

CHAPTER I

INTRODUCTION

In this chapter the writer explains about five topics including background of study, formulation of research questions, purposes of the study, the definition of key terms, scope and limitation of the study.

A. Background of The Study

Technological developments have had a major impact on people's lives. Technology improves the comfort of people's lives by simplifying and accelerating human work. Especially during this COVID-19 pandemic, where people are asked to carry out activities at home, whether working, worshipping or studying from home, which is meant to anticipate people being exposed to the corona virus. In these circumstances, technology has made a considerable contribution from various fields, including the economic, socio-cultural, religious, health and education fields. With technology, people can order food, buy goods, work, study online, people can also stay connected with their distant relatives using virtual video calls. In other words, technology ensures that people stay connected and have their needs met.

In the field of education, the use of technology is developing very rapidly, especially during the pandemic era. This is because education and teaching that is used to be carried out face-to-face, now has turned online at almost all levels of education. Technology in education is a system that is used to support learning so that the

desired results are achieved. The implementation of technology in education in Indonesia is that technology can be used as a learning media, administrative tool, and learning resource. Lestari (2018)

Social media has become one of the most frequently used technology products by students. In their daily life, students cannot be separated from the usage of social media. Social networks are increasing being integrated into the contemporary ways in which individuals think, act, and relate to others. According to Irwan Faturrochman (2018) on his journal as cited in wearesocial.sg statistical data, social media users in Indonesia tend to increase every year. In 2014 active internet users in Indonesia amounted to 89 million people, this number continued to increase at the beginning of 2016 as many as 132 million users, of which 61 million users are still in the age group of 13-29 years. These data can explain that the use of social media in Indonesian society is quite significant. Interestingly, these data also reveal that students are active users of social media. The rapid development of social media is now because everyone seems to be able to have their own media. A social media user can access internet network even though the access is slow, without big costs, without expensive tools and done alone without employees. Social media users can also freely edit, add, modify both text, images, videos, graphics, and various other content models.

English is the most frequently used international language in communication, science, information technology, business, and

various other aspects. In Indonesia, English is a foreign language that has been studied since kindergarten, and is a compulsory subject in junior and senior high schools. This shows the importance of learning English in life. In relation to this learning, the use of social media can be a powerful educational tool to make students more interested in learning English, providing students and teachers with a unique and dynamic learning experience. Social media can increase learning opportunities by making it possible to connect and communicate in exciting new ways, so learning English is never boring. Azizah Maulina (2018) in her article published in a journal entitled "Social Media to Improve the Quality of Students' English in the Millennial Era" states that students' English skills can be improved through social media in the order of listening, speaking, writing, and reading. From various social media, students can find learning resources, such as English song videos, tutorials, monologues, dialogues, or written information or knowledge. From these sources, they can learn all English skills.

Based on other literature studies, it is all stated that social media can improve students' English skills. Social media is currently used for varied reasons. Ahmed (2016) as cited in (Sameer O, 2020) researched Facebook effectiveness in helping students who were learning English as a foreign language (EFL) improve their grammar. He determined that Facebook helped students improve their writing skills and grammar. Alqasham (2018) as cited in (Sameer O, 2020)

investigated English language learning mediation using virtual social networks. Findings indicate that students have positive attitudes to social networks in their daily lives. Another researcher stated that blogs were useful and helped learners improve their skills in writing. Additionally, learners have also improved their English vocabulary. (Dhanya, 2016) as cited in (Sameer O,2020) stated that social media enhances learning and teaching the English language, while social sites improve interactions amongs students and between teachers and learners, leading to improved English skills. It is not uncommon for students to state that social media is one of the tools they use to improve their English skills. Namaziandost and Nasri (2019) on their journal entitled "The Impact of Social Media on EFL Learner's Speaking Skill:A Survey Study Involving EFL Teachers and Students" stated that as many as 82% of students said there was an increase in high proficiency speaking skills and the remaining 18% said an increase in medium proficiency speaking skills. Similarly, teachers said they do agree that social media can improve speaking and listening skills well in students. In another journal written by Marleni and Asilestari (2018) entitled "The Effect of Using Social Media:WhatsApp Toward The Students Speaking Skill" it states that based on the results of the analysis and discussion of data, students' speaking skills have a significant effect after using the application in the second semester of students English study program at the Pahlawan Tuanku University Tambusai, based on the score obtained

by the experimental class is higher than the score obtained by the control class.

Communicating is a basic thing that everyone does, as eating and sleeping. Communication allows individuals to connect and understand each other. The easiest way to communicate is to speaking. Good speaking skills makes a person will find easier way to convey ideas, ideas, and even experiences he/she has experienced to others appropriately. This will also reduce misunderstandings between the interlocutors. According to Alvia Nuri (2016) as cited from David Nunan (1999:39) stated that the majority of people are able to master speaking skills, which is the most important aspect in learning a foreign language. This is because a speaker must have an idea to speak. Similarly, According to Alvin (2017) as cited by Richards and Renandya (2002), it states that the most important language skill is speaking skill because most people in the world learn to speak English in speaking skills to communicate with others.

Students feel that learning english takes a very long time, plus they are lazy to read thick books. Based on these things, of course it is necessary to learn English using the right strategy, so that students can more easily grasp English material especially speaking skills. Strategies are needed in addition to simplifying also accelerating students' understanding in overcoming their learning problems. In the KBBI the meaning of the word strategy is "The science and art of using all the nation's resources to carry out certain policies in war and

peace; The science and art of leading armies against the enemy in war, under favorable conditions.” So in simple terms, a strategy can be interpreted as an approach, preparing a plan to achieve a certain goal or in other words, a strategy is a work plan that maximizes the potential to achieve certain goals. According to Widyantari et al (2017) in a journal entitled “The influence of cognitive, metacognitive and social affective learning strategies in science learning outcomes” as cited in Kadafar (2017) states that learning strategies are efforts made by students with the intention of being able to understand and use the information received appropriately.

According to Abdalmaujod (2013) in a journal entitled Language Learning Strategies: A General Overview. Stating that learning strategies are processes that contribute to learning activities. Language learning strategies vary widely. learning strategies are divided into distinct categories. Abdalmaujod classifies the strategies under three main headings: cognitive (applying a specific technique to a particular task, for example repeating, reasoning and analyzing), metacognitive (related to the learning process, for example repeating, reasoning and analyzing), and socio affective (involving oneself and other for example co-operating with peers and seeking clarification). grammar skills.

Based on the phenomena that occur the researcher is interested to study more deeply what types of social media do students use most often in learning speaking skills. What are the students’

strategies in utilizing social media to improve their speaking skill. What are the advantages and disadvantages of using social media in learning speaking. So on this study the writer chose the title of her research as follows : "Students' Efforts in Using Social Media as The Strategy for Learning Speaking" in her thesis.

B. Formulation of Research Questions

The formulations of the research problems of this study are :

1. What types of social media do students use most often in learning English especially speaking skills?
2. What strategies do students usually apply in utilizing social media to improve their speaking skills?
3. What are advantages and disadvantages of using social media in students' learning speaking skills?

C. Purposes of The Study

Based on the research questions formulated above, this research is purposed to :

1. Determine types of social media do students use most often in learning English especially speaking skills.
2. Determine the students' strategies in utilizing social media to improve their speaking skill.
3. Figure out the advantages and disadvantages of using social media in learning speaking.

D. Significance of The Study

This research will be contributive to:

1. Students of English

Theoretically, social media is a tool that almost everyone uses today, including students. Students who use social media well for their English learning needs will certainly benefit greatly so that other students can imitate the efforts and strategies that students use in improving English speaking skills through social media.

2. The Next Researcher

This research will provide more information related to improving english speaking skills through social media. In the practical aspect, the data obtained in this research can be used for other researchers to pursue other studies in the same aspect.

3. Readers

This study is expected to give contribution to readers, especially the students of English Education Department of UIN Sayyid Ali Rahmatullah Tulungagung as one of enriching references in the topic of social media usage.

E. The Definition of Key Terms

1. Students' Effort

Utami, et al. (2015) in their journal entitled "An Analysis on Students' Effort to Improve Speaking Skills." stated that students' efforts are efforts made by students in learning activities in order to

improve their skills. In line with that, Pace (1998) stated that student effort is voluntary behavior or personal investment by students to improve their skills or their understanding, so that they can achieve higher mastery of skills. In this study the skills in question are speaking skills.

2. English Skills

According to Supina (2018) the concepts of four basic language skills in learning English are Listening, Speaking, Reading, Writing. These four language skills are sometimes called the "macro-skills".

3. Speaking Skill

According to Dewi Sri Kuning (2020) in her journal entitled "Application of Learning Media to Speaking" she stated that speaking is a process carried out to produce language from various ideas from one person to another.

4. Social Media

According to Azizah Maulina (2018) social media is media internet that allows users to represent themselves and interact, cooperate, share, communicate with other users, and form virtual social bonds. So, it could be concluded that social media is a medium for interacting, communicating and sharing with friends or everyone

in the world by using the internet.

5. Learning Strategies

According to Hong Shi (2017) learning strategies are steps taken by students to improve their learning. Learning strategies refer to the behavior and thought processes used by students that affect what is learned including memory and metacognitive processes.

F. Scope and Limitation of The Study

In this research, to avoid the study of being too large in scope, the researcher limited the participants from seventh semester students of English Education Department UIN Sayyid Ali Rahmatullah Tulungagung. This is because students majoring in English are considered to put more emphasis on learning English to improve their abilities. The researcher limited the subject of study to undergraduate students of who have good speaking skills were proven by their achievements in speaking competition. In addition, researcher also chose the students who claim that they are making efforts to improve their speaking skills through social media, so that they could provide detailed information about the phenomenon.

The researcher also limited the study to student efforts that are used to improve their speaking abilities through social media. In terms of time, the researcher will end her research if she has been able to answer the research questions and got saturated data.