mr. Now I know the difference between good and well. Before, I thought they were the same adjective, but now, I understand that good adj and well is adv.. once again... Thank you	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> </ul>
7	Now here's what's hard for me, pronunciation is easy but grammar is hard, man!	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ The individual</li> </ul>
8	In terms of conversation (conversation) the Indonesian seem to be quite capable but are still lacking in vocabulary	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> </ul>
9	6th graders in elementary school still remember the English lesson. The exam was told to talk to the foreigner in Parang Tritis, we were provided with a form and the foreigner who judged it. I was so nervous. Meanwhile Ayu in this video in 6th grade already has an accent. Kinda relieved, yes, after seeing your page of junior high school boys, they were told about the general knowledge and seemed clueless.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individual</li> </ul>
10	In my area where I used to go to school, the average English lesson was only obtained in 7th grade (first grade) while I started learning it in 4th grade because only then was my only elementary school that was like that even high school only got English lessons. Now English lessons have been given even since children were in kindergarten or PAUD. So it's not surprising that children these days speak English more fluently than adults in Indonesia. Plus, information technology advances are now making it easier for people to learn English.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
11	My teacher once said, "Wrong and still learning is natural, but if it's wrong and you don't want to learn, it's rude."	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individual</li> </ul>
12	According to me, most likely if you learn to use grammar, that's the sentence that's going to be a banging. Example: how are you doing, are you okay? That's right. "If you want to speak slang	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ The individual</li> <li>✓ Suggestion</li> </ul>

No	Comments	Channel	Categories
	and don't look weird when talking to friends, don't learn to use grammar!		
13	Afraid of making mistakes because they get bullied a lot. So people would rather avoid that in my office.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
14	The thing that makes you speak English the most is "said to be English" even though our grammar and pronunciation are also correct if I am sad enough to say that but yes, it's a different person"	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
15	What is clear in Indonesia is that there is no English conversation, perhaps our government does not require our people allocate one day where communication is required or one day is mandatory for all people, such programs make the government easy, but for people to have many benefits, It may have been funny at first, but as time went by, it got serious, so the people's ability to speak English is better than India's.	@gurukuMrD	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
16	"Enter the Wind" There's no such thing as this one.	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ trolling</li> </ul>
17	Say "empty" if you want it to be "empty."	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ Suggestion</li> </ul>
18	Ever been in elementary school in English lessons taught this conversation People 1: How do you do? How do you do? I protest to the teacher, the questioning period and the "answer" of the same sentence? I told Mama hehe at the end... Alhamdulillah thankfully the teacher was kind and receptive.	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
19	The answer to "empty" in a real cell phone store is "no" or "we don't have one". The language of merchants in every field of business can be different, brother. Regarding certain productions, it is usually a matter of profit or commission from the sale of certain brands.	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ suggestion</li> </ul>
20	<i>So the meaning behind this video... Indonesian people are able to speak a little English, and have a lot of grammar corrected. Even though US people who have been speaking English since they were young, they never make it difficult to correct foreigners' speaking, even though foreigners are in the wrong English language. For those who are familiar with English, the important thing is to understand what it means.</i>	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> </ul>

No	Comments	Channel	Categories
21	I used to work at the hotel when I faced foreign and English customers. I still had a lot of trouble, so I always said this. I am sorry sir, I am sorry English, not fluently	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ suggestion</li> </ul>
22	<i>It's really proud that we can't just switch Indonesian to English, afraid that it means to be different</i>	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ suggestion</li> </ul>
23	if you speak two languages, you're bilingual,....if you speak more than three languages, you're polyglot,....if you speak one language, you're an american....	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ societal context</li> </ul>
24	" <i>Kamu sudah mandi atau belum?</i> " is my favourite Indonesian expression because Indonesia is a tropical country. It is very humid and hot in most places here in this country.	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ societal context</li> <li>✓ Suggestion</li> <li>✓ Positive comment</li> </ul>
25	"im fine thank you and you" Indonesians 80% of the answer. hahah!	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ societal context</li> <li>✓ The individuals</li> </ul>
26	If you're asked like that, just answer me. I'm good. I'm not wearing my ghost. It's like this too, if you want to order something like that, surely, we'll say: excuse me, I want to order blaa bla bla bla bla. Or the cashier asked us: hello what do you want to order? It's very stiff in the U.S. Hey, what can I get? Well just answer: can i get some coffee with blaaa blaaa blaa. The point is that the English we learned in school is very different from English in the U.S. because they mostly use slang and talk informally.	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ suggestion</li> </ul>
27	My sister who married an American foreigner said, never Americans respond to howru as Indonesian schools have taught... If you say I'm fine there's something wrong with you	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ suggestion</li> </ul>
28	How can I not be used to saying fine with my teacher, when I say outsiders don't make "I am fine thank you and you"? "Blah blah blah" buk, even said to be volunteering, English education in Indonesia is too rigid and there are many	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> </ul>

No	Comments	Channel	Categories
	rules, using everything, even though people outside the culture are not in Indonesia, just speaking rudely, so most Indonesian children are good at English from the internet, observe firsthand how native speakers speak in everyday language		
29	Anyway, there's nothing wrong with science... But maybe in the future, English curriculum lessons should be slightly revised... For example, in the conversation chapter, it must be explained in two versions, the formal version and the casual version, even the slang, so that when you jump into the scene you don't get laughed at by native speakers...	@bangjoeofficial	<ul style="list-style-type: none"> <li>✓ institutional culture</li> <li>✓ societal context</li> <li>✓ the individual</li> </ul>
30	Admin, maybe it means "cause you weren't mine to lose" it's "you're not mine for me to feel lost"	@Indolirik	<ul style="list-style-type: none"> <li>✓ suggestion</li> </ul>
31	The translation is good, not fixated on the real meaning, because the lyrics have their own meaning. Good.	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> </ul>
32	thank you admin Indo lyrics, now so understand the direction of the song in folklore	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> </ul>
33	You put me on" is an idiom of "you lie to me"	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individuals</li> <li>✓ Suggestion</li> </ul>
34	It's not a translation, it's an opinion of interpretation, poor people who will get lost.	@Indolirik	<ul style="list-style-type: none"> <li>✓ suggestion</li> </ul>
35	Just now, it turns out that Taylor's songs have a lot of figurative sentences, which are unique in themselves. Because if you read the translations, the admin has a difference of opinion as to what I'm getting. Nice interpretation. But the advice is, given the note "according to the administration's interpretation". Or given two translations, one completely translated from the lyrics and one from the admin's interpretation. Because his grandfather was fooled by many that the lyrics here really meant the truth of the song. No, it's just his administrative interpretation. Because in my opinion, this Taylor symbiotic deliberately composed songs using figurative sentences so that the interpretation can be many things, that's where the art and the	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individuals</li> <li>✓ Suggestion</li> </ul>

No	Comments	Channel	Categories
	desire can also be distributed to the audience. Nice work tho!!		
36	The most painful thing about this song is actually the use of "knees" on the bridge. People apply for one knee or "knee" but it's "knee" or "knee" or "knee" which means he doesn't just apply but begs that his girl wants to stay.	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individuals</li> </ul>
37	If you notice the lyrics immediately translate into meaning, not just the meaning of each verse, but the meaning based on the song's story, indicating that the translator was doing research, great job!	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> </ul>
38	Actually, the translation of the lyrics is not like this, it's more like someone's regret in a relationship, who wants to come back, but can't, at least he's trying. But if translated according to the above point of view, it's also in and it could be, because each person's point of view is different. And Taylor also usually has a lot of puzzles and double meaning to the song. Thank you.	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Suggestion</li> </ul>
39	Out of the woods it means 'end of all troubles' or 'end of all trials'... The test or problem here is about the uneasiness of a relationship that includes anxiety, fear, overthinking, pain, confusion and full of questions about complicated issues in the relationship. All those flavors were wrapped up in a beautiful bridge that makes us feel in that situation. Finally, Taylor Swift ended the relationship because it was complicated everywhere until others joined the problem (pictured by the wolf who was chasing her), even though what she wanted was this relationship about you and me. End of story because of that problem Taylor ended up in the closing lyrics 'in the clear yet? Good!!! 'which means 'it's done? Good!!'.	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> </ul>
40	Apateu is a Korean-style drinking game used to play in apartment, Bruno told about it on his Instagram caption	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ societal context</li> </ul>
41	Rose's style reminds of Gwen Stefani, vocalist of No Doubt. Her music was from the Punk Rock era of the late '90s and early 2000s. It matches Rose's music genre like this	@Indolirik	<ul style="list-style-type: none"> <li>✓ Positive comment</li> <li>✓ Appreciation</li> <li>✓ The individuals</li> </ul>

No	Comments	Channel	Categories
42	Thank you. The lyrics really helped me figure out what that song means.	@Indolirik	✓ Positive comment ✓ Appreciation
43	Apateu may also refer to: "Apt." (song), by Rosé and Bruno Mars Apt. (film), a 2006 South Korean horror film Apateu, a village in Nojorid Commune, Bihor County, Romania Apateu, a village in Culciu Commune, Satu Mare County, Romania Apateu, the Romanian name for Körösszegapáti, a village in Hungary 아파트, the Korean-language term for "apartment" Apateu, a South Korean drinking game	@Indolirik	✓ Positive comment ✓ Appreciation ✓ societal context
44	Apateu is like spinning the bottle game like in Korean drama, no?	@Indolirik	✓ question

It found 44 comments related to English perception, learning and regarding popular culture influenced from those 3 YouTube channels. With these findings of YouTube comment categories:

- a. 11 Institutional culture comments
- b. 16 Appreciation comments
- c. 15 Individual comments
- d. 18 Societal comments
- e. 15 Positive comments
- f. 2 Trolling comments
- g. 9 Suggestion comments
- h. 1 Question comments

It can be seen how the English language in Indonesia is seen as hard, difficult, and not welcoming since the English learned as being strict and "template" (*Ever been in elementary school in English lessons taught this conversation People 1: How do you do? How do you do? I protest to the teacher, the questioning period and the "answer" of the same sentence? I told Mama hehe at the end... Alhamdulillah thankfully the teacher was kind and receptive.*) It showed fear of being bullied (*Afraid of making mistakes because they get bullied a lot. So, people would rather avoid that in my office*) and also afraid of making mistakes and still unsure (*6th grade in elementary school still remember the English lesson the exam was told to talk to the foreigner in Parang Tritis, we were provided with a form and the foreigner who judged it. I was so nervous*).

But overall from the comments it is found that most Indonesians agree with how important English is (*When I was in school, I liked English the most, and I used to skip school when I was in English, but, after I got into the world of work, I just realized how important English is.*) And how most of them feel that Indonesians already quite good in English speaking skills (*In terms of conversation (conversation) the Indonesian seem to be quite capable but are still lacking in vocabulary, In my area I used to go to school, the average English lesson was only obtained in 7th grade (first grade) while I started learning it in 4th grade because only then was my only elementary school that was like that even high school only got English lessons. Now English lessons have been given even since children were in*

*kindergarten or PAUD. So it's not surprising that children these days speak English more fluently than adults in Indonesia. Plus, information technology advances are now making it easier for people to learn English).*

Popular culture also seemed to influence the English skill of the people who appreciate it. Since people who enjoy Taylor Swift music, or known as Swifties and Rose who is a K-Pop singer has better comprehension and language skills in general compare to who do not listen to the music (*Maybe it means "cause you weren't mine to lose" it's "you're not mine for me to feel lost". The translation is good, not fixated on the real meaning, because the lyrics have their own meaning. Good. "You put me on" is an idiom of "you lie to me" The most painful thing about this song is actually the use of "knees" on the bridge. People apply for one knee or "knee" but it's "knee" or "knee" or "knee" which means he doesn't just apply but begs that his girl wants to stay).*

While listening to the music, try to appreciate the songs and the language, most also get to understand the culture also behind the lyrics of the songs (*Apateu may also refer to: "Apt." (song), by Rosé and Bruno Mars Apt. (film), a 2006 South Korean horror film Apateu, a village in Nojorid Commune, Bihor County, Romania Apateu, a village in Culciu Commune, Satu Mare County, Romania Apateu, the Romanian name for Körösszegapáti, a village in Hungary 아파트, the Korean-language term for "apartment" Apateu, a South Korean drinking game. Apateu is a Korean-style drinking game used to play in apartments, Bruno told about it on his Instagram caption).*

At the end of the day from the YouTube comments, it was clear that most Indonesian wish to have a better and improved English skill as they urged everyone and government to make it mandatory to force them to speak better English (*What is clear in Indonesia is that there is no English conversation, perhaps our government does not require our people allocate one day where communication is required or one day is mandatory for all people, such programs make the government easy, but for people to have many benefits, It may have been funny at first, but as time went by, it got serious, so the people's ability to speak English is better than India's).* And they also wish to be able to be fluent in speaking English and one of it was how to be able to speak in both formal and informal language as the change of curriculum to help them improves even better. (*Anyway, there's nothing wrong with science... But maybe in the future, English curriculum lessons should be slightly revised... For example, in the conversation chapter, it must be explained in two versions, the formal version and the casual version, even the slang, so that when you jump into the scene you don't get laughed at by native speakers...)*

## CONCLUSION

Throughout history, humans have interacted where different cultures meet on many digital platforms. Today, social media facilitates constant communication between people across various locations, often replacing in-person interaction. It has become a crucial part of our lives, reshaping how we communicate and express ourselves. Various social networking sites like Instagram, Twitter, and Facebook each enhance communication in unique ways, profoundly influencing our identity and language use.

Technology also connects to popular culture, which attracts curiosity and provides access to diverse information and cultural engagement through media. Popular culture, including music, art, and games, motivates students in education. It varies widely based on context and includes cultural products disseminated through mass media. In Indonesia, young people consume international pop culture, shaping their interests and

worldviews. English teachers are now incorporating pop culture references into their teaching strategies to create a meaningful connection between traditional language education and students' real-world experiences.

Research shows that social media can enhance motivation to learn in various ways. It offers easy access to engaging resources and promotes collaboration among users sharing similar interests. Social media also provides opportunities for authentic language practice, improving confidence and communication skills. Thus, EFL teachers should study how social media affects English learning and enhance students' cultural knowledge. Language learning has evolved from merely accessing English speakers to involving immersion in complex, multilingual environments.

Teachers are encouraged to explore students' interests to better engage them. Combining lessons with popular culture, such as movies and music, can increase student curiosity and participation. Utilizing popular culture effectively in educational contexts can instill confidence and encourage responsible engagement with challenging material. Social media platforms like YouTube have gained popularity among educators for language instruction, offering an interactive space for learning. The comments on educational videos can reveal insights into learners' perceptions and facilitate language and cultural understanding.

Research indicates that students believe English is essential but often find it difficult. Many enjoy engaging with pop culture, which helps improve their language skills. From YouTube comments, it is clear that Indonesians hope to enhance their English proficiency, urging supportive measures to boost their speaking skills.

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