ABSTRACT

Zafirah, Atha Rida, 2025, *Students' Perceptions of The Learn English with Jessica YouTube Channel in Learning New Vocabulary*. English Education Study Program. Faculty of Teacher Traning Education of Universitas Jambi in Academic Year 2025/2026. First Supervisor: Dr. Yanto, S. Pd., M. Ed. Second Supervisor: Reny Heryanti, S. S, M. Hum

This study aims to find out students' perceptions of the *Learn English with Jessica* YouTube channel in learning new vocabulary. This study used descriptive qualitative method because this method helps the researcher to explain the students' views based on their real experiences. Data were collected through semi-structured interviews. Six eleventh grade students at SMAN 8 Kota Jambi who have used *Learn English with Jessica* YouTube channel participated in this study. The data analysis technique used was thematic analysis based on the theory by Braun and Clarke (2006). The results of this study show that students have a positive perceptions of the *Learn English with Jessica* YouTube channel in learning new vocabulary. They considered this channel helpful as a vocabulary learning media because it is easily accessible, engaging and enjoyable, relevant to their needs, and impactful on their vocabulary learning and other English skills. However, one student said that after watching a few videos, the material still felt too basic, and the conversations were monotonous and stiff. Therefore, the content needs to be improved to reach students with higher levels of ability. Overall, this channel was considered helpful as a vocabulary learning media and gave a positive impact to the students' English learning.

Keywords: *Perception, Students, Learning, Vocabulary, YouTube*