



Improving Early Childhood Language Development through "Kiki Miu-Miu" YouTube Videos

***Jasiah**

jasiah@iain-palangkaraya.ac.id

IAIN Palangkaraya, Indonesia

Umul Khasanah

umulkhasanah@untag-sby.ac.id

Universitas 17 Agustus 1945 Surabaya, Indonesia

Wina Asry

winaasry@dharmawangsa.ac.id

Universitas Dharmawangsa Medan, Indonesia

Nur Latifah

latifah.nur@uin-malang.ac.id

UIN Maulana Malik Ibrahim Malang, Indonesia

Zulham

zulham@unimal.ac.id

Universitas Malikussaleh, Indonesia

Abstract

This article aims to examine the importance of language development in early childhood, specifically focusing on the YouTube video "Kiki Miu-Miu" as a tool for learning and entertainment. The study utilized a qualitative methodology, involving two groups of families: 5 families with children aged 2-4 years, and 5 families with children aged 5-6 years. The findings revealed that videos containing appropriate educational content can contribute to improving children's language skills. However, the utilization of YouTube videos also brings potential challenges, such as fostering passive viewing habits, exposing children to inappropriate content, and limiting opportunities for social interaction. The involvement of parents or caregivers is therefore crucial in monitoring and limiting children's viewing time, as well as ensuring that the content chosen is appropriate for their age and stage of development.

Keywords: *Early Childhood, Language Development, YouTube Video*



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INTRODUCTION

Early childhood development refers to the stages of physical, cognitive, social and emotional growth and development that occur in children from birth to about 6 years of age (Ramli, 2022). This period is considered a critical period in a person's life, as the basic foundations of various aspects of development begin to be formed (Aryani, 2015). The period of early childhood development is said to be a very important time because the foundations of development in various key aspects are set. Therefore, it is important for parents, caregivers, and educators to provide a supportive environment, stimulation, and proper attention for children during this period (Ferdian Utama, 2020). This will help children to optimally develop their potential and prepare them for the next stage of development in life (Gertraud Diem-Wille, 2018). Equally important to support children's interaction and communication is the need to pay attention to children's language development.

Language development in early childhood has a vital role because this phase is a critical period where children experience a surge in their ability to understand, use and communicate with language (Deiniatur, 2017). It is essential because it plays a role in communication, learning, cognitive development, social skills, cultural understanding, literacy skills, and brain development. Through good language development during this time, children can form a strong foundation for their future growth and development (Nurjanah, 2022).

Language development in early childhood is something that supports their growth and learning to prepare highly competitive individuals, especially having good communication skills and expertise (Nur Tanfidiyah & Ferdian Utama, 2019). At an early age, children are actively experiencing a period of sensitivity to language, where they can absorb and master language quickly (Suhono, Pratiwi, Ariyanto, & Lala, 2022). Language development in early childhood is an important aspect of their learning and growth process. During this period, children's brains are actively experiencing a period of language sensitivity, where they can quickly absorb and develop language skills (Tulasih, Yussof, & Kristiawan, 2022). In an increasingly advanced digital era, technology has become an integral part of everyday life, including in the world of education (Ansorida, 2022). YouTube as a medium is often a part of education.

The utilization of YouTube videos for early childhood can be a useful learning resource if used wisely (Hanafiah et al., 2023). However, it is important to realize that the use of technology, including watching videos on YouTube, should be supervised and adapted to the age of the child to provide positive benefits and be safe (Saed, Haider, Al-Salman, & Hussein, 2021). Here are some tips for utilizing YouTube videos for early childhood such as choosing educational content. Make sure the videos you choose have educational, entertaining, and age-appropriate content. Choose videos that teach skills, positive values, and help with cognitive and social development. Then YouTube also provides a parental control feature that allows you to restrict certain content and set viewing time limits. Activate this feature to protect your kids from inappropriate content. Always monitor what your kids are watching, as some content can be present at any time on YouTube media. This makes it possible to know the content they are consuming and ensure that they are not watching something that is not appropriate for their age.

Choose YouTube channels that are operated by trusted and authorized sources. Channels from TV stations, toy companies, or educational institutions often provide safer and more useful content for children. Use watching videos as an opportunity to interact with your child. Discuss what they see, ask questions, and enhance their understanding of the content shown. When utilizing YouTube, avoid giving children unlimited access to videos. Set reasonable time limits so that children don't spend too much time in front of the screen (Dizon, 2022). While YouTube videos can be a great learning tool, make sure our children are also engaged in various off-screen activities, such as playing outside, reading books, or interacting with peers (Sahayu & Friyanto, 2019).

By implementing these steps, you can make the most of YouTube videos as a positive and fun learning resource for early childhood. Remember to constantly engage in digital activities with your child and be a good role model in using technology. The videos on this channel often feature animations, children's songs, stories, and engaging activities designed to capture children's interest. Many parents and caregivers use these YouTube videos to enhance language development in their children.

However, several issues need to be considered regarding the use of YouTube videos "Kiki Miu-Miu" to improve early childhood language development. Among them are quality and content. While there are many videos designed for education, not all content on the "Kiki Miu-Miu" YouTube channel or similar platforms is of a quality that suits the learning objectives. Some videos may be less educational or less appropriate for a child's language development. Regardless of the appropriateness of the content, early childhood habituation to watching YouTube videos at an early age is prone to dependence on engaging and entertaining video viewing. This dependence on YouTube videos may interfere with social interactions that are important for children's language and communication development.

There is also the possibility of children being exposed to content that is not suitable for their age. Sometimes parents or caregivers may not supervise their children's viewing activities enough to ensure that the content they watch is age and developmentally appropriate. Thus, it is worth discussing further how the use of the YouTube video "Kiki Miu-Miu" can be a useful resource in enhancing early childhood language development, and still ensure the responsible use of technology in supporting early childhood holistic development.

METHODOLOGY

This research is conducted by selecting research objects that can be used as a representative form of the research topic. Therefore, the object of research is carried out on those who understand, and do. This research uses qualitative methodology, with a socio habitus approach (Lexy J.Moleong, 2019). In connection with the object of research, it is taken from several families who have early childhood. Consisting of 5 families who have children aged 2-4 years, and 5 families who have children aged 5-6 years. In the data search process, we conducted interviews with parents regarding the use, impact, and utilization of Kiki Miu-Miu YouTube videos for early childhood language development (fitriah, 2017). Then added with supporting data in the form of documentation, and observation as a form of confirmation of the interview data obtained.

RESULTS AND DISCUSSION

Early Childhood Language Development

Early childhood development is an important period in a child's life that spans from birth to around 6 years of age. During this period, children experience rapid development in many aspects, including physical, cognitive, language, social and emotional. It is important to remember that each child develops at a different pace. Some children may achieve certain developments faster than others, and that is normal. It is important for parents or caregivers to provide appropriate support and stimulation according to the child's needs and interests, so that they can develop their potential well during the developmental period. This study specifically discusses early childhood language development. The discussion focuses on children's language development and what supports early childhood language development.

Language development in early childhood is a complex and important process in a child's developmental stage. During the developmental period, children learn and develop the ability to communicate verbally, using language to convey ideas, feelings and desires. It should be noted that there are several stages of early childhood language development based on age. It starts at the pre-language stage (0-12 months). At first babies communicate by crying, begging, and using body language (Rochanah, 2021).

At first babies communicate in non-verbal ways such as crying, begging and using body language. This is one of the main ways for babies to convey their messages and needs to adults or caregivers. Crying is the earliest and dominant way for babies to communicate. Babies cry to convey various messages, such as being hungry, tired, uncomfortable, or needing attention and affection. Crying is a natural reflex that babies have in response to their discomfort or unmet needs. As babies begin to be more aware of the world around them, they may use other body movements or sounds besides crying to beg for attention or indicate their needs. For example, babies may giggle, wiggle their arms or legs, or tilt their bodies to indicate their desires. From birth, babies have the ability to communicate with body language. They will move their arms and legs, raise their hands to be picked up, or give out the grasping reflex as a way to interact with those around them (Utama, 2017).

Adults who care intensively for babies usually learn to recognize different cues and expressions from their babies to identify what the baby wants or needs. By understanding the baby's body language and cues, adults can respond quickly and meet the baby's needs. In addition to non-verbal ways, it is important for parents and caregivers to talk to the baby constantly. Although babies may not be able to understand words, hearing language used regularly helps them develop language comprehension and forms the basis for their later verbal language development. By paying attention and responding appropriately to the baby's communication, the emotional connection between the baby and the adult can also be strengthened. They begin to recognize the sound and intonation of the language used around them. The process of learning language begins with observing and listening to people around them.

The next stage is the early language stage (1-2 years). The child begins to use his or her first words, usually one word to express a wish or feeling, such as "mama," "papa," or "drink." They learn to imitate the sounds and words they hear. Develops the ability to understand simple words and commands. At this stage, children begin to

develop the ability to speak using their first words. Usually, they use a single word to express simple wishes or feelings, such as saying "mama," "papa," "drink," "eat," and so on. During this stage children also actively imitate the sounds and words they hear from people around them. This imitation process helps them strengthen and expand their vocabulary. Adults and family members who care for the child play an important role in modeling appropriate and rich language, as the child will imitate what they hear.

Also, 1-2 year olds begin to build the ability to understand simple words and commands. They can understand simple directions such as "sit," "eat," or "don't." Although they cannot yet construct complete sentences, their understanding of these words and commands provides an important foundation for later language development. It is important to note that parents and caregivers play an important role in providing support and positive responses to children's speaking efforts. Encouraging and giving positive reinforcement will help the child feel confident to continue developing their speaking skills. Using simple words and speaking softly also helps the child feel more involved in the communication process. With the right support and stimulation, children at this stage will continue to develop in speaking and understanding language better.

Single Language Stage (2-3 years), the child begins to combine several words to form simple sentences, such as "mama is coming" or "I am hungry." Their vocabulary expands rapidly and they learn to name objects, things and people around them. children's language development is accelerating. During this period, children begin to combine several words to form simple sentences. They improve their speech by putting together two or more words to convey their ideas or feelings. Examples of simple sentences at this stage are such as "mama came," "I am hungry," "play ball," and so on. Children's vocabulary also develops rapidly during this period. They learn to name objects, things, and people around them with proper names. Children start using nouns, verbs, adjectives and adverbs more precisely in their sentences. This allows them to convey messages more clearly and effectively.

In addition, at this stage children also begin to express their feelings and desires further through language. They can express emotions such as happy, sad, angry, or scared by using appropriate words. This ability helps children in communicating with others and expressing what they feel.

At the Single Language stage, parents and caregivers play an important role in providing support and engaging the child in daily conversations. Listening and responding positively to what children say will motivate them to continue developing language skills. Talking to the child about objects around them, reading books, and talking about pictures will help enrich vocabulary and expand the child's understanding of language. The Single Language Stage is an important stage in a child's language development, as during this period the foundations of language begin to form better and the child becomes more skilled at communicating using more complete words.

The next stage is the early sentence stage (3-4 years). Children's ability to speak is growing, they are able to use longer and more complex sentences. Start using question words such as "what," "who," and "when." Compose simple stories and talk about past events. Children enter the early sentence stage of language development. During this period, children's speech develops more rapidly. They can use longer and more complex sentences to convey ideas or messages in a more structured way.

Children also begin to use question words such as "what," "who," "when," and others, allowing them to ask questions and seek information about the world around them.

In addition, they are also able to construct simple stories and talk about past events. At this stage, children can better recall and describe experiences that happened in the past. They can talk about what they did or experienced earlier more clearly and in detail. This early sentence stage marks an essential step in a child's language progress. They begin to have more mature language skills, allowing them to communicate better and more effectively. Parents and caregivers can continue to provide support and stimulate children's language development by talking to them regularly, reading books, and engaging them in everyday conversations. By providing a supportive environment and opportunities to speak, children will continue to better develop their language skills and become more confident communicators.

Compound sentence stage (4-5 years), children at this stage begin to use compound sentences by combining several ideas in one sentence. Speaking skills are more fluent and expressive, using a wide variety of intonations and facial expressions. Children enter the compound sentence stage of language development. This period they begin to combine several ideas in one sentence, forming more complex compound sentences. Their speech becomes more fluent and expressive, allowing them to convey thoughts and feelings more clearly and regularly.

By using compound sentences, children can combine two or more ideas or information in one sentence. This allows them to convey richer and more complex ideas. For example, they can combine two events that happen simultaneously, or convey a sequence of actions. In the stage of recognizing compound sentences, children's speaking skills are further developed by using a variety of different intonations and facial expressions. This adds a dimension of expressiveness to their communication. Children become more skillful in conveying emotion and emphasis in their sentences, so they can more effectively communicate with others.

The compound sentence stage is an important period in children's language development. The ability to use compound sentences and speak fluently and expressively is a hallmark of mature language development. Parents and caregivers can continue to support and stimulate children's language development by providing opportunities to talk, read books with them, and talk about everyday experiences. With a supportive environment, children will continue to improve their speech and become more confident and competent communicators.

The final stage in early childhood language development is the pre-language stage (5-6 years). Children's language is getting closer to adult language. They can speak clearly, use complex sentences and understand more abstract language. Develop simple reading and writing skills. That's right! The final stage in early childhood language development is the pre-language stage, which occurs around 5-6 years of age. At this stage, children's language skills are developing and approaching adult language. Some of the developmental features at the pre-language stage include the ability to speak more advanced. Children at this stage can speak clearly and fluently. They use more complex sentences and can convey ideas in more detail. More abstract language understanding, children begin to understand more abstract language. They can understand the meaning of words that are not only limited to concrete objects or events, but also more complex ideas or concepts. Development of simple reading and writing skills. Children at this stage also begin to develop simple reading and writing

skills. They may be able to read simple words and sentences, as well as write using letters or more organized writing. Development of a rich vocabulary. The child's vocabulary is growing with the addition of more varied and larger words. This allows them to speak and write with more word choices. Effective communication skills. In the pre-language stage, children become more effective communicators. They can convey their ideas and feelings more clearly and precisely, allowing them to interact with others better.

The pre-language stage marks the culmination of early childhood language development. During this period, children are getting closer to adult language and have mature language skills. Parents and caregivers can continue to provide support and stimulation in children's language development by providing opportunities to talk, read books, and engage them in daily conversations. With a supportive environment and proper stimulation, children will continue to improve their language skills and become more confident and competent communicators.

During the language development process, it is important for parents and caregivers to provide active support by talking and reading books regularly. Active communication with children also helps them acquire a richer vocabulary and understand language better. Remember to give children time to talk and express themselves, as this will help further their language development.

YouTube Video "Kiki Miu-Miu" as a Medium for Early Childhood Language Development

Early childhood language development is influenced by various factors and a supportive environment. Some things that support early childhood language development such as a language-rich environment. Children need to grow up in a language-rich environment. Active interactions with parents, family members and caregivers who talk a lot and read books help children experience a variety of words and phrases and increase their vocabulary. Attentive listening is an important supporting factor in early childhood language development. Listening attentively when children speak helps them feel heard and valued. It also strengthens the emotional bond between child and adult, and motivates the child to talk more (Lestari, Lestari, Jasiah, Rizal, & Syar, 2023). Then regular reading helps children develop language skills and shapes their understanding of stories, vocabulary and sentence structure. Other factors too such as talking to children in everyday conversations helps them learn how to communicate correctly and respond to different situations.

In early childhood as a reciprocal value for the effort they make, it is best to give a positive response. Responding positively to children's speaking efforts will make them feel confident and motivated to continue speaking and developing their language. Role-playing or playing with dolls and toys that involve language can also help children practice using words to convey situations and events in their imagination. Creative activities such as painting, coloring or making other artwork can stimulate children's understanding of words, colors and shapes (Widarbowo et al., 2023). Singing songs and listening to music helps improve understanding of music and rhythm, which can also support language development. Taking children to new places and interacting with different environments can help them gain new experiences and broaden their language horizons. Language development is a gradual process. Consistency and patience in supporting children in language development is essential.

Through a supportive environment and appropriate stimulation, children can experience optimal language development and become confident and effective communicators. Attention and support from parents, caregivers, and the surrounding environment are very influential in forming the basis of early childhood language development. In addition to a supportive environment, media is an important tool for children's language development. In the current post-pandemic era, audio-visual based media is needed as a means of education. As a form of part of this media, YouTube is looking for the most popular media for early childhood.

YouTube media can be a useful source of educational learning for early childhood. Many YouTube channels dedicated to early childhood learning offer interesting, interactive and educational content (Hariyono, 2020). Children can enjoy educational cartoons that teach basic concepts like numbers, letters, shapes and colors in a fun way. Cute educational songs also help children recognize new vocabulary and strengthen their language skills. Moreover, children's stories and fairy tales presented animatedly help develop their imagination and understand important morals and values (Jaenullah, Ferdian Utama, 2022). Simple science experiments on YouTube are also fun for kids and help them practically understand science concepts. However, as a parent or caregiver, it is necessary to choose age-appropriate content and ensure that it is safe and supports the values and norms that you want to teach your child.

Using YouTube media wisely as a learning tool can provide young children a valuable and enjoyable experience. As a medium for early childhood, the "Kiki Miu-miu" video is one of the educational videos for children's language development. The educational process presented is from some of the content in the YouTube video "Kiki Miu-Miu". Kiki Miu-Miu videos are 2 characters that always appear in the BabyBus YouTube channel. The YouTube channel "BabyBus" is the official channel of a children's education company called "BabyBus." BabyBus is a brand known for providing a variety of interesting and valuable educational content for young children. They use cartoons and cute characters, such as Kiki and Miu-Miu, to teach children important concepts in a fun way.

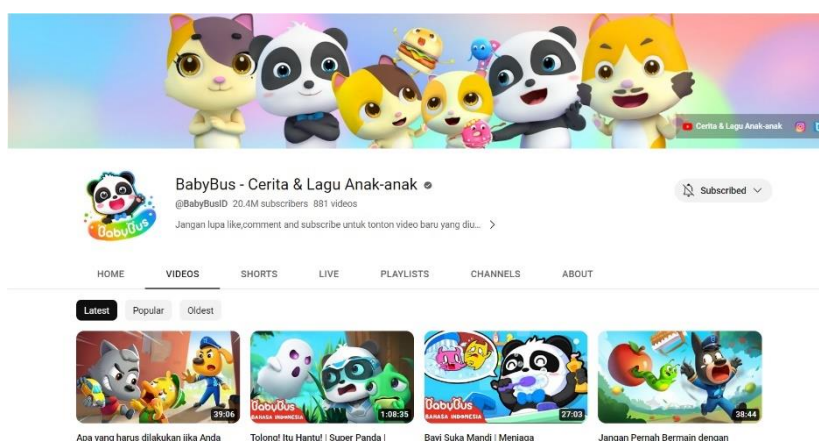


Figure 1. Kiki Miu-miu character in BabyBus YouTube Chanel

Kiki and Miu-Miu are the two main characters of the BabyBus animated series. They are a brother and sister who have exciting adventures in learning and living everyday life. The series usually covers various topics such as learning to draw, recognizing numbers and letters, good behavior, safety, hygiene, and more. BabyBus

is committed to providing safe and useful content for children and supporting their cognitive development, social emotional and language development. By utilizing technology and innovative learning methods, the BabyBus YouTube channel has become popular among parents and children around the world. BabyBus focuses on the education and development of preschoolers, including helping them become familiar with concepts such as numbers, letters, shapes, colors, and positive values. BabyBus content is designed to be interactive, creative and entertaining, so that children can learn while playing.

As in the video featuring personal hygiene habituation

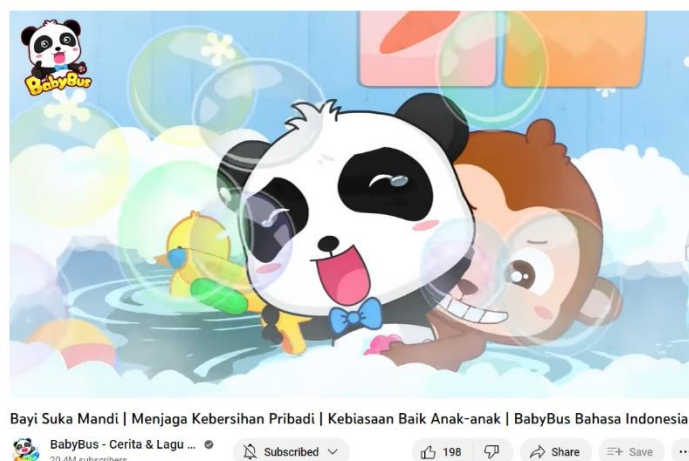


Figure 2. Video of Kiki Miu-miu with Mema Maintaining Personal Hygiene

Videos showing the habituation of maintaining personal hygiene in early childhood have very positive implications for their language development. The following are some of the benefits of the results of the analysis and findings in the field based on interview data and documentation for early childhood language development:

1. Clear message delivery: The video can convey a message about the importance of maintaining cleanliness and carrying out daily hygiene routines in a way that is clear and easily understood by children. In the video, characters such as Kiki and Miu Miu might demonstrate the correct steps in washing hands, brushing teeth, bathing, and other hygiene activities with simple and clear language.
 2. Vocabulary enhancement: Children will be exposed to various words and phrases related to hygiene, such as "soap", "water", "teeth", "toothbrush", "bath", and so on. By constantly seeing and hearing these words, children can increase their vocabulary and understand the meaning of the words.
 3. Language skill development: Through watching videos, children can practice their listening and language comprehension skills. They will learn to process the verbal information conveyed in the video and understand the instructions or messages given.
 4. Language use in context: Children will learn to use language in everyday contexts, especially when the video shows characters talking about hygiene routines. This helps children to connect words to real situations or actions.
- Introduction of procedural concepts: The video may show certain steps or procedures in maintaining hygiene, such as the sequence of washing hands

properly. Children will learn about procedural concepts, i.e. the steps that must be followed to achieve a particular goal.

5. Stimulation of creativity: Videos with animations or cute characters like Kiki and Miu Miu can stimulate children's imagination and creativity. They may want to talk about the characters or even invent their own stories or games based on what they see in the video.

It's important to remember that while videos can do a lot for a child's language development, direct interaction with parents, siblings or friends is also very important. Parents or caregivers can use videos as a support tool to introduce hygiene concepts, but it is still advisable to be actively involved in guiding children and talking to them in everyday life. However, keep in mind that as a parent or caregiver, always check the content your children are watching to ensure that it is in line with the values and standards you believe in. Parental control is essential to ensure a positive and safe viewing experience for children.

CONCLUSION

Through the use of "Kiki Miu-Miu" videos on YouTube, there is potential to enhance language development in children at an early stage of life. YouTube has become a popular platform for children to access various educational content, including educational videos such as "Kiki Miu-Miu." In an interactive and engaging way, such videos can play an important role in helping children develop their language skills. However, keep in mind that the use of videos as learning aids should be balanced with supervision and direct interaction with parents or educators. This helps to ensure that children derive maximum benefit from the videos and can experience a balanced learning environment. Also, it is important to choose content that is age-appropriate and of high quality. Not all content on YouTube is suitable for children, so parents and educators should ensure that the "Kiki Miu-Miu" videos selected contain positive messages and good educational values. Overall, "Kiki Miu-Miu" videos on YouTube can be an effective tool for enhancing language development in early childhood, provided they are used wisely and in the right learning context.

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