

Effectiveness of Using PinterPolitik.TV's Youtube Channel in Strengthening the Character of Nationalism

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Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan kanal YouTube PinterPolitik.TV terhadap penguatan karakter nasionalisme siswa dalam pembelajaran sejarah kelas XI di SMAN 7 Banjarmasin. Adapun metode penelitian ini menggunakan jenis pendekatan kuantitatif dan jenis penelitian deskriptif. Pengambilan sampel penelitian ini menggunakan *probability sampling* dengan teknik *simple random sampling*. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah angket. Acuan untuk mengukur penggunaan kanal YouTube PinterPolitik.TV tersebut menggunakan Teori Kesuksesan Sistem Informasi sebagai indikator untuk variabel bebas dan Karakter Nasionalisme sebagai indikator untuk variabel terikat. Pengumpulan data dilakukan dengan membagikan kuesioner fisik kepada 167 responden. Hasil penelitian dari 167 responden pada 26 butir pernyataan terkait efektivitas penggunaan kanal YouTube PinterPolitik.TV terhadap penguatan karakter nasionalisme siswa dalam pembelajaran sejarah diperoleh hasil signifikansi sebesar 0,000 yang lebih kecil dari 0,05. Total hasil pengukuran efektivitas penggunaan kanal YouTube PinterPolitik.TV terhadap penguatan karakter nasionalisme siswa sebesar 65.00% yang termasuk dalam kategori Sukses.

Kata kunci: efektivitas, karakter, nasionalisme.

Abstract

This study aims to determine the effectiveness of using the PinterPolitik.TV YouTube channel to strengthen students' nationalism character in learning class XI history at SMAN 7 Banjarmasin. The research method used a quantitative approach and descriptive research. The sampling in this study used probability sampling with a simple random sampling technique. The data collection technique used in this research was a questionnaire. The reference for measuring the use of the PinterPolitik.TV YouTube channel uses Information Systems Success Theory as an indicator for the independent variable and the Character of Nationalism as an indicator for the dependent variable. Data collection was conducted by distributing physical questionnaires to 167 respondents. The results of research from 167 respondents on 26 statement items related to the effectiveness of using the PinterPolitik.TV YouTube channel on strengthening the character of student nationalism in learning history obtained a significance result of 0.000, which is smaller than 0.05. The total measurement of the effectiveness of using the PinterPolitik. TV YouTube channel on strengthening the character of student nationalism is 65.00%, which is included in the Success category.

Keywords: effectiveness, character, nationalism.

INTRODUCTION

In the 21st century learning, Indonesia's education faces various challenges that arise because of globalization. It is possible that future learning technology will continue to develop and strengthen

itself into a discipline and profession that can play a role in solving learning problems (Warsita, 2017). In anticipating the increasingly dynamic changes in information technology, special attention and adjustments are required in the field

of education. One phenomenon that is occurring in society today is the rapid use of social media, especially YouTube.

YouTube is an online *video platform* that features various video content and can be accessed by anyone through its application with an internet connection. Generally, people often use YouTube as a means of entertainment in their spare time. YouTube is growing rapidly among children these days (Nursobah, 2021).

Based on the we are social report (Databoks, 2023), Indonesia ranks fourth in the world with 139 million YouTube users. The platform was founded by three PayPal employees, Jawed Karim, Steve Chen, and Chad Hurley, in February 2005. The main advantage of YouTube is its easy access through laptops, computers, and smartphones. However, not many students use YouTube as an alternative learning platform, even though there is a lot of interesting learning content that is not always obtained through classroom learning.

One of the YouTube channels that provides creative journalistic content is PinterPolitik.TV, founded in 2016 by the Editor-in-Chief of *Investor Daily* and *Suara Pembaruan*, Wim Tangkilisan. The PinterPolitik.TV YouTube channel is known for its distinctive writing, infographics, and videos in published journalistic products. Its mission is to create quality, creative, and intellectual journalistic

content for readers (Pinterpolitik.com, 2022).

Education is a process of character building. History learning plays a role in character building by understanding and affirming the superior values of a nation's journey (Susanto, 2014). Character is the personality a person uses as a basis for determining their attitudes, perspectives, mindsets, and actions (Filasari, 2020). Character education is crucial in facing the challenges of moral degradation today (Nadilla, et al., 2023).

History learning through an independent curriculum has an important place in the lives of the nation and state. Agustinova (2018) emphasized that history courses have a mandate to shape the character of students through the values contained in history course. History learning requires innovation to be an effective medium for shaping the character of students. According to Kochhar in (Susanto, 2014), history teachers must possess two qualities: mastery of material and mastery of learning techniques. History teachers must be able to create a comfortable learning environment and use various learning media. With the development of social media, especially video content from the YouTube channel PinterPolitik.TV, it is hoped that teachers will utilize it as a source of learning history that not only provides knowledge but also entertainment for students.

Learning effectiveness must meet several requirements. Effectiveness is the relationship between the output of a responsibility center and the goals to be achieved. The greater the contribution of output to achievement of the goal, the more effective it is (Hidayah et al., 2020). According to Gibson in (Putri, 2019), effectiveness is assessed in terms of individual, group, and organizational achievements. The closer their achievements are to expected achievements, the more effective they are. The effectiveness of using the PinterPolitik.TV YouTube channel can be seen from its impact on achieving the goal of strengthening students' nationalism character in history subjects.

Learning is a process of interaction between teachers and students. The teacher is the messenger, and the student is the receiver of the message. According to Ozturk in (Supriatna, 2007), history learning is a subject in the social sciences discipline. According to Wineburg and Wilson in (Kurniawan, 2019), history learning has a great mission to shape the character of the nation through the education of positive values from the long journey of the Indonesian nation. Moh. Ali in (Susanto, 2014) stated that learning national history arouses and develops the spirit of nationality and maintains national ideals throughout the life.

The effectiveness of history learning can be observed through the effective use

of learning resources. An interview on February 20, 2024, with Muhammad Meidy Surbakti, an XI grade history teacher at SMAN 7 Banjarmasin, revealed that so far the method used is discussion and the Student Centered Learning (SCL) model, with students as the center of the teaching and learning process and the teacher as a facilitator. There are signs of students' fading sense of nationalism in learning history, such as inattention to the lesson, playing smartphones, and sleeping during the lesson. Therefore, researchers must investigate the use of the YouTube channel PinterPolitik.TV with video content that is in accordance with historical material to strengthen the character of nationalism. After using YouTube in the learning process, it is hoped that students will be able to understand the material well and learning history will become more interesting through audio-visual displays, thus strengthening the character of nationalism.

METHOD

This research uses a quantitative approach and descriptive research type. Quantitative methods in research generally use two main approaches: survey research and experimental research. Survey research, describes numerical, behavioral, or perceptual data from an existing population by selecting a portion of the overall population (Creswell, 2014).

In addition, quantitative methods include cross-sectional and longitudinal studies using questionnaires to collect data, allowing generalization of research results from a selected samples. On the other hand, experimental research approach evaluates whether treatment impacts the outcome of the study. This effect was measured by the researcher by giving a certain treatment to the experimental and comparison groups, and then the phenomenon was observed in both groups to conclude the final results (Creswell, 2014).

The research was conducted at SMAN 7 Banjarmasin, which is located at Jalan Dharma Praja V No. 47 East Banjarmasin. SMAN 7 Banjarmasin is a senior high school that has received an A grade. The independent variable used in this study is the use of the PinterPolitik.TV YouTube channel to measure the strengthening of students' nationalism characters. Meanwhile, the dependent variable in this study is the strengthening of students' nationalism character in history learning.

The populations in this study were all grade XI students at SMAN 7 Banjarmasin, with many as 11 classes, with 435 students. The population of grade XI students in SMAN 7 Banjarmasin is detailed as follows:

Table 1. Total Population of Class XI of SMA Negeri 7 Banjarmasin Year 2023/2024

School	Class	Number of Students
SMAN 7 Banjarmasin	XI-1	40
	XI-2	39
	XI-3	39
	XI-4	40
	XI-5	40
	XI-6	39
	XI-7	40
	XI-8	40
	XI-9	40
	XI-10	38
	XI-11	40
Total		435

Source: Administration of SMAN 7 Banjarmasin

In this study sampling used probability sampling using simple random sampling technique. If the obtained population data and size are known, then the sample calculation can use the *Isaac* and *Michael* formula. The following gives the calculation results.

$$S = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2 (N-1) + \lambda^2 \cdot P \cdot Q} = \frac{2,706 \times 443 \times 0,5 \times 0,5}{0,05^2 \times (435-1) + 2,706 \times 0,5 \times 0,5} = 167 \quad (1)$$

The number of class XI students with a sampling error rate and a confidence level of 10% was 167. The data collection technique used in this research was a questionnaire. Riduwan (2014: 99) argued that a questionnaire is a list of questions given to other people who are willing to respond to the user's request. The type of questionnaire used in this study was a closed questionnaire, in which alternative answers were provided using a *Likert* scale. The *Likert* scale is used to measure the attitudes, opinions, and

perceptions of a person or group of people about social phenomena. According to Priyono (2008) the Likert scale contains a systematic statement that shows the attitude of a respondent to the statement.

The object of this research is one of the video content of the PinterPolitik.TV channel entitled "History of Sarekat Islam, Origin of the PKI Story?". The video content explains Tjokroaminoto's influence in Indonesian independence struggle through Sarekat Islam. Tjokroaminoto is also known as the teacher of various influential figures in Indonesia, including Sukarno.

The reference for measuring the use of the PinterPolitik.TV YouTube channel is the Information System Success Theory (DeLone & McLean, 2003, Rahmi Maulidhia, 2021) as an independent variable and the Character of Nationalism (Aman, 2011) as an dependent variable. The measurement of effectiveness at this stage uses the formula proposed by Purwanto (2007).

After calculation, the results were then interpreted based on the criteria compiled by Purwanto (2007), as listed in table 2, which describes the level of effectiveness.

Table 2. Interpretation of Effectiveness Level (Purwanto, 2007)

Tiers	Percentage Success	Meaning
1	0%-20%	Very Unsuccessful
2	21%-40%	Unsuccessful (TS)

3	41%-60%	Moderately Successful (CS)
4	61%-80%	Success (S)
5	81%-100%	Very Successful (SS)

The results of this interpretation make it possible to categorize the effectiveness of the variables studied based on the percentage values obtained, to provide an overview of how effective these variables are in this study.

RESULTS AND DISCUSSION

Effectiveness of Using PinterPolitik.TV's YouTube Channel in Strengthening the Character of Nationalism

To test the effectiveness of using the PinterPolitik.TV YouTube channel, we used the formula for measuring the level of effectiveness by Purwanto (2007). The following is the result of descriptive research data processing, which was used to calculated the average of each question item.

Table 3.
Avarage of Respondents Answers

Grain	STS	TS	S	SS	Average
	1	2	3	4	
1	0	0	131	36	3.21
2	0	2	126	39	3.22
3	0	5	133	29	3.14
4	0	4	138	25	3.12
5	0	1	105	61	3.35
6	0	0	119	48	3.28
7	0	33	112	22	2.93
8	1	9	114	43	3.19
9	1	8	112	46	3.21
10	1	11	126	29	3.09
11	0	8	114	45	3.22
12	0	18	115	34	3.09

13	1	25	108	33	3.03
14	0	33	97	37	3.02
15	0	3	102	62	3.35
16	0	2	99	66	3.38
17	0	1	81	85	3.50
18	0	9	107	51	3.25
19	0	1	81	85	3.50
20	0	2	81	84	3.49
21	2	1	107	57	3.31
22	2	2	100	63	3.34
23	0	4	103	60	3.33
24	0	2	99	66	3.38
25	0	4	107	56	3.31
26	0	4	107	56	3.31
Total					84.55

We measured the effectiveness of using the PinterPolitik.TV YouTube Channel using the following formula:

$$\frac{\text{Total Average of Measurement Items}}{\text{Total Measurement Items}} = \text{Measurement Average Weight} = \frac{84.55}{26} \quad (2)$$

$$\frac{\text{Average Weight of Measurement Items}}{\text{Number of Levels of Success Criteria}} = \frac{3.25}{5} \times 100\% = 65.00\% \quad (3)$$

Effectiveness of Using PinterPolitik.TV's YouTube Channel = 65.00%

Therefore, based on the above calculations, the results of the effectiveness of using the PinterPolitik.TV YouTube channel are 65.00%, meaning that the effectiveness level of using the PinterPolitik.TV YouTube channel is considered successful. After presenting the research results, this section focuses on discussing the interpretation of the research results namely, the interpretation of the descriptive analysis results and the interpretation of the effectiveness of using the PinterPolitik.TV YouTube channel.

The results of the descriptive analysis show that after testing the Respondent Achievement Rate (in Indonesia Tingkat Capaian Responden, abbreviated as TCR), 14 statement items were classified in the fair category and 12 items in the Good category. The categorization of items is based on Sugiyono (2022) regarding the formula for the level of respondent achievement, namely presentation value in the range of 51%-65% is in the Fair category and 66%-84% is in the Good category.

The factors that influence the results of Moderate on the 14 items of the independent variable statement are because the majority of respondents feel that they obtained complete information and easily understand the information conveyed from the PinterPolitik.TV YouTube channel broadcast entitled "History of Sarekat Islam, Origin of the PKI Story?". The Sufficient category shows that respondents understood the information presented through the PinterPolitik.TV YouTube channel, but this information could be further improved. Presenting information in an *audio-visual* format can provide greater benefits to users during the learning process. This is in accordance with the opinion of Susanto (2019) that the selection of learning media must be based on the appropriateness of learning and achievement of learning objectives. Teachers must be able to strive so that the learning media required to develop

competencies can be used optimally in learning.

Factors influencing the good results on the 12 statement items were due to the most of respondents demonstrating various aspects of their learning experience through the PinterPolitik.TV YouTube channel content. They responded well to the material presented, showed increased motivation, self-confidence, understanding of diversity values, respect for local history, and culture, and encouraged honesty and discipline. In line with the opinion of Susanto (2019), education at its core is an effort to shape character, and in a more specific context, history learning aims to shape character by understanding and reinforcing the extraordinary values of a nation's journey. Nationalism today is an awareness as a nation accompanied by a desire to maintain, preserve, and propose a strong and civilized identity, integrity, and resilience of national character (Syaharuddin, 2019). Although some aspects showed a moderate level of achievement, the majority of respondents showed a positive response to learning through the media.

The effectiveness level of the PinterPolitik.TV YouTube channel, which was declared as "Successful" is based on the results of calculations that produced an effectiveness score of 65.00%. This means that the channel is successful in achieving the set goals. Evaluation of

effectiveness is carried out to assess the extent to which the channel is effective in conveying information and achieving the desired educational goals. After determining the level of effectiveness, hypothesis testing is carried out to determine the relationship between the effectiveness of using the PinterPolitik.TV YouTube channel and the variable of strengthening the character of nationalism.

Table 4. Relationship Coefficient Test Results between Variable X and Variable Y

	Use of PinterPolitik.TV YouTube Channel (X)	Strengthening the Character of Nationalism (Y)
Use of PinterPolitik.TV YouTube Channel	Pearson Correlation Sig. (2-tailed) N	.336** .000 167
Strengthening the Character of Nationalism	Pearson Correlation Sig. (2-tailed) N	.336** .000 167

The test results show that there is a *Pearson* correlation coefficient (*r*) of 0.336 with a significance value of 0.000, which is smaller than 0.05. This implies that there is a strong and positive relationship between the effectiveness of using the channel and strengthening the character of nationalism. Thus, it can be concluded that the PinterPolitik.TV

YouTube channel effectively strengthens the character of nationalism in the respondents.

The results show the PinterPolitik.TV YouTube channel has a significant effect in increasing respondents' awareness and understanding of nationalism. The use of the PinterPolitik.TV YouTube channel on the show entitled "History of Sarekat Islam, Origin of the PKI Story?" succeeded in achieving the learning objectives of class XI history at SMAN 7 Banjarmasin, namely increasing awareness and pride in national identity and values.

CONCLUSION

The results of data analysis from 167 respondents on 26 statement items related to the use of the PinterPolitik.TV YouTube channel and strengthening the character of nationalism obtained a significance result of 0.000, which is smaller than 0.05, thus showing the influence of the independent variable of using the PinterPolitik.TV YouTube channel on strengthening the character of nationalism. Therefore, it can be concluded that there is a strong and positive relationship between the two variables. The total measurement of the effectiveness of using the PinterPolitik.TV YouTube channel on strengthening the character of nationalism of students in learning history class XI at SMAN 7

Banjarmasin is 65.00% which is included in the Success category.

The Information System Success Theory used to measure the independent variable of using the PinterPolitik.TV YouTube channel obtained the highest mean of 3.35 and a Respondent Achievement Rate of 67.18%, so that it was in the good enough category. Item X 5 is a sub-indicator of *effectiveness* of the user satisfaction indicator on the Information Systems Success Theory used to measure the independent variable of using the PinterPolitik.TV YouTube channel, which states that respondents feel that information about Sarekat Islam on the PinterPolitik.TV YouTube channel helps them increase their knowledge of history.

The lowest indicator in this study had a mean of 2.93 and a TCR of 58.68%, which is in the Fair category. This indicator is a sub-indicator of the Net Benefits of Information Systems Success Theory for independent variables, namely Improved Knowledge Sharing. The test result of the relationship coefficient is 0.336 and the significance value is 0.000, which means less than 0.05, thus H_1 is accepted, and H_0 is rejected. Therefore, the results of the relationship coefficient test, show a strong and positive relationship between the two variables, such that and the variable value of the effectiveness of using the PinterPolitik.TV YouTube channel is high, the variable

value of strengthening the character of nationalism increases.

In addition, the most of respondents rated the content presented on PinterPolitik.TV's YouTube channel as being able to help improve their historical knowledge, motivation, and understanding of nationalism values. However, some items only received a "Fair" rating, indicating that although effective, there is still room for improvement, especially in increasing net benefits, such as encouragement the spread of knowledge. Overall, this study concludes that the use of the PinterPolitik.TV YouTube channel supports history learning and strengthens the character of nationalism.

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