

# LOCAL CULTURAL VALUES IN TECHNOLOGY: YOUTUBE TRANS7 AS EDUCATIONAL INFRASTRUCTURE AND ITS USE IN INDONESIAN LANGUAGE LEARNING

Taufik Rakhmadi<sup>1</sup>  
Sarwiji Suwandi<sup>2</sup>  
Ani Rakhmawati<sup>3</sup>

[taufikrakhmadi14@student.uns.ac.id](mailto:taufikrakhmadi14@student.uns.ac.id)  
[sarwijiswan@staff.uns.ac.id](mailto:sarwijiswan@staff.uns.ac.id)  
[anirakhmawati@staff.uns.ac.id](mailto:anirakhmawati@staff.uns.ac.id)

Universitas Sebelas Maret, Indonesia

## ABSTRACT

Education in modern era encourages all of us to be able to elaborate on the learning process through various means and facilities including technology. One of the elements that needs to be presented is local cultural elements that contain character education. This research aims to explain the use of teaching materials that represent local cultural values on the Youtube Edutainment / Magazine Show Trans7 channel as the development of Indonesian language teaching materials. The research method used is qualitative research with a content analysis approach. The data analysis technique using content analysis techniques consists of six steps, namely: (1) data collection, (2) sample determination, (3) recording/transcribing video content, (4) data reduction, (5) drawing conclusions, and (6) description/results of analysis of local cultural values in YouTube video. Data validation uses Miles and Huberman's theory, namely data reduction, data presentation, and data verification through Forum Group Discussion (FGD). Based on good algorithm findings, the average number of viewers is 29.5% males aged 13-17 years, and 6.8% of viewers are females aged 13-17 years. The local cultural values found from the analysis are: (1) The nature of human life, (2) Human relationships with natural resources, (3) Human perception of time, (4) Arts and crafts, (5) Social relationships. Based on these findings, the Youtube Edutainment/MagazineShow Trans7 channel is suitable for use as alternative teaching material and digital means to instill cultural values integrated with education is right step because apart from instilling character, it also instills cultural values in Indonesia.

**Keywords:** Cultural Values, Technology, Youtube, Learning, Indonesian.

## INTRODUCTION

Equipment of educational and information materials has developed (Gerundo et al., 2022). Expansion of digital media, including platforms, social media, and smartphones, is bringing about a new wave of globalization in culture and technology (Jin, 2020). In current era of *society 5.0*, students are more motivated and technologically focused to access information, collect data, and conduct research than before (Almobarraz, 2018; Chang et al., 2019). Social media is becoming a familiar learning resource, and college graduates are using it for their classes, assignments, and projects (Roy, 2023). This is used to interact and collaborate with the community as a wider reference.

Education and everyday school practices are also not immune from this trend, both due to the increasing platformization of teaching, learning and managerial practices (Dijck et al., 2018). This influences curriculum, pedagogy, and assessment (Deng & Benckendorff, 2020). Like the change in the curriculum in Indonesia, from the 2013 Curriculum to the Merdeka Belajar Curriculum. Era of Merdeka Belajar encourages all of us to build collaboration through various means and facilities. One of them is digital facilities that can be used as learning resources and tools, as well as being able to access information that will help us improve the quality of learning (Wahyuningsih, 2023). This an effort to renew the learning system which previously only used conventional learning, into a more innovative and modern learning system.

There two basic reasons for the current education development policy. First, the vision of Indonesian education is to create an advanced, sovereign, independent and individualized Indonesia through the creation of a Profil Pelajar Pancasila. Second, challenges of advances in information technology and era of globalization (Kemendikbud, 2022). However, quality education is education that continues to contribute to traditional cultural traditions in this modern era. Culture has contribution to education (Cheng, 2002). Professors gradually realized the importance of cultural symbols in cultural heritage and education (Ngi & Fung, 2023; Olstad et al., 2023; Stanik et al., 2018). 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.

There a significant increase the influence of use internet and communication technology in the education industry (Maqableh et al., 2021). Today children and teenagers use internet technology relatively widely in their daily activities and learning (A. Y. Lee & Hancock, 2023). The age of 9, some children in America are already using technology such as smartphones, tablets, or computers. Evidently, several recent national surveys of American teenagers found that elementary school students (age 8 to 12) spend an average of 4 hours online a day and middle school students spend eight hours online each day (Auxier et al., 2020; Rideout, 2015). One of them is the use of online media, that YouTube. Use of YouTube digital media in Indonesia based on research data from 2020 to post-Covid-19 in 2023 reached 215 million user (Digitalreportsocial, 2023; Hariani & Wastuti, 2020). This proves that is a lot of interest in the use of YouTube which is used a learning necessity in world of education.

A more common approach is blended learning, which introduces online components into the pedagogy (Tolkach & Pratt, 2021). In such an approach students familiarize themselves with theoretical content at home, while class time is dedicated to active learning (Davis, 2016). One of the most effective forms of social media in an educational setting is video sharing sites (Almobarraz, 2018; Jiang et al., 2021) Among them, YouTube (YT) is one of the most widespread video sharing sites (Albahlal, 2019; Zhou et al., 2020). YT gives users access to fresh, innovative

and unconventional learning and teaching alternatives (Tang et al., 2018). So YouTube platform does not only contain entertainment content, but many channels have educational content that can be used as learning innovation.

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 cultural knowledge. Studying culture and creating an innovative culture within it according to patterns, norms and objects created by humans (Satrianegara et al., 2021). In event program *Jejak si Gundul, Jejak Petualang dan Jejak Anak Negeri, Ragam Indonesia, and Bocah Petualang* is a Trans7 Magazine Show program that explains Indonesian culture which contains local wisdom through the character of the presenter as a narrator who is versatile, helpful and tough. There many educational values and their relevance according to the ideas in Merdeka curriculum.

There has been a lot of research conducted regarding the development teaching materials using YouTube as by Sa'diyah et al.,(2022) by utilizing YouTube as a resource for learning Indonesian in higher education. Questionnaires with a Likert scale were distributed to students as respondents and then tested using SPSS as the validity of the researcher's hypothesis about the influence of YouTube on learning. After the research was carried out and validation using SPSS was completed, the results were that the majority of students agreed to the hypothesis that had been carried out by the researchers and the conclusion could be found that the presence of YouTube had an effect on Indonesian language skills in higher education.

Regarding traditional cultural expressions, introducing local culture and preserving it through YouTube media was carried out by Astuti (2021) in research he tested the effectiveness of exploring local wisdom using YouTube and conventional methods in dance performance arts for university level students throughout Indonesia. According to the research results, it shows that the value of local wisdom and culture from YouTube videos has a significant influence on student dance performances. With 205 students participating in the research, the results of the questionnaire stated that many students appreciated and felt helped by the integration of local wisdom from YouTube videos in choreography courses.

The novelty and difference of this research is the effort to collaborate local culture, technology and Indonesian language learning by utilizing YouTube content which contains aspects of local cultural values. Utilizing the YouTube platform, its current relevance can be used as a stimulus for learning Indonesian language subjects in class VIII of junior high school while still instilling local Indonesian cultural values. In the era of modern education, the use of digital media such as YouTube, one of the most widespread video sharing sites for learning, is very necessary (Ferhatoglu et al., 2019; Kaval et al., 2022; Nugroho et al., 2022). It is hoped that learning using Youtube with local cultural values and character education can be used as innovative teaching material.

## **METHODOLOGY**

This research is qualitative research with a content analysis. Qualitative research uses descriptive data and written or spoken words from the object observed (Creswell, 2014). 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) 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 (Ideas, 2013) namely data reduction, data presentation, and data verification through data triangulation along with method triangulation.

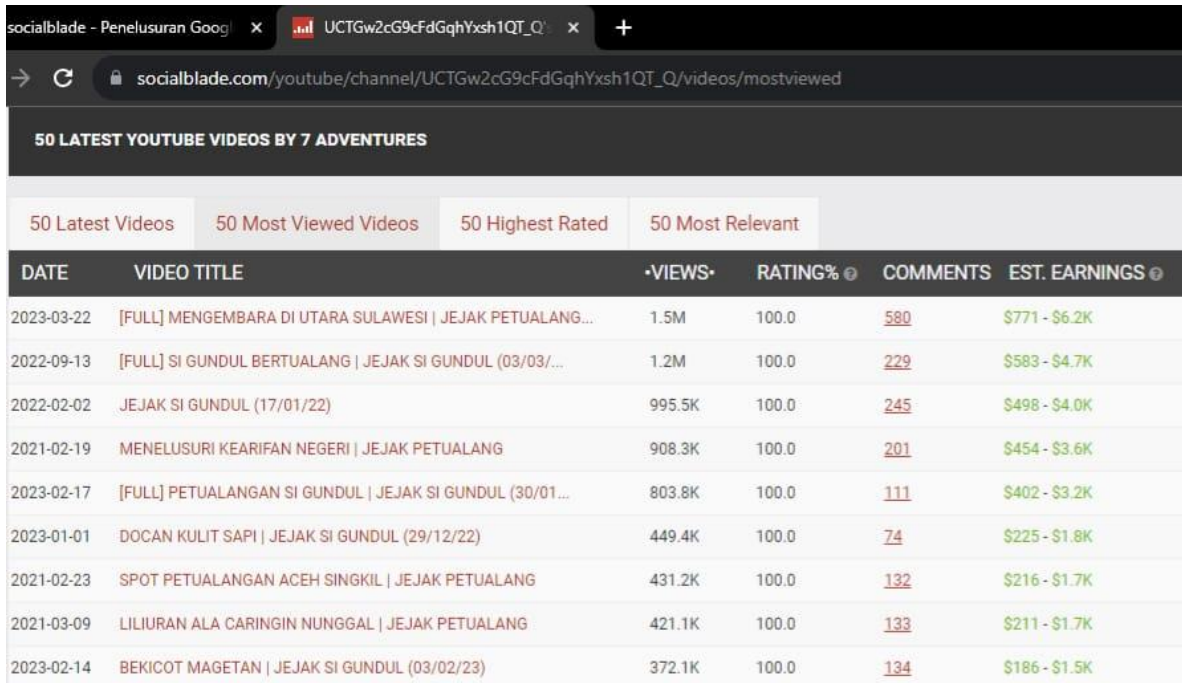
The practical results of this research, regarding the feasibility of selecting YouTube videos for teaching materials, will be considered and verified again through focused discussions / forum group discussions (FGD) by class VIII Indonesian language subject teachers at SMPN 18 Surakarta and humanists 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.

## **FINDINGS AND DISCUSSIONS**

To The Youtube is a platform with an increasingly widespread reach. According to Cunningham & Craig (2019) 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.

To test the suitability of this channel as teaching material in learning, it would be good to make observations in the last 5 years on several edutainment/magazine themed programs, including the event *Jejak si Gundul*, *Jejak Petualang*, *Jejak Anak Negeri*, *Bocah Petualang*, dan *Ragam Indonesia*. This stage is to find out how many, who, age and gender are watching. As for

the web page that can show viewing results, age and even gender based on the user's email used for the YouTube account, the website is SocialBlade and the algorithm on Trans7's channel is the data that will be researched as follows.



50 LATEST YOUTUBE VIDEOS BY 7 ADVENTURES							
50 Latest Videos		50 Most Viewed Videos		50 Highest Rated		50 Most Relevant	
DATE	VIDEO TITLE	•VIEWS•	RATING% ④	COMMENTS	EST. EARNINGS ④		
2023-03-22	[FULL] MENGEMBARA DI UTARA SULAWESI   JEJAK PETUALANG...	1.5M	100.0	<u>580</u>	\$771 - \$6.2K		
2022-09-13	[FULL] SI GUNDUL BERTUALANG   JEJAK SI GUNDUL (03/03/...	1.2M	100.0	<u>229</u>	\$583 - \$4.7K		
2022-02-02	JEJAK SI GUNDUL (17/01/22)	995.5K	100.0	<u>245</u>	\$498 - \$4.0K		
2021-02-19	MENELUSURI KEARIFAN NEGERI   JEJAK PETUALANG	908.3K	100.0	<u>201</u>	\$454 - \$3.6K		
2023-02-17	[FULL] PETUALANGAN SI GUNDUL   JEJAK SI GUNDUL (30/01...	803.8K	100.0	<u>111</u>	\$402 - \$3.2K		
2023-01-01	DOCAN KULIT SAPI   JEJAK SI GUNDUL (29/12/22)	449.4K	100.0	<u>74</u>	\$225 - \$1.8K		
2021-02-23	SPOT PETUALANGAN ACEH SINGKIL   JEJAK PETUALANG	431.2K	100.0	<u>132</u>	\$216 - \$1.7K		
2021-03-09	LILIURAN ALA CARINGIN NUNGGAL   JEJAK PETUALANG	421.1K	100.0	<u>133</u>	\$211 - \$1.7K		
2023-02-14	BEKICOT MAGETAN   JEJAK SI GUNDUL (03/02/23)	372.1K	100.0	<u>134</u>	\$186 - \$1.5K		

Figure 1. Source: *Socialblade*

Based on the data above, it shows that the 50 videos with the highest number of views, from first to 5th, had a number of views reaching above 500 thousand to 1.5 million views. If represented in statistical data as follows.

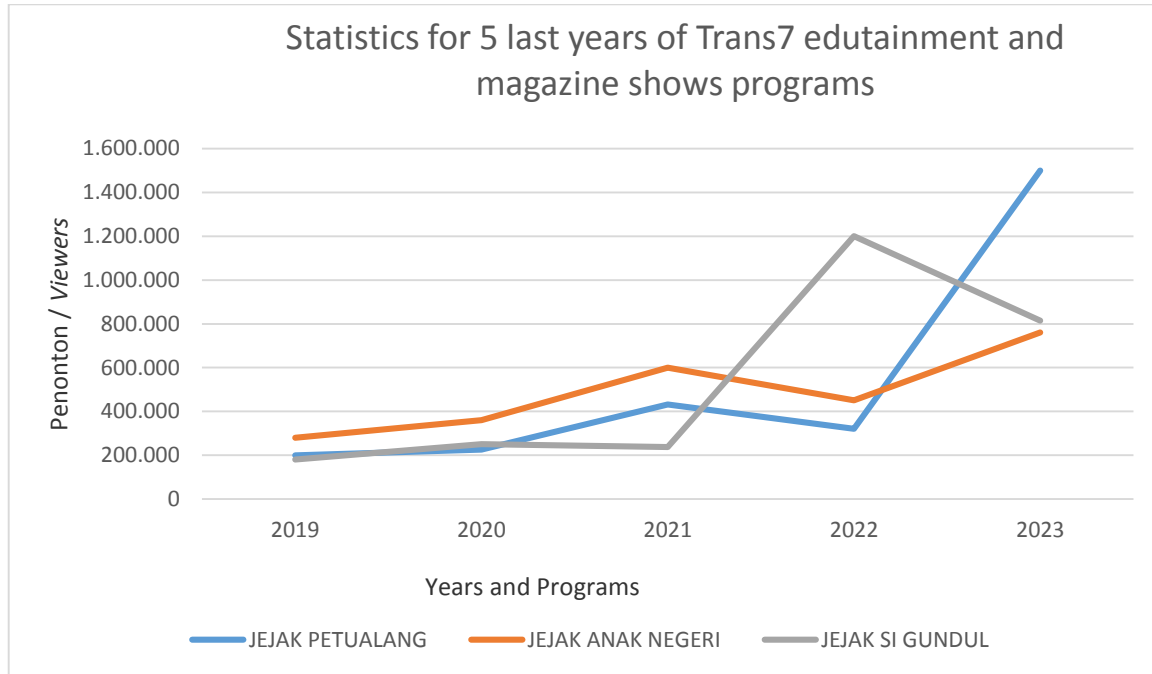


Figure 2. Statistics based on website *Socialblade*

According to the data above, based on the Socialblade Website data survey, statistics show that in the last 5 years there has been an increase in the number of viewers on Youtube Edutainment / Magazine Show Trans7 on the programs Jejak Petualang, Jejak Anak Negeri, dan Jejak si Gundul. Starting from 2019 to 2023 the number of viewers continues to increase. At the beginning of 2019, the average number reached 200K – 400K with the highest number of viewers on the red line, namely the Jejak Anak Negeri program and the lowest on the green line, namely the Jejak Si Gundul program. Then in the following year, namely from 2020 to 2021, there were no significant changes, but there were changes with the number of viewers increasing to an average of 600K for the Jejak Anak Negeri program. One year later, in 2022, there will be a change in the number of viewers, namely the Jejak Si Gundul program with the highest audience reaching 1.2M viewers and the lowest, namely the Jejak Petualang program with an average total of 300K viewers. Then, until the last year, namely 2023, there is the highest change in audience, namely on the blue line is the Jejak Petualang program with a total of 1.5M viewers and the lowest on the red line is the Jejak Anak Negeri program with a total of 800K viewers.

Based on the overall data from the survey results from the Socialblade Website above, it can be stated that various programs on the Trans7 Education / Magazine Show channel are still the viewing choices of the Indonesian people, becoming an interesting viewing category and many are interested in them. After knowing the number of viewers and the results of the audience ratings, we need to know who watched video shows from the YouTube channel on the Trans7 Edutainment / Magazine Show program based on age and gender as suitable teaching materials and student learning resources. Here are the results

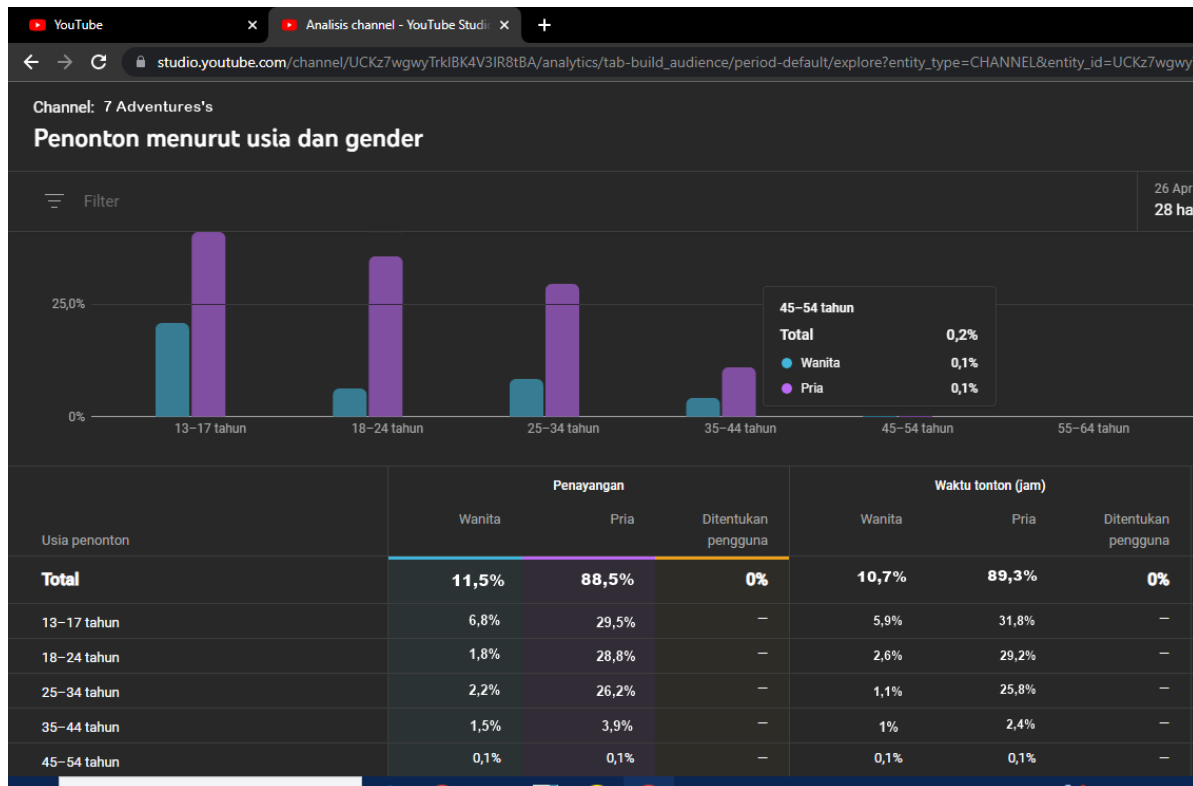


Figure 3. Source: Youtube Studio

Based on the data above, it shows that the total age and gender of the audience is the highest based on viewing, with the percentage of male viewers being 88.5% and female viewers being 11.5%. Of all the percentages of viewers in this data, they have various ages from the youngest at 13 years old to the most mature at 55 years old.

The data above is based on survey data from the Studio 7 Adventure's YouTube website, Trans7's YouTube channel, which is in the Education / Magazine Show category, showing that there are differences in the percentage of the gender and age categories of the audience. For gender there are categories of men and women, for age variations there are classifications according to the average differences in age ranges based on education or career. As in the first data above, the age range for school children is 12 - 17 years, with a percentage of 29.5% boys and 6.8% girls. Then the age range for high school graduates or entering undergraduate school is 18 - 24 years, with a percentage of 28.8% men and 1.8% women. Then the age range for undergraduate school graduates who are pursuing further education or entering the world of work is 25 - 34 years, with a percentage of 26.2% men and 2.2% women. Entering the age range that is starting to mature into a household with a variety of workers, teachers, entrepreneurs and other professions, namely 35 - 44 years, with a percentage of 3.9% men and 1.5% women. Then finally the very mature age range is 45 - 54 years, with a percentage of 0.1% men and 0.1% women. Of the various categories in the age range, school children or someone whose status is a student, has the highest interest or percentage of viewers, both male and female. So it can be stated that based on survey data, Studio 7 Adventure's YouTube website is a YouTube channel owned by Trans7, which is in the

Edutainment / Magazine Show category in the programs Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul, which has a lot of interest from viewers from the majority age range as students and can be considered as an alternative teaching material in schools. Apart from that, this spectacle has a lot of exposure to the cultural values of the Indonesian archipelago which can be integrated as educational values.

### YouTube Contains Cultural Values that Teachers Can Develop as Teaching Materials

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 (Hills, 2002; Koentjaraningrat., 2000) 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.

No	Video	Aspek Nilai Budaya	Temuan
1	JEJAK PETUALANG   Geliat Petualangan  Tanah Dewata   FULL (Part 1, 2, 3)  Sumber Youtube: TRANS7 OFFICIAL	Hakekat hidup manusia	4
		Hubungan manusia dengan sumber daya alam	6
		Persepsi manusia dengan waktu	4
		Kesenian dan prakarya	2
		Hubungan sosial	10
2	JEJAK ANAK NEGERI   Tradisi Rasulan  Dan Kekayaan Kuliner di Gunungkidul   FULL (Part 1 & 2)  Sumber Youtube: TRANS7 OFFICIAL	Hakekat hidup manusia	3
		Hubungan manusia dengan sumber daya alam	5
		Persepsi manusia dengan waktu	5
		Kesenian dan prakarya	2



	Hubungan sosial	8	
3	JEJAK SI GUNDUL   KUMBENG, Alat Musik Dari Bambu Khas Kebumen   FULL (Part 1, 2, 3) Sumber Youtube: TRANS7 OFFICIAL	Hakekat hidup manusia	-
		Hubungan manusia dengan sumber daya alam	4
		Persepsi manusia dengan waktu	2
		Kesenian dan prakarya	1
		Hubungan sosial	5

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. (Latief, 2017). 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)

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) 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 (Arianto & Khaerunnisa., 2022). 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 (Prameshie & Satwika, 2019). 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)

*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 to (sari et al., 2017) 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)

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 (Hartanto et al., 2021). This instills in future generations to love and preserve their own culture, as advice and belief (Saputra et al., 2022). 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 (Sumitro et al., 2022).

### **Youtube as a Knowledge Platform: Popularity Algorithm and Search Logic**

In this discussion section we can find out about YouTube as a knowledge source platform, so we can find out how suitable YouTube can be used in the world of education. The history of travel and uses of YouTube and based on the results of research by researchers will be a reference and benchmark in this section. Because, as we know, YouTube offers increased benefits in the transfer of various information.

One of the knowledge that students must gain is an introduction to the culture of their own nation. In this era of using technology as a means and source of learning, aspects of cultural knowledge must continue to be instilled. Knowledge of cultural values as knowledge for learning can be a stimulus for students' learning about the surrounding environment in accordance with cultural habits in their area. The use of YouTube as a means of knowledge for learning materials that contain cultural values, is an effort to ensure that students continue to follow the sophistication of the digital era but do not abandon their own cultural knowledge as a provision for future experiences in social life.

YouTube video channels that show knowledge material containing aspects of cultural, educational and tourism values are on the Edutainment / Magazine Show Trans7 channel in the programs Jejak Petualang, Jejak Anak Negeri and Jejak Si Gundul. Based on the results of the data analysis above, each program has an average number of viewers reaching 300 thousand to 1.5 million viewers. Usage on the YouTube channel Education / Magazine Show Trans7 has a good algorithm with an average number of viewership views of 29.5% of male viewers aged 13-17 years and 6.8% of female viewers aged 13-17 year. This can represent a high attraction for viewers because the Edutainment / Magazine Show channels have a lot of insight into cultural knowledge in Indonesia and can be used as reference materials or teaching materials that contain cultural and educational values.

As one of the symptoms of its success, watching YouTube is now synonymous with watching television for most people and this platform is always one of the three largest frequently visited websites (Cunningham & Craig, 2019). Throughout its history, in line with developments over time, this platform has succeeded in adapting its algorithm to be more effective according to the desired content being watched. This can be adjusted based on age, gender or the tendency for frequently watched content to have similar themes or (Dussel & Ferrante, 2022; Scolari & Fraticelli, 2017). This breakthrough occurred in 2016, when the company launched what it called Deep Neural Networks, which utilizes data from previous searches and views to adjust its recommendations with greater precision (Covington et al., 2016). This has made it easier for us to search for information and knowledge for our learning needs based on the search categories we need.

YouTube's most decisive intervention in knowledge as an introductory facility is its search algorithm. According to research by Dussel & Ferrante (2022), the search algorithm as part of the

Alphabet, YouTube synchronizes with Google, a search platform that determines patterns according to words and produces a list of choices in the form of material or content in sequence based on the results of their popularity (ratings/sites with the most visited) among other categories that are unclear due to the proprietary quality of the site's algorithm. This is done by the teacher to make it easier to use YouTube according to the needs of the teaching material being implemented. On the Trans7 Edutainment / Magazine Show channel we can find insight into local cultural knowledge found in Indonesia, based on algorithms or searches using the Alphabet to determine patterns according to the words in the teaching material needed to be used.

According to Appadurai & Morozov (2021) the ability in the search column has an indirect effect to make it easier to find required material or content such as knowledge as a learning resource for education. However, there are several drawbacks as a risk, namely searching for the material needed without having to look at the quality of the content material. So guidance and caution is needed in using the search algorithm.

Apart from the YouTube algorithm which has advantages and disadvantages, something you need to pay attention to is the content of the video content. If the need is as a source and means of learning, then knowledge content is needed according to the level of education or specific curriculum needs. Thousands of the best films and video content related to learning are available for free on YouTube so that students all over the world use this information to expand their knowledge (Almobarraz, 2018; Huang dkk., 2021).

### **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 (Lopes, 2021; Scolari & Fraticelli, 2017). This meets students' expectations and broadens their understanding of the learning material (Lee et al., 2017). 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 Najihah et al (2023) 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. Hamsiah et al (2019) 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. According to him, in developing Indonesian language teaching materials containing cultural values, the learning process will feel more meaningful. Apart from that, Rahaya & Sahidillah (2022) also concluded that cultural values are suitable and can be used as teaching materials for Indonesian.

## 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. Usage on the YouTube channel Edutainment / Magazine Show Trans7 has a good algorithm with an average number of viewer views of 29.5% of male viewers aged 13-17 years and 6.8% of female viewers aged 13-17 year.

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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