

Analysis of Kinderflix Video Animation Content and Parents' Responses to the YouTube Platform as a Source and Media for Learning Indonesian for Babies and Toddlers

Cindy Dwi Antika^{1*}, Nensy Megawati Simanjuntak²

Universitas Dr. Soetomo Surabaya

Corresponding Author: Cindy Dwi Antika cndyda@gmail.com

ARTICLE INFO

Keywords: Youtube Kinder Flix, Learning Resources and Media, Babies and Toddlers

Received: 17, July

Revised: 03, August

Accepted: 27, September

©2024 Antika, Simanjuntak: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Using animated video content is a form of learning media because it can help gain values and perspectives. By providing audio-visual content that children consume, children will have a positive and enjoyable learning experience. This research explains that the YouTube platform can be a source and teaching medium using animation and audiovisuals. This study aims to introduce the use of Kinderflix video animation content on the YouTube platform as a source and medium for learning Indonesian for infants and toddlers. It can be concluded from the current research that the use of the YouTube platform as a learning resource and medium can help toddlers to show responses from educators/parents as well as babies and toddlers to the learning content on the Kinderflix YouTube account. The current research topics can provide valuable learning experiences and help parents in the process of children's development stages.

INTRODUCTION

As time passes, everyone has to keep up with the changing times. Every lifestyle adventure contributes to the development of the times. What is called progress is globalization. Globalization means that the entire world community, including Indonesia, can be connected so that the boundaries from one country to another are no longer clear. Globalization covers various aspects of life, namely culture, economy, technology, transportation, etc. (Novitasari et al., 2023). One of them is technology, for example, the use of technological devices such as gadgets and computers has experienced a very high increase.

With the advent of the internet, people are using it more and more. This makes everyone familiar with using the internet. Starting from adults, children babies, and toddlers today can use the internet. One of the maximum essential technological wishes of Indonesian human beings is social networks. Social media in the era of globalization has become half a part of people's lives throughout the world, including in Indonesia. Due to current rapid developments and updates, the use of social media is increasing. According to (Rahman et al., 2023) social media is one of the fundamental technological needs in everyday life for Indonesian people. Social networks are a means used to interact online, without restrictions on time and location. In fact, according to (Watie, 2011) in (Rahman et al., 2023) social media can be used as a medium in the learning process to improve the teaching and learning process.

One of the other social media suitable as a source and medium of learning for children is the YouTube platform. YouTube is an online platform that displays and displays media in the form of videos, as well as sharing them online. If the site is accessed via an online method and requires internet connectivity, this site can be accessed by anyone without any restrictions. Its convenience and diversity make it attractive to everyone, especially children, who are the largest users of audiovisuals today (Amelia et al., 2021).

Therefore, using the YouTube platform can be a source of learning support for young children. Babies and toddlers are known to be spontaneous, both in carrying out activities and interacting. This interaction can be modeled by older people, for example, the child's parents. Because interaction plays an important role in caring for, guiding, directing, and providing good moral examples to children, helping them behave well in everyday life. Character is also known as morality. This period, often called the golden age, is an important stage of growth and development in the first days of a child's life. Where the site is supported by an internet connection and you can access it online (Puspita Dewi et al., 2023). It is at some point in this era that kids go through a length of speedy and speedy improvement and boom in numerous factors in their lives. The child will experience many changes within himself, he will channel the child's

feelings, attention, and interests to start the learning process. So as parents who are the first educators, you can provide a place or media for children to start learning.

Resources and media are children's educational learning tools that will provide a solid foundation for the formation of character and values in children's lives. In the learning process, children can use the YouTube platform because they can convey something to observe or hear in a fun way because of the audiovisuals which make children very interested. These learning resources and media are available through video content on the Kinderflix YouTube account. Currently, YouTube media with the account name kinderflix helps parents provide learning materials for children to learn in a fun way so that they can improve the development stages of babies and toddlers. The YouTube Kinderflix animated video content will support children's brain development so that it is stimulated. While observing and learning, parents can also support their child's learning process by accompanying their child, playing, interacting, and encouraging their child to learn and develop.

Video shows on the Kinderflix YouTube account are audio video shows and visual animations that have high interest and attract the attention of children. Because it has an interactive and attractive animated display and visuals. In the YouTube account video, the Kinderflix creator makes himself a teaching resource (educator) to distribute fun learning material for babies and toddlers. From this animated video, you get a lot of benefits from showing the Kinderflix YouTube account. So in the research entitled Content Analysis of Kinderflix Video Animations and Parents' Responses to the YouTube Platform as a Source and Media for Learning Indonesian for Babies and Toddlers, explains audio videos and visual animations for learning, the Kinderflix YouTube account explains several videos explaining how to learn for babies and toddlers to get the first vocabulary for babies, get to know words for toddlers, learn how to talk and communicate for children, train some gross and fine motor skills in children, interactive songs for toddlers, get to know emotions, get to know words, get to know animals, learn to talk, recognize objects, animal sounds and have many other kinds of learning videos.

LITERATURE REVIEW

The increasing integration of technology into daily life has brought about significant shifts in how educational content is delivered, particularly for young children. One platform that has gained popularity as a source of educational media is YouTube. As a video-sharing platform, YouTube offers a vast array of content, including educational videos tailored for babies and toddlers. One such channel, Kinderflix, focuses on creating animated videos designed to enhance the learning experience for young children by using audiovisual elements that

captivate their attention. Research indicates that audiovisual learning tools, such as Kinderflix, can help support early cognitive development by offering engaging content that fosters language acquisition, emotional recognition, and motor skill development (Amelia et al., 2021). The ease of access and interactive nature of these videos make them particularly appealing for parents seeking alternative learning methods for their children.

Parents play a crucial role in mediating their children's interactions with such digital content, ensuring that it aligns with developmental needs and educational goals. Research has shown that parental involvement in guiding children through digital media usage can significantly enhance the effectiveness of these tools (Puspita Dewi et al., 2023). Through platforms like YouTube, parents can provide their children with enriching learning experiences while actively participating in their growth. The Kinderflix channel, in particular, offers videos that not only engage children but also allow parents to accompany and support their children as they learn Indonesian vocabulary, recognize objects, and interact with content that stimulates both fine and gross motor skills. Thus, YouTube serves not only as a source of entertainment but also as a valuable educational medium for early childhood development.

METHODOLOGY

This study utilizes a combination of qualitative and quantitative methods to ensure a comprehensive approach. A qualitative approach using descriptive methods is to provide a view or explanation of research data (Azella et al., 2023). With a qualitative approach, we get the descriptive answers needed for the research process. However, several problems are indicated for the quantitative method, the answer is obtained through the number of percentages of numbers. According to (Ardiansyah et al., 2023) Quantitative research is research that collects and examines data based on numbers and measurements of a number (numerical). Questions via a questionnaire sent by researchers in the form of a *Google Form link*. Data collection is described in the form of narrative sentences. The data obtained is made into a narrative description so that it can explain what is contained in the research.

RESULTS AND DISCUSSION

1. Babies and Toddlers

Infancy and toddlerhood have phases in life. Babies and toddlers are children aged 0 to around 59 months, this period is marked by the process of change in development and growth being very rapid and accompanied by the intake of food containing high-quality nutrients (Ariani, 2017) (Henri, 2020). The development of language acquisition for babies and toddlers occurs naturally with the interaction of the surrounding environment. The stages of children's

language development consist of recognizing sounds, recognizing words, and then making sentences.

In the writing of the book *Early Childhood Development* written by Ahmad Susanto, 2011 (Magfiroh et al., 2021) Describes the stages of language development in children.

Period of development through phases:

1) *Period I (prelinguistic), namely between 0-1 year.* This period consists of; Period meraban-1 (first prelinguistic). This period starts from the age of 0 up to 6 months the child will start to cry, laugh, and scream, Meraban period -2 (second prelinguistic). The period of acquiring meaningless words starts from the 6th month to 1 year,

2) *Period II (linguistics) consists of two periods, namely; Holophrastic (1 year),* when children begin to name meaningful words and desire whole sentences in one word. This period is marked by the child's vocabulary or word formation having acquired approximately 50 vocabulary words (1-2 years), in this period the child can combine and say two words (two-word utterance). During this period children will get a vocabulary of approximately 50-100 words.

2. Kinderflix YouTube Animation Content Learning Resources and Media



Figure 1. YouTube Animation Content Kinderflix Learning Videos for Toddlers
Source: Kinderflix learning videos for toddlers, 2024

YouTube is a website where users can upload, watch, and share videos (Erlina et al., 2023). YouTube is one of the social media that is famous throughout the world, providing several interesting content. YouTube provides features for users to provide feedback, comments, likes, and so on. With the recommendation scheme in the YouTube application, this platform can recommend videos that suit the user's interests and preferences (Syahroni,

2024). The YouTube platform presents animated learning videos that can be used as learning resources and media. One of them is Kinderflix animated content.

Kinderflix YouTube content videos have a positive response about the use of YouTube Kinderflix content. From YouTube Kinderflix Video Learning For Toddlers, We can see that the video has been watched 85,438,200 times, this number is not small. Another proof is that this content is widely used by parents or educators as a resource and learning medium. It can be seen in the image below with one of the animated video content with 18 million views.



Figure 2. YouTube Animation Content Kinderflix Learning Videos for Babies and Toddlers

Source: Kinderflix learning videos for toddlers, 2024

YouTube Kinderflix content is a learning medium that uses audio-visual (involving the senses of hearing and sight). One example of animated content viewed on a YouTube account Kinderflix is an animated learning video about recognizing words for toddlers in the form of a baby's first words. The content explains how to greet properly, know the weather, introduce facial expressions, clap, play, wave, and call mom, dad, brother, and sister. From the presentation of the teacher's demonstration in the animated video shown, it is easy for children aged 0-6 years to understand, so that the learning material taught is easily absorbed and understood by children.

Apart from that, there are several interactive song complications on YouTube content Kinderflix, the lyrics are packaged in songs and accompanied by cheerful tunes, this gives children a sense of fun in the learning process when watching learning videos for children. Interactive song complication content for babies and toddlers helps children's brain growth and development. Children can pay attention to animated and learning videos and parents can participate to learn what Kinderflix YouTube content has to say. Songs can also be used as a fun learning medium, and are easy for children to memorize.

3. Parents' Responses to the Use of Kinderflix Video Animation Content on the YouTube Platform as a Source and Media for Learning Indonesian for Babies and Toddlers

Based on research conducted, 15 parents responded to the use of Kinderflix video animation content on the YouTube platform as a source and medium for learning Indonesian for babies and toddlers. The respondent was a mother of several babies and toddlers who answered the questionnaire according to what happened to their babies and toddlers. The average number of children aged 1-3 years can be seen from the 1-child age diagram below.

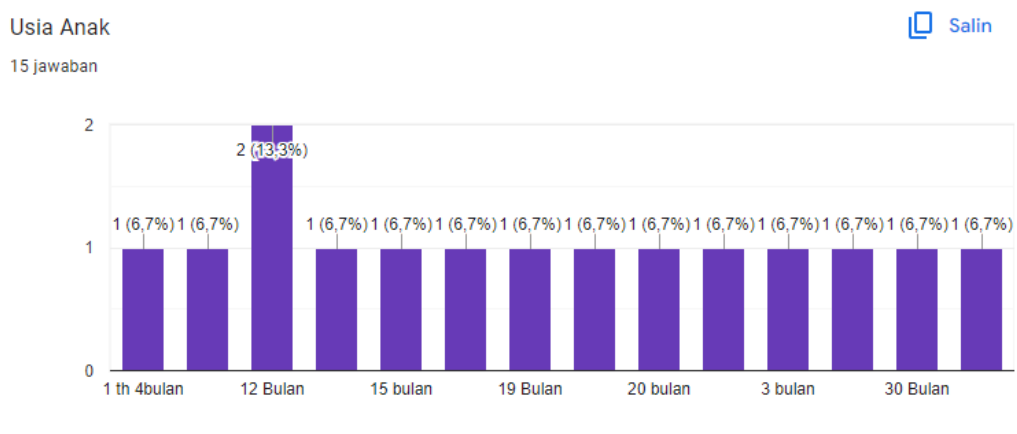


Figure 3. Response Diagram for Kinderflix Video Animation Content on the YouTube Platform, Is It Suitable for Use as a Source and Media for Learning Indonesian for Babies and Toddlers
Source: Google Form

The following, are the results of questions asked by researchers regarding the agreement that Kinderflix video animation content on the YouTube platform is a source and medium for learning Indonesian for babies and toddlers. Response to Kinderflix Video Animation Content on the YouTube Platform, Is it Suitable to be used as a Resource and Media for Learning Indonesian for Babies and Toddlers? The image in diagram 2 below shows parents' responses to the use of Kinderflix video animation content on the YouTube platform as a source and medium for learning Indonesian for babies and toddlers.

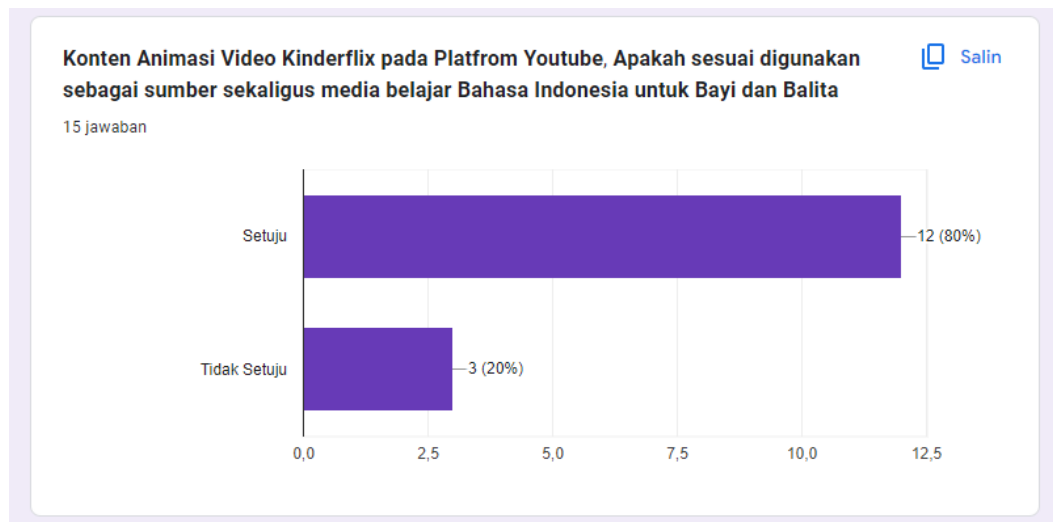


Figure 4. Response Diagram for Kinderflix Video Animation Content on the YouTube Platform, Is It Suitable for Use as a Source and Media for Learning Indonesian for Babies and Toddlers

Source: Google Form

From the question asked, "Kinderflix Video Animation Content on the YouTube Platform, is it suitable to be used as a source and medium for learning Indonesian for babies and toddlers?". Of the 12 respondents, they agreed to use Kinderflix's animated YouTube content as a resource and learning aid. The average number of parents who agreed answered that there were many benefits obtained from giving their children to watch Kinderflix YouTube content. Kinderflix animation content was considered by parents to agree because it supports the baby's cognitive development. Kinderflix also provides very useful guidance to parents, with Kinderflix's animated content being a learning resource and media that can support children during their development. However, 3 respondents disagreed.

Reasons why respondents disagree:

1. *Mother's name: Putri Intan*

Child's Name: Khalid

Age: 16 months

Reason: Exposing children to watch shows that are not suitable for their age can hurt their development. What is worrying is that children may have delayed speech. According to (Aurelia et al., 2022) if the development of his speaking skills is not the same and he cannot fulfill the tasks of speech development at that age, then it can be said that the child will experience obstacles in the development of his speaking skills (speech delay).

2. *Mother's name: Nadia Adriana*
The child's name: is Siska Melina
Age: 12 months

Reasons:

- 1) Following behavior that could be considered violence, insults, harsh words, and blasphemy.
- 2) Living a hedonistic lifestyle. Nadzir and Ingarianti (2015) in (Anggraini et al., 2017) define a hedonistic lifestyle as someone who does something to find pleasure in life, spends time away from home to have fun with friends, likes to buy things who is not needed but wants to be the center of attention within himself. surrounding environment.

3. *Mother's name: Tarisha Rahma*
 - a. *Child's Name: Maulana Ahmad*
 - b. *Age: 19 months*

Reason: Disturbs the child's emotions so that the child has tantrums more often. Tantrums or tantrums are emotional outbursts that occur when a child feels out of control (Manoppo et al., 2023).

CONCLUSIONS AND SUGGESTIONS

From research on animated videos from the content of the Kinderflix YouTube account, it can be concluded that animated content is a tool that is easy to use as support and support in obtaining learning resources and media for children. Through animated songs that are fun and easy for children to like, babies and toddlers can learn in a fun way and of course with a creative and quality perspective to support the growth and development of your baby or toddler. Therefore, through animated video content created and delivered by content creators or online educators, they have a contribution and role in continuing to provide useful shows for children to watch, wherever these shows are distributed, there needs to be a little educational message that is provided. spread from the content they create. Through animated video content that is suitable and interesting for children, this has become a big step in shaping the good character traits of Indonesian children so that in the future children can have a bright national future for Indonesia. As well as parents' responses and support in providing teaching media to their children.

ADVANCED RESEARCH

The researcher's suggestion in this journal is that apart from getting learning media through animated videos, children can be invited to communicate and interact more often in the learning process, for example learning outdoors, getting to know nature, and real objects, and continuing to be directed in a fun way so that children can have a bond. good with teachers. An even more interesting thing is the debate among adults about showing cartoon films to children. I saw a moving animated video on the YouTube platform that can cause addiction in babies or toddlers, triggering concern for parents and hurting children. It is hoped that this research will help parents gain more knowledge about interesting learning media via social media on the YouTube platform on Kinderflix content.

ACKNOWLEDGEMENT

As a researcher, I would like to thank you very much for being allowed to write this article. Hopefully, this will help parents increase their knowledge and insight into fun learning media. And hopefully, for other researchers, it can be used as a reference in doing further research. Once again, thank you, and apologize if there are any shortcomings in the current article writing.

REFERENCES

- Amelia, RF, & Lestari, T. (2021). Parents' Responses Regarding the Influence of YouTube on the Emotions of Elementary School-Age Children. *Tambusai Educational Journal*, 5 (1), 1482-1489. Retrieved from <https://www.jptam.org/index.php/jptam/article/view/1124>
- Anggraini, RT, Fauzan, &, & Santhoso, H. (2017). The Relationship between Hedonic Lifestyle and Consumptive Behavior in Adolescents. *Gadjah Mada Journal of Psychology*, 3 (3), 131-140.
- Ardiansyah, Risnita, & Jailani, MS (2023). Data Collection Techniques and Scientific Education Research Instruments in Qualitative and Quantitative Approaches. *IHSAN Journal: Journal of Islamic Education*, 1 (2), 1-9. doi: 10.61104/ihsan.v1i2.57
- Aurelia, T., Rahminawati, N., & Inten, D. (2022). Analysis of Internal Factors and External Factors that Influence Speech Delay in Children Aged 5.9 Years. *Bandung Conference Series: Early Childhood Teacher Education*, 2 (2), 69-78. doi: 10.29313/bisect.v2i2.3504
- Azella, AN, & Rahman, NIZ (2023). Analysis of Language Errors in the Field of Phonology in the YouTube Video Nihongo Mantappu. *Journal of Education and Counseling*, 5 (1), 5626-5633.

- Erlina, E., Lokaria, E., & Purwasih, L.A. (2023). Application of the Problem-Based Learning (PBL) Learning Model Assisted by Puzzle Media. *Journal of Elementary Schools (JOES)*, 6 (2), 260–271. doi 10.31539/joes.v6i2.6663
- Henry. (2020). Definition of Toddler Nutrition. *Angewandte Chemie International Edition*, 6(11), 951–952. , 8–18.
- Kinderflix learning videos for toddlers. (2024). *Kinderflix - Learning Videos for Toddlers*. Indonesia: www.youtube.com.
- Manoppo, I., & Manaru, YH (2023). The Relationship between Parenting Patterns and Temper Tantrums in Toddler Age Children. *Nutrix Journal*, 7 (2), 222. doi: 10.37771/nj.v7i2.1017
- Novitasari, S., & Najicha, FU (2023). *The Important Role of Pancasila for the Young Generation in Facing Globalization*. June, 1–11.
- Puspita Dewi, IAPM, Suwedawati, GAKA, & Sepriani, NK (2023). Improving the Sradha Character and Bhakti of Golden Age Children Through Making Simple Yadnya. *Metta : Journal of Multidisciplinary Science*, 3 (2), 232–244. doi 10.37329/metta.v3i2.1758
- Rahman, M., Nursyabilah, I., Astuti, P., Syam, MI, Mukramin, S., & Kurnawati, WOI (2023). Utilization of Social Media as a Learning Media. *Journal on Education*, 5 (3), 10646–10653. doi: 10.31004/joe.v5i3.1890
- Syahroni, U. (2024). *2D Animation Content Analysis of Indonesian Toddler Songs as a Means of Children's Education on the YouTube Platform* . 2 (1), 213–219. doi: 10.59581/seniman-widyakarya.v1i2.1987