

## The Effectiveness of YouTube Live Streaming as Digital Learning Media in Tourism and Guiding Subject

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### Abstract

The purpose of this paper is to study the effectiveness communication of YouTube live streaming (YTL) among the students of English Department at State Islamic University of Maulanan Malik Ibrahim Malang, Indonesia concerning the teaching effectiveness. The sample of the study is 45 students of English Department who took Tourism and Guiding II in the sixth semester 2016/2017 as the elective subject. The researchers adopted exploratory study by distributing questionnaires on the communication effectiveness, learning effectiveness and You-tube Live Streaming implementation. The instrument had 15 items in which each point had five items with a three – point Likert scale. The findings show that the communication effectiveness of YTL was considered good in spite of the absence of the teacher and the noise disturbance, the learning effectiveness was increasing due to the students' own learning style, comfortable feeling and the repetition of video display. To implement YTL teachers' digital literacy is highly needed. On the implementation of YouTube –live streaming for teaching it is the responsibility of the school or campus management. The researchers recommends conducting further study on teachers' digital literacy, and teachers' made YouTube-live streaming materials.

*Keywords:* communication, teaching and learning, You Tube Live Streaming

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