

## German Culture Introduction Through "Schöne M" Youtube Channel

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### Abstract

This article discusses the role of the YouTube channel "Schöne M" in introducing German culture to high school students. With the growing popularity of digital content, platforms like YouTube have become effective means of expanding cultural awareness. In this study the authors used descriptive-analytical research methods. This research explores how "Schöne M" combines engaging and informative approaches in presenting content related to German culture to teenage audiences. Through content analysis and audience responses, this article examines the positive impact of the channel in enriching knowledge of German culture at the high school level. These findings provide valuable insights for educators and policymakers to leverage digital platforms as effective educational tools in introducing foreign cultures to the younger generation.

**Keywords:** *German Culture, YouTube Channel, Educational Tools*

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## Introduction

Germany, a country rich in history, art, and diverse culture, has become an intriguing destination for many who wish to explore the beauty of Europe. However, numerous individuals often encounter limitations when attempting to experience German culture, such as time constraints or financial restrictions, among others. Fortunately, in this digital era, everyone can easily immerse themselves in German culture, particularly through platforms like YouTube.

The channel 'Schöne M' offers viewers a captivating gateway to explore German culture. With 'Schöne M,' audiences are immersed in the richness of everyday life and the diverse facets of German culture. From bustling cityscapes to tranquil countryside vistas, from local traditions to tantalizing culinary experiences, the channel delivers informative and authentic content that showcases what makes Germany truly unique. In this channel, we are invited to explore the world of German food and drink, and delve into the cultural differences in the context of family life between Germany and Indonesia. From distinctive culinary offerings to different family values and traditions, 'Schöne M' connects two different cultures, inspiring viewers to better understand and appreciate global cultural diversity. We can also explore the beauty of Germany's famous festivals, such as Oktoberfest in Munich, which celebrates Germany's cultural heritage and traditions with

beer. By delving deeper into the content, viewers can experience the uniqueness and excitement of the festivals that have become icons of Germany's cultural life and identity.

## Method

In this study the authors used descriptive-analytical research methods. Descriptive-analytical method is a method that serves to describe or give an overview of the object under study through data or samples that have been collected as is without analyzing and making conclusions that apply to the public (Sugiono: 2009; 29). This method provides an overview of the data that has been collected. The main data collected in this research is data taken from the *Schöne M* Youtube channel. Data collection is also obtained from online journals, e-books, online articles related to German culture. related to German culture.

## Results

With the development of information technology, social media, and online video platforms such as YouTube, people have easier access to learn and understand the culture of a country. Based on data obtained from Databoks, there are around 5.16 billion internet users spread across the world. This number reaches 64.4% of the global population of approximately 8.01 billion people. From this power, it can be seen that the internet has an important role in people's lives. The internet allows users to exchange information and interact through social media in real-time. From the YouTube channel "*Schöne M*" we can get to know the cultures that exist in Germany. The topics discussed by "*Schöne M*" include: culinary, social interaction, and entertainment.

### Differences in Eating Culture in Germany and Indonesia

Germany and Indonesia have very different cultures, especially in terms of food, drinks, eating procedures, and the values associated with these activities. The differences in food culture between Germany and Indonesia reflect significant variations in food preferences, table manners and values associated with these activities. From the types of staple foods to how they are served, as well as the influence of religion and local traditions, these differences demonstrate the richness and diversity of cultures around the world. In Germany, meals tend to be dominated by dairy products (*die Milch*), potatoes (*die Kartoffel*), cheese (*die Käse*), meat (*das Fleisch*), bread (*das Brot*). Germans are known for their love of a variety of sausages, often called Wurst or Salami, as well as drinking Beer (*das Bier*), especially at big festivals like Oktoberfest. The presentation of food in Germany is highly organized and appreciated, with the use of knives and forks common in the table manners. Even the culture of cleanliness is highly valued, from cooking to eating, which is even taught to children from an early age. In Indonesia, rice is a staple food that must be included in every meal. The majority of Indonesia's population is Muslim, so the consumption of beer or alcoholic beverages is rarely found because it is prohibited (haram). Indonesian cuisine is often known for using local spices that give it a distinctive spicy flavor. Indonesians often serve food in traditional ways, such as using banana leaves as serving mats, and the culture of eating with hands is still common.



Figure 1. Screenshot of a quiz on the schöneM's Youtube channel

Content about Essen und Trinken has great potential to increase viewers' interest and understanding of German culture. Through the exploration of food and drink, viewers can understand the connections between German culture, history and identity. In addition, the interactive quizzes in the middle of the videos provide a more active and entertaining learning experience for viewers, and encourage them to engage directly with the content presented. By continuing to present varied and informative content about Essen und Trinken, along with interactive quizzes such as the one shown above, the 'SCHÖNE M' channel can continue to inspire and educate its audience about the richness of German cuisine.

### Familie und Surroundings

In the next content, schöne M talks about family differences between Germany and Indonesia. Families in Germany have unique characteristics that reflect German culture. Unlike in Indonesia, families there have a structure or family tree that tends to be smaller, usually there are only fathers, mothers and children. While in our own country, Indonesia, the family can also include grandparents, uncles, aunts, and even other relatives who live at home. In German families they place great importance on open and honest communication and often plan time together to share activities such as picnics, cycling or nature walks to increase emotional attachment. Despite their close relationship, they respect each other's privacy.

As illustrated in the video, same-sex marriage has also been legalized in Germany since October 1, 2017. The law reads "*Ehe für alle*", recognizing marriage between two people of the same sex. After the passing of the law, same-sex couples in Germany have the same rights as heterosexual couples in terms of marriage, and most Germans do not get married even if they live together. This is very different from Indonesia, where marriage is mandatory and same-sex couples are strictly prohibited. This is because Indonesia adheres to its religions. There are also many marriage issues in Indonesia that are different from Germany. For example, there are many underage marriages. Even though the government sets the age limit for marriage for women and men is 19 years old. And the thing that always happens in Indonesian culture is that after marriage you have to have children. That is not the case in German society where many people think about being childfree. And Indonesia allows for polygamy or two marriages but not Germany.

It also explains how a very significant difference is also seen in educating children. In Germany, parents let their children explore their own world and emphasize personal development and creativity. For example, they are allowed to experiment so that they have a high curiosity and are also trained to be independent from a young age. They are also taught to be responsible, for example by walking or cycling to school. With this, many children as young as 16 are already earning their own money by working part-time. This is in stark contrast to parenting in Indonesia. They emphasize academics and are guided to always get the best. Indonesian parents often do not give their children the opportunity to have an opinion and express what they feel.

It is also mentioned that there is a slight difference in filial piety. In Germany, parents will focus on independence and personal well-being. This is due to the culture of leaving home as a teenager to pursue a career. In Indonesia, filial piety is measured by providing financial and emotional support throughout life. Because most Indonesians still live with their parents even though they are adults or have a family.

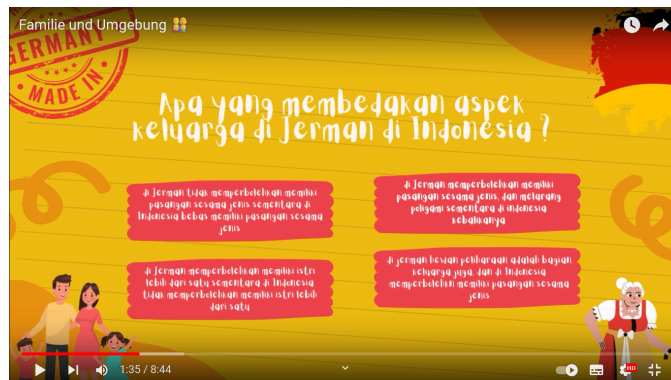


Figure 1. Quiz about family differences in Indonesia and Germany

The family plays a central role in German culture, and content that addresses this theme can provide a valuable perspective for viewers who want to understand more about everyday life in Germany. Through content that depicts the warmth and intimacy of family relationships, the 'SCHÖNE M' channel can help build a deeper understanding of German social and cultural values. In addition, the quizzes integrated in the middle of the videos not only provide additional entertainment, but are also an effective tool to actively engage viewers in learning about German culture. Thus, the 'SCHÖNE M' YouTube channel is not only a source of inspiration, but also an interactive place of learning for its audience.

## Discussion

Previous research has looked at the role of YouTube in education, especially in the context of teaching and learning (Cho et al., 2018). The use of interactive quizzes in YouTube content can increase audience engagement and strengthen their understanding of the material presented. Our findings also support this, where interactive quizzes integrated in the middle of Essen und Trinken and Familie videos on the 'SCHÖNE M' channel are expected to increase audience engagement and provide a more active learning experience. Digital media, including YouTube, has been an interesting subject of study in an attempt to understand the potential and challenges in cultural education (Singh & Mukhopadhyay, 2020).

Past studies have shown that digital media, including YouTube, can be an effective tool for education, especially when used creatively and interactively. Our findings confirm the effectiveness of using digital media, particularly YouTube channels, as a means of cultural education. By presenting engaging, informative and interactive content, the 'SCHÖNE M' channel is expected to expand its influence as a source of knowledge and understanding of German culture. An analysis of YouTube content has also been conducted to understand the platform's role in introducing and understanding cultural diversity (Smith & Johnson, 2017).

## Conclusion

Based on the results and discussions, it is evident that the use of the YouTube channel "Schöne M" serves as a learning and knowledge-enhancement medium. Through this channel, viewers can engage deeply. Considering the percentage of internet users, it reaches 64.4% of the global population of around 8.01 billion people. The article discusses the differences in food culture between Germany and Indonesia, as well as differences in family life and social values between the countries. Through a descriptive-analytical approach, this article provides a clear picture of how information technology and social media, particularly YouTube, facilitate cross-cultural understanding and enhance interest and understanding of German culture. Interactive video quizzes also prove to be an effective way to deepen audience participation in learning about German culture. Thus, "Schöne M" serves not only as a source of inspiration but also as an interactive learning platform for its audience about the richness of German culture. By comparing our findings with previous research, we can identify continuity and confirmation of the effectiveness of the strategies used in teaching and learning through the 'SCHÖNE M' YouTube channel. This underscores the importance of continuing to apply approaches that are innovative and appropriate to the needs and interests of the audience in order to achieve optimal learning outcomes.

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