# CHAPTER I

# INTRODUCTION

This chapter present the Background of the Study, Formulation of Research Questions, Objective of the Study, Significant of the Study, Scope and Limitation of the Study, and Definition of the Key Term.

## A. Background of the Study

The technological advances have had such a big impact on education especially in learning English as a foreign language. The use of information and communication technology in learning English can help learners to improve their language skills (Khaloufi & Laabidi: 2017). In addition, information, and communication technology utilization may empower and motivate learners in learning English. Not to mention, the information and communication technology use can provide some opportunities for collaboration and interaction in the process of learning English, and also the learning needs to be scaffolded for learners to benefit from such opportunities (Murray: 2005).

One form of information and communication technology is social media, it is one of the results of the advance of technology (Liu: 2010). Social media is also a set of tools that allow people to establish and to engage a relationship. Social media is one of the technologies that mostly used by people around the world, starting from the young learner to old people. Social media is a tool of information and communication technology used by people to communicate online. Social media is also one famous platform used by people of every age

and level. Social media is a thing as a result of the advanced of technology nowadays. There are many kinds of social media such as Facebook, Twitter, Instagram, Youtube, etc. These kinds of social media are easy to be signed up for free. It is also one of the reasons why most people use these social media.

Many kinds of social media appear in the last decade, for example, Facebook, Twitter, Instagram, Youtube, etc (Monica & Anamaria, 2014). These kinds of social media are often used by people especially learners because they are fun things for them. As stated by Chou (2014), social media has some characteristics such as interactivity, platform quality, knowledge sharing mechanism. Therefore, through social media, learners can do a lot of things. For example, they can contact and make friends with others from every different place, city, and country. Learners know how to update information about what happens in their environment faster through social media than other media like a newspaper. In addition, the learners can learn the English language from social media. In the English as a foreign language context, the use of social media provides some opportunities to develop English language skills. It is the fact that English is one of the languages that mostly used in social media, because English is known as international languages that is used all over the world to communicate each other. English Learners use their mobilephone in which social media to communicate each other and they believe that social media can facilitate them to learn anywhere and anytime (Ayuningtyas: 2018).

Language learning strategies have an explicit goal, where language can help a person increase knowledge in communicating with others. Thus social media

has become one of the tools used by people today, especially K-popers. K-poper is someone who likes Korean pop music. Most of the K-popers communicate using English, so they can connect with other K-popers from all over the world, and Twitter is one of the many social media that is widely used by K-popers around the world. Twitter has become a social media that is not only used as a tool for communication, but it is also used as a medium to get information and can also be used as the right medium to find out what is happening and trends related to K-pop by K-popers around the world by sharing or writing a tweet (Faiza, 2020:23).

Twitter was founded in March 2006 by John Dorsey, Evan Williams and Biz Stone. Through Twitter we can express what we think, many Twitter users share some quotes or content in English about love, verses in the scriptures, humor, motivation, and Twitter users also usually share some grammatical forms that are owned by several countries certain. Twitter has a strong position as the top conversation platform for K-popers in the global K-pop community. The billions of K-pop tweets are mostly shared in English because the users are not only from Asia (Korea, Indonesia, Malaysia, Thailand, Vietnam, etc.) but also many countries from North America (USA, Canada), Latin America (Argentina, Brazil, Peru, Mexico) and Europe (France, UK, Turkey). Global communication happened massively through Twitter to share the K-pop stuff they love. Based on the phenomenon, English has very important role to communicate among K-popers. K-popers, who are mostly young people, are required to learn English and increase their English vocabulary so they can

mingle and communicate with other K-popers. The urge to learn English especially to increase English vocabulary is growing rapidly to get information about their idols.

One of the important things in learning English is vocabulary. Vocabulary is an important part of language and is always the first thing learned in a language. Vocabulary is a series of words used in a particular language or a series of words used to communicate (Hatch and Brown, 1995:1). Through vocabulary, a person is able to master four language skills; they are, listening, speaking, writing and reading. That is why mastery of vocabulary determines mastery of the four language skills. And with good vocabulary mastery one can communicate well and clearly with one another. Therefore vocabulary is very important for K-popers, by mastering vocabulary K-popers can easily communicate with K-popers around the world. And by mastering English vocabulary, K-popers will also continue to update news about their idols and things related to K-pop. Because most news about K-pop is written in English. This is what makes learning vocabulary among K-popers so important.

In the digital era, English learning in K-pop tweet which happened in Twitter has become a language learning media. Today's learning of English is not only about studying in class, reading books, and looking up dictionaries. The use of social media in learning English helps learners to develop their language skills, especially for the younger generation who are addicted to technology such as K-popers. K-pop tweets become an effective learning media to improve English skill especially in English vocabulary knowledge of K-

popers. Tweeting fun things in English about their idols, their fandom, and things related to K-pop makes them more interested in English. K-popers also often read things related to K-pop such as news about their idols. By reading a lot of news about their idols, there will be more and more new English vocabulary that they didn't know before. By tweeting and reading tweet about their idols, their fandom, and things related to K-pop, K-poper (unconsciously or not) is learning and improving their English vocabulary.

This research is focused on learning English vocabulary using Twitter taken from the perceptions of K-popers who use Twitter as a medium that can help them stimulate their English vocabulary. The writer is interested in choosing this research because the writer realizes that English vocabulary is the most important part in learning English, because English is the language used by all international communities as a tool to communicate with one another.

The researcher has found some previous studies, the first is authorized by Dinar Faiza (2020), entitled Stimulating English learning in global K-pop community on Twitter. The purpose of this study to explore the phenomenon of K-pop on Twitter that can be the platform of English learning. In this study the author uses descriptive qualitative method, focused on finding the nature of the particular event on study. The researcher collect the data used interview & poll to K-poper, observations, and examination of K-pop tweets, included interactions among K-pop community on Twitter. The finding of this study revealed that the interest of K-pop stimulates English learning for K-poper. English helps them to support and connect to their interest. The curiosity of K-

pop eagers them to learn and improve English skill. It demands their self-learning in the process of improving English skill. The second is authorized by Wachida Rizky Diniasri, Supiani, and Neneng Islamiah (2020), entitled The University Students' Perceptions of Using Twitter in Learning English Vocabulary Mastery". In this study the author uses quantitative method with survey research design. The data was gathered from the questionnaire through google form and was shared on Twitter. In this study the researcher used random sampling, the population were all users of Twitter and researcher took 100 users as sample with criteria such as English university students either from English Department or English Literture students. The result of the study shows that the quantitative data revealed that participants had positif perceptions toward Twitter in learning English vocabulary.

The third is authorized by Nalini Arumugam, Nur Sarah Shafiqah, Alice Shanthi, Mohamad Idham, and Purwarno (2022), entitled The Use of Twitter in Learning English Vocabulary: EFL Learners". In this study the author uses quantitative research approach. It adopted two sets of questionnaires to collect data. Data and information from this study were obtained through questionnaires in Google Form and the use of SPSS software. This study consists of two categories of respondents, which are 100 international undergraduate students who furthered their studies in Malaysia and 20 language educators of different universities ranging from other age groups. The results found that most EFL learners agree that Twitter plays a vital role in the vocabulary development of EFL at the university level. Using Twitter as a

language learning tool at the university level effectively promotes their vocabulary learning. The fourth is authorized by Revalita Meydina Firdaus (2020), entitled Students' Perception on The Use of Twitter to Improve Students' English Vocabulary. In this study the author uses qualitative method. The researcher collect the data used observation, interviews, and documentation. In this study the subjects were six of forty-four English Department students at the State Institute for Islamic Study of Salatiga. This research found that the use of Twitter as a learning support media is very effective in helping the students to improve their English vocabulary.

Compared with the four previous studies above, this present research has similarities and differences. Similar to the four previous studies is that this current research uses the same media that is Twitter. the difference between the second, third, and fourth previous studies and the current research lies in the research subjects, the three previous studies used students as subjects while in my research using K-popers. Just like the first previous research, this research uses K-popers as a subject, except that in my research it is more specific about learning English vocabulary, while the research conducted by Dinar Faiza (2020) discusses learning English. The reason the researcher is interested in taking up this research is because many K-popers use Twitter to learn English vocabulary. And this is supported by previous research by Dinar Faiza (2020) which states that the curiosity of K-pop fans encourages them to learn and improve their English skills. Researchers want to know more about how K-popers perception on the use of Twitter to stimulate their English vocabulary

which was not explained in previous research. Based on the explanation above, the researcher conducted this study entitled 'K-POPERS' PERCEPTION ON THE USE OF TWITTER AS A MEDIA FOR STIMULATING THEIR english vocabulary'.

## B. Formulation of Research Questions

Based on the background of study, the researcher formulates some statements of the problems as follows:

1. What are the K-popers' perception in learning English vocabulary using Twitter as a media for stimulating their English vocabulary?

2. What are the K-popers' perception in difficulties experienced in learning English vocabulary using Twitter as a media for stimulating their English vocabulary?

## C. Objective of the Study

Dealing with the statement of the problems above, the researcher intends to achieve some objectives through the study as follows:

1. To describe K-popers' perception in learning English vocabulary using Twitter as a media for stimulating their English vocabulary.

2. To describe K-popers' perception in difficulties experienced in learning English vocabulary using Twitter as a media for stimulating their English vocabulary.

**D. Significant of the Study**

In this study, the researcher hope this research is usefull for:

1. Theoretical

   a. This study is expected to be used as input for further research related to K-popers' perception on the use of Twitter as a media for stimulating their English vocabulary in a certain period.

   b. As references for other researchers who are interested in investigating K-popers' perception on the use of Twitter as a media for stimulating their English vocabulary.

2. Practical

   a. For the Researcher

   The result of this study is intended to broaden the perspective of the researcher in particular and the reader in general.

   b. For the Readers

   For readers, the results of this study are expected to add insight into the perspective of readers in general about K-popers' perception on the use of Twitter as a media for stimulating their English vocabulary.

   c. For the next researchers

   For the next researchers, this research is expected to be used as a new reference when conducting related research.

**E. Scope and Limitation of the Study**

In this research, the researcher sets the scope that focused on K-popers' perception on the use of Twitter as a media for stimulating their English

vocabulary. To avoid misunderstanding, the researcher limits the informant to a focused and detailed study. The subjects of this study were K-popers who actively use Twitter and are not native English speakers.

## F. Definition of the Key Term

To avoid problem misunderstanding and misinterpretation of the research finding, the researcher would like to explain and define the key terms used. This research will use several key terms frequently to explain the topic under discussion.

1. Perception

   Perception is a psychological process through experience obtained by the five senses, one can process the response into a positive or negative perception.

2. Twitter

   Twitter is a social networking site which is used to communicate with other registered member through a short post of 140 characters called tweets.

3. Vocabulary

   Vocabulary is the science of words and their meanings (Khabib, 2013:9).

4. K-popers

        K-popers are a group of people who like the K-pop music genre. K-popers are usually those who actively monitor the development of their idol's social media, the lives of their idols, and all things related to K-pop and K-pop idols.