

## ***ABSTRACT***

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***Use and Utilization of Youtube as a Learning Media at Sman 1 Sukatani, Bekasi Regency***

*Keyword: YouTube, learning media, learning motivation*

*(xiii + 66 + Appendices)*

*Education in the industrial revolution 4.0 has the main goal, namely to realize intelligent and creative education as well as improving and equalizing education, by expanding access and use of technology. Information conveyed to the audience using mass media in conveying it is called mass communication. Social media is media that is used by anyone because social media is useful for sharing messages. Especially for students, social media is very popular with today's generation. One very popular social media is the YouTube platform. In this era, what is needed is how learning is designed to be collaborative, communicative, think critically and creatively, one of which is by using YouTube media in learning. The purpose of this research is to determine the use of YouTube as a learning medium. The method used in this research is a descriptive qualitative approach. The theory used in this research is multimedia learning theory. The results of this research are that this platform has great potential in increasing the learning effectiveness and interest of students at SMAN 1 Sukatani, Bekasi Regency.*

*Bibliography: 2015-2023*