**ABSTRACT**

**THE EFFECTIVENESS OF WATCHING YOUTUBE VIDEO**

***“BBC LEARNING ENGLISH”* IN STUDENTS’ PRONUNCIATION ABILITY**

**By**

**DESY ILWANA**

**161244162**

The objective of the reaserch was investigated the use of YouTube channel BBC Learning English in students’ pronouncing the English consonants /ʃ/, /ʒ/, /tʃ/, /dʒ/, /θ/, and /ð/ at the seventh grade of SMK Budi Setia. The aims of this research were to know the students’ ability in pronouncing the English consonants /ʃ/, /ʒ/, /tʃ/, /dʒ/, /θ/, and /ð/ before and after using YouTube channel BBC Learning English at the seventh grade of SMK Budi Setia kec.Medan Sunggal and to identify the effectiveness of using YouTube channel BBC Learning English in teaching pronunciation of consonants /ʃ/, /ʒ/, /tʃ/, /dʒ/, /θ/, and /ð/ at the seventh grade of SMK Budi Setia. The method used in this research was quasi experiment with the samples are 70 students. They are divided into two cla ss, 36 students in experimental class and 34 students in control class. Furthermore, researcher the used pre-test and post-test to collect the data. The result showed that the students’ pronouncing the English consonants /ʃ/, /ʒ/, /tʃ/, /dʒ/, /θ/, and /ð/ which using YouTube channel BBC Learning English had better performance than those who had not used YouTube channel BBC Learning English. After calculated the data using t-test, the value of t observation was 5,36 with degree of freedom 68 in the degree significance 5% = 1,66 and in degree significance 1% = 2,38. It was found that to > tt = 5,36 > 1,66 in degree significance 5% and to > tt = 5,36 > 2,38 in degree significance 1%. It means was a significant effect of using YouTube channel BBC Learning English to improve students’ pronouncing the English consonants /ʃ/, /ʒ/, /tʃ/, /dʒ/, /θ/, and /ð/. Keywords: Pronunciation, YouTube, and YouTube channel “BBC Learning English”

