

Conference e-Proceedings

eISBN 978-967-2072-43-0

Physical & Online



I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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eISBN 978-967-2072-43-0

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e ISBN 978-967-2072-43-0



Publisher:
Zes Rokman Resources (2131022-P)
Bandar Baru Bangi, Selangor Darul Ehsan



Conference e-Proceedings
International Conference of Research on Language Education 2023
e-ISBN: 978-967-2072-43-0

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CREEPYPODCAST YOUTUBE CHANNEL

Erfy Syarafinah¹, *Puteri Nur Hidayah binti Kamaludin²

^{1,2} Academy of Language Studies, Universiti Teknologi MARA Cawangan Johor Kampus Segamat

¹erfysyarafinah11@gmail.com

²puteri523@uitm.edu.my
*Corresponding Author

ABSTRACT:

CreepyPodcast is a YouTube channel where horror stories from viewers were shared and read out in a video. Stories were collected through a google form that was shared in the link description. After receiving the stories, a video was made based on one of the stories, where the host, alone or alongside any other invited guests, read them out and gave reactions while reading the story. This Podcast project can help participants to improve their writing skill and viewers to improve their proficiency by listening to the stories. Instead of using formal language in every video, a more conversational and relaxed language as well as interesting tone were used which can attract people who are not familiar with English language to want to listen understand the videos easily. Moreover, constant reactions, some elements of humour and sound effects were also used to make the viewers feel interested to watch and listen to the videos.

Keywords: podcast, vocabulary, speaking skill, writing skill, listening skill

1. INTRODUCTION

Inspired by the famous “Misteri Jam 12” created by Singaporeans, CreepyPodcast serves the same purpose which is to deliver spine-shivering stories to horror lovers and at the same time, collect real life stories from viewers too. The difference is that CreepyPodcast is Malaysia based and the main language for this channel is English. To attract people to love English and listen to English Podcast, the theme horror is used. Through the stories, the host learned to improve speaking skill and also the confidence to talk in front of the camera. Viewers on the other hand, can improve their listening skill and those who send the stories can improve their writing skill.

When the google form was first shared to classmates and friends, the responses were not as expected. Therefore, not many people would have the time or energy to write short paragraphs in English so, after a few considerations, a new method was carried out which was asking for simplified stories through Instagram story questions, and it increases the number of responses received. While waiting for responses, a profile photo and banner for the YouTube Channel was created using Picsart. The profile photo will be used as the thumbnail for each video to make the channel look more synchronised. During week 10, the first video was posted.

1.1 Project Objective / Purpose

CreepyPodcast has a few benefits. Firstly, it is to attract horror lovers to want to write using English and listen to videos in English. Yoestara, M., & Putri, Z. (2019) stated that another effective technique to develop our attention skills is through listening activity. Some students might find it difficult to pay attention to something for quite some time but through listening

activity, it can help them to improve their attention skill and one of the activities is listening to podcast. Students also generally enjoy learning process more when there is an element of fun, or an attraction implemented in the process of teaching and learning. The theme of horror was selected to attract those who love to listen to horror stories to watch the podcast YouTube videos. Horror stories or movies are something most people scared to listen or watch alone. Most people would need someone to accompany them. That is why, there is a pressure to try to understand the stories to fit in and get spooked together. Therefore, that is why the stories were read out in a more casual tone and humour was also included while reading out the stories.

The next reason is to help people who went through paranormal experiences felt heard. Nowadays, some people do not believe in the paranormal. Most people need to keep their stories to themselves in fear that they will be laughed at, or when they speak up, no one believes them. Pullman (2003) said that the problem is that such stories must persuade you on both paranormal and mundane level. This proves that to convince people to believe in supernatural events involving spirits and ghosts might sound ridiculous to some people. Thus, by submitting their stories and having people believing and reacting to them as well as giving them some support will make them feel like they are not alone.

Lastly, is to provide entertainment. Some people love listening to podcasts while doing their everyday routine, relaxing, or running errands. CreepyPodcast serves to send chills and satisfy people's craving for some horror chills. Yang & Zhang (2021) mentioned that exposure to terrible events, or simply the expectation of them, can excite us in opposing ways, either adversely, in the form of fear or anxiety, or positively, in the form of excitement or joy. Since all of the videos use conversational English, everyone can watch and enjoy the videos especially horror lovers. This podcast YouTube project will also help those involved improve speaking skill, listening skill, and also writing skill. Thus, this project will be one interesting way to help participants to improve their English proficiency level.

1.2 Entrepreneurial Opportunities

It is well known that YouTube pays their creators very well. Bohlooli (2023) stated that depending on its size and number of subscribers, each YouTube channel generates a varied amount of revenue. As of 2022, YouTube pays 18\$ per 1,000 views. To get paid, the creator must have at least 1,000 subscribers. The count of the number of views also depends on the watch time that the creator managed to gather.

Currently, CreepyPodcast has one video posted. Therefore, it has not managed to get as much exposure yet. As of February 2023, the video has gained 63 views and will continue to gain more views in the future. Woodcock (2022) stated that through consistency it will create a pattern and that is what keeping the viewers to come back to the channel. Therefore, CreepyPodcast aims to post one video per week depending on the number of responses received. This can help the channel to grow and possibly generate income. Currently, there is no budget needed to run the channel as the platform used, which are Google Form and YouTube is free. As for the equipment, the microphone, laptop, and camera are all already owned. Therefore, zero cost is needed for this project.

However, when the channel manages to receive a large number of audience and starts to receive income, the money will be used to upgrade the equipment used to record the videos. For example, the miniature microphone will be replaced with a proper one and the lighting will be upgraded to a dark coloured led light to create a suitable environment instead of using a natural light. While waiting for CreepyPodcast to receive the targeted number of subscribers, the normal setup will be continued to be used.

2. METHODOLOGY

Before the project started, a questionnaire was created and shared via Google Form link and send to multiple group chats of classmates and friends asking them to send their horror stories. In the Google Form, people can write a short story about their experience, they need to provide some necessary information like name and course in the Google Form. The Google Form was also promoted on Instagram stories. A number of responses were received, and they were read out and proofread through Grammarly. After that, one story was selected for the podcast.

Channel preparation includes creating a profile picture and banner for the channel, creating an email account, and editing an introduction video. The themes of both pictures are horror but minimalistic. The two main colors used are black and red and were used a lot to represent blood and ghosts. Black is the color of mystery. The introduction video consisted of creepy photos from Google and the title as well as the sound effect were edited to create suspense for the viewers.

After the YouTube was created, the first video was recorded. Since podcasts usually have minimal amount of editing, the first video took 3 tries of rerecording to get a complete video with the least amount of error. After getting an almost perfect one video, the video was then transported to CapCut for editing. CapCut application is free and easy to use.

As of now, the main objective is to grow the channel and slowly upgrade the equipment. Although CreepyPodcast main objective is not profit driven, there are goals to achieve so that in the future it is able to gain money.

3. RESULTS AND DISCUSSION

While planning the project, a survey was given out to close friends to gain insights about their relationship with the paranormal and horror. A few responses were received that support the reason for CreepyPodcast to be created.

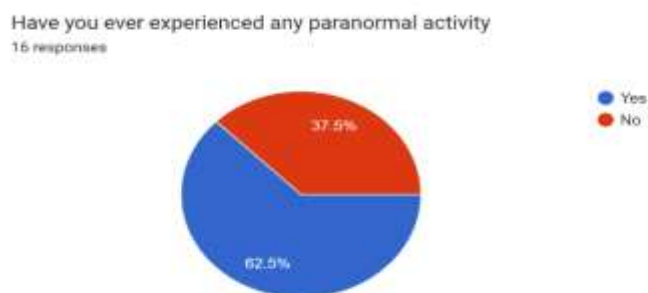


Figure 1. Paranormal activity

Based on the figure above, it was found that 37.5% of respondents have never experienced any paranormal activity while 62.5% of respondents have encountered paranormal activity.

Have you ever encountered anyone who is heavily against supernatural
 16 responses

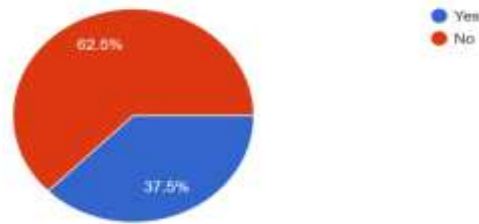


Figure 2. Supernatural phenomena

Based on the pie chart above, 62.5% of respondents were not against supernatural phenomenon while 37.5% of respondents were against supernatural phenomenon.

Do you enjoy listening to Horror podcasts?
 16 responses

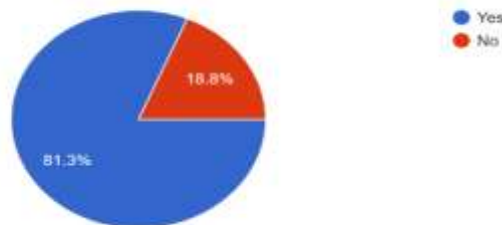


Figure 3. Listening to horror Podcast

It shown that a majority of 81.3% of the respondents enjoyed listening to horror podcasts while 18.8% of respondents did not enjoy listening to horror podcasts.

3.1: Feedback

After posting the first video, a survey was shared through Instagram and WhatsApp to obtain feedback from viewers. This is to get insight on where the improvement should be done for the next video.

Do you think CreepyPodcast teaches you new words in English?
 13 responses

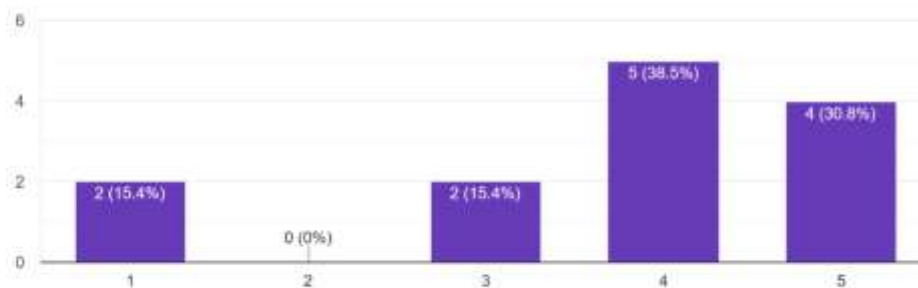


Figure 4. Vocabulary

Based on the bar graph above, it was found that 30.8% of respondents strongly agree and 38.5% of respondents agree that CreepyPodcast taught them new words or vocabulary in English while listening to the horror stories. 15.4% of respondents felt indifferent while 15.4% of respondents strongly disagree.

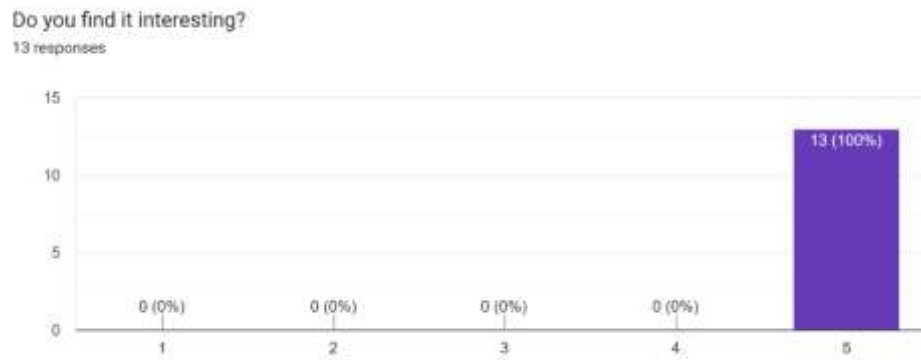


Figure 5. Interesting

Based on figure 5, all respondents strongly agree that CreepyPodcast was interesting. This indicates that this YouTube Channel has potential to be developed in the future.

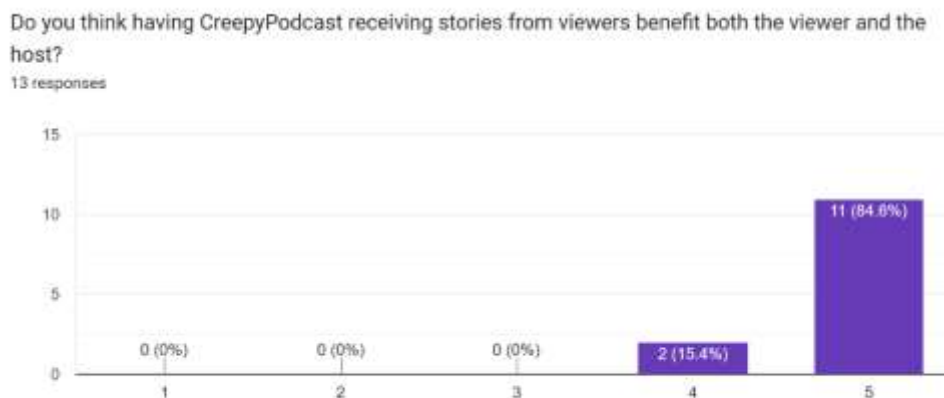


Figure 6. Benefit

Since most of the viewers are also contributors to the channel, CreepyPodcast's method was proven to be beneficial for both parties. Not only it gave entertainment, but it also helped people who went through supernatural experiences felt heard.

4. CONCLUSION

As a conclusion, not only does CreepyPodcast provides entertainment, it also helped with enhancing viewers' English language. The channel is made for everyone as it is easy to be understood by others. This channel is targeted to university students and young adults as well as everyone who enjoys horror despite of their age group.



This project benefits both parties and has a high chance of getting recognised as viewers loved the content so far. CreepyPodcast will continue to reach higher and become better. Confidently, CreepyPodcast will be a successful project.

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