

CHAPTER I

INTRODUCTION

This chapter divided into several parts. They were background of the study, Statement of Research Questions, Purpose of the study, Significance of the Study, Scope and Limitation of the Study, Definition of Key Terms.

A. Background of Study

English is a very important foreign language to learn as it serves as an international language that is essential for global communication. Maurais and Morris (2004:24-25) stated that "Globalization accompanied by the spread of English already position and will continue to position countries having English as a majority in an ever more special position". It meant all aspects of life around the world soon or later will use this language. The important role of English can be seen in various dimensions in modern society. It facilitates communication between people and is therefore used as a tool for international business, diplomacy, and travel. Overall, English plays an important role in building connections, enabling collaboration, and supporting personal and professional growth in an interconnected world. In Indonesia, English is a compulsory subject for students to learn because English is one of the determinants in achieving national progress where the younger generation can compete and be able to face global problems.

In the context of English learning, there are four main skills that must be mastered: listening, speaking, reading and writing. In addition, there are three important components that support these skills: vocabulary, grammar and pronunciation. Achieving proficiency in these skills and components is necessary for students to excel in English, both in written and spoken form. In particular, in the context of school or university education, more attention should be paid to the development of speaking skills in order for students to communicate effectively.

While speaking is the process of transforming ideas into meaningful sounds. Each sound produced must carry meaning, which is a combination of background knowledge and linguistic rules. Through speaking language learners will be judged upon most in real life situation. It means that speaking takes important skill in learning language. Speaking is a language skill that emphasizes verbal interaction, enabling individuals to generate, send, or receive information accurately and fluently. Bueno, Madrid, & McLaren pointed out that the most difficult skills language learners face in language learning is speaking skill. It is believed that speaking is the most important of the four language skills. The common issues in speaking include accuracy, fluency, appropriateness, grammar, pronunciation, and vocabulary.¹

¹ A. Bueno, D. Madrid, dan N. McLaren, *TEFL in secondary education* (Editorial Universidad de Granada, 2005).

Vlogs offer various advantages as a learning media, especially in supporting the development of students' speaking skills and confidence. As a platform that allows students to record and edit videos, vlogs can be used for speaking practice without direct pressure from the audience. This is in accordance with the self-efficacy theory proposed by Bandura, which states that a person's belief in their ability to perform a particular task will affect their performance and effort. By viewing their own recordings, students can perform continuous self-evaluation and improvement, which ultimately increases their confidence in speaking.² In addition, according to Li and Yang, vlogs can provide students with the experience of speaking in front of a camera, leading to improved public speaking skills. This process provides an opportunity for students to practice speaking in a more relaxed yet structured manner, which is highly beneficial in improving speaking skills in formal situations such as classroom presentations. Thus, vlogs become an effective media in developing speaking skills and building students' confidence in dealing with audiences, both in the classroom and in everyday life.³

Vlogs serve as an engaging and interactive media that can be used as an excellent learning media to help students learn to speak English more easily and effectively. One of the teaching medias from technology that can be used is using vlog. Biel & Gatica-Perez stated that vlog defines as the

² A. Bandura, *Self-efficacy: The exercise of control* (W.H. Freeman, 1997).

³ Y. Li dan L. Yang, "Exploring the influence of teacher-student interaction on university students' self-efficacy in the flipped classroom," *Journal of Education and Learning* 10, no. 2 (2021): 84–9.

video component that provides a series of online broadcasts which is allowing everyone to create and post content and considers it as video collections that serve both as an audiovisual life documentary and as a vehicle for communication. Students can directly apply their skills to enhance their speaking ability, especially in Tourism class. Media vlogs offer innovative ways to learn and develop good English skills in front of the camera.⁴ Among the many advanced technologies today, vlogs have emerged as a popular media for communication and expression Sigala, M., & Gretzel, U.⁵ Particularly in tourism class, which actively engage students in front of the camera, vlogs provide an opportunity to develop speaking skills by offering a platform for the entire community, including students, to engage in real-life communication scenarios.

In English education department of UIN Sayyid Ali Rahmatullah Tulungagung, there is an elective course called Tourism Class designed to provide an educational approach that integrates English language skills with the specific needs of the tourism industry. According to Ritchie, J. R. B., & Crouch, G. I. Tourism Class provides specific knowledge of the tourism industry which is essential for students who wish to work in the sector. The course aims to prepare students to compete in the global tourism sector. In Tourism Class, students are trained to understand various communication

⁴ J. I Biel dan D. Gatica-Perez, "VlogSense: Conversational behavior and social attention in YouTube," in *In Proceedings of the 18th ACM International Conference on Multimedia* (ACM, 2010), 66–74.

⁵ U. Gretzel, "Influencer marketing in travel and tourism. In M. Sigala & U. Gretzel (Eds.)," in *Advances in social media for travel, tourism and hospitality* (Routledge, 2018), 147–156.

contexts in the world of tourism, such as talking to tourists, providing information about tourist destinations, and presenting tourist attractions or services in an interesting and communicative way. The main aspects of Tourism class is the improvement of students' speaking skills, because the ability to communicate effectively in English is very important in the tourism sector. Students are taught to speak confidently and straightforwardly. They are also invited to practice in various practical situations that they may face in the field, such as explaining local culture, or providing recommendations for tourist attractions to the public.⁶

In tourism class, students are expected to utilize technology to promote tourist destinations more widely. Therefore, this elective course uses vlogs as an out-of-field learning media, which students use to practice their speaking skills with digital technology. With these skills, students can create engaging content that can be published on various social media platforms, so that they can not only communicate directly, but can also utilize the media to promote tourism to a global audience. The rise of digital platforms and social media has transformed the tourism sector, where creating engaging content such as vlogs helps in marketing destinations globally, Sigala, M., & Gretzel, U.⁷

In the context of tourism class students, vlogs serve as a media that not only develops speaking skills, but also improves students' understanding

⁶ J. R. B. Ritchie dan G. I. Crouch, *The competitive destination: A sustainable tourism perspective* (CABI Publishing, 2003).

⁷ Gretzel, "Influencer marketing in travel and tourism. In M. Sigala & U. Gretzel (Eds.)."

of the subject matter. Tourism class students often conduct hands-on field research, interview professionals in the tourism industry, and visit tourist destinations as part of their vlog projects. The use of vlogs provides a richer and more immersive English language learning experience for tourism class students. The focus on this study aims to determine students' perspectives on the use of vlogs on speaking skills in the tourism class majoring in English Education at UIN Sayyid Ali Rahmatullah Tulungagung.

There are several previous studies related to this research. Research by Rahayu, A. S., & Nurviyani, V.⁸, Lestari, N.⁹, Marzuki, M. J.¹⁰, Mandasari, B., & Aminatun, D.¹¹, Weganofa, R., & Khoiro, I.¹², Fais Wahidatul Arifatin et al.¹³, concluded that vlogs as an interactive and effective media to help students enhance and develop speaking skills. In addition, vlogs also provide many advantages rather than disadvantages. Vlogs are one of the media and technological developments in the modern era like now to facilitate and help students in many ways, especially as a learning media towards students speaking skills. Overall, the novelty of the

⁸ A. S. Rahayu dan V. Nurviyani, "A Study of Students' Speaking Skill Through Vlog," *Journal of English Pedagogy, Linguistics, Literature, and Teaching* 6, no. 2 (2018): 1–9.

⁹ Novita Lestari, "Improving Students' Speaking Skill Through Vlog," *Journal of English Education and Teaching* 3, no. 1 (2019): 1–10.

¹⁰ M. J. Marzuki dan S. Nurpahmi, "Using video blog in teaching English," *English Language Teaching for EFL Learners* 1 (2019): 13–23, <https://journal3.uin-alauddin.ac.id/index.php/elties/article/view/7422>.

¹¹ B. Mandasari dan D. Aminatun, "Vlog : a Tool To Improve Students " English Speaking Ability At," *Proceedings Universitas Pamulang, 2020*, no. July 2019 (2020).

¹² R. Weganofa dan I. Khoiro, "The effectiveness of video blog (VLOG) on students' speaking skill," in *Proceedings of the 2nd Annual Conference on Social Science and Humanities (ANCOSH 2020)* (Atlantis Press, 2021).

¹³ Fais Wahidatul Arifatin, "A narrative inquiry study on language learning through pop-up book," *Ideas: Jurnal Pendidikan, Sosial, dan Budaya* 8, no. 3 (2022): 1021–1028.

upcoming research with previous studies is in the application of vlogs in the context of the tourism specialization class at UIN Sayyid Ali Rahmatullah Tulungagung, its use at the higher education level, namely university, and the emphasis on student perceptions that provide new insights into the benefits and challenges of using vlogs for learning speaking in a very specific professional sector.

Based on these problems described above, the researcher interesting to conduct research “Students' Perspective on the use of Vlogs Toward Speaking Skills in Tourism Class of English Education Department at UIN Sayyid Ali Rahmatullah Tulungagung” Researcher interesting in exploring the students’ perspective of Tourism class students regarding the use of vlogs as their learning media toward speaking skills, because as researcher know, in tourism class students are accustomed to using vlogs as their learning media outside the class to fulfill their field trip assignments.

B. Statement of Research Problems

Based on the background of the study above, the statement if research problem is as follows: What are the students’ perspective on the Use of Vlogs Toward Speaking Skills in Tourism Class of English Education Department at UIN Sayyid Ali Rahmatullah Tulungagung?

C. Purpose of the Study

This section presents the Purpose of the Study to be achieved by the researcher. The purpose of this study is to describe students’ perspective on

the Use of Vlogs Toward Speaking Skills in Tourism Class of English Education Department at UIN Sayyid Ali Rahmatullah Tulungagung.

D. Significance of the study

The researcher hopes that the results of this study will contribute to:

1. For the Students

The researcher hopes that the results of this study will facilitate and recognize students' perspective on the use of vlogs in their English learning.

2. For others Researcher

The result of the study can provide reference for other researchers who wish to conducted research under the same theme and purpose.

E. Scope and Limitation of the Study

To avoid misunderstanding in this study, the researcher sets the scope and limits so that this research can be more detailed and focused. The scope of this research is focused on the use of vlogs in the speaking skills of 6th semester English education department at UIN Sayyid Ali Rahmatullah Tulungagung.

This study has limitations in its research, researcher only focus on the use of vlogs in the speaking skills in sixth semester of English students of UIN Sayyid Ali Rahmatullah Tulungagung, especially in Tourism Class. These limitations highlight the need for further research to address potential biases and ensure a more comprehensive understanding of students' perspectives on the use of vlogs in speaking skills.

F. Definition of Key Term

In this part, there are some explanation from the title mentioned in the previous items. The title “Students’ Perspective on the Use of Vlogs Toward Speaking Skills in Tourism Class of English Education Department at UIN Sayyid Ali Rahmatullah Tulungagung”. The definition of key terms are as follows:

1. Students’ Perspective

Students' perspective refers to students' viewpoints, experiences and opinions regarding the learning process, teaching methods and media used in education. It includes how students assess the effectiveness of a method or tool, as well as its impact on their motivation, understanding and skills. This perspective is important for understanding students' needs and preferences in learning.

2. Speaking Skills

The ability to communicate effectively and clearly in spoken language. Also refers to an individual's ability to communicate orally effectively. It includes various aspects, such as pronunciation, intonation, fluency, proper use of vocabulary, grammar, and the ability to convey ideas clearly. Speaking skills also involve the ability to interact socially, adapt to the context of speech, and respond actively in conversation. These skills are important in a variety of situations, both academic and professional.

3. Tourism Class

Tourism class of English Education Department at UIN Sayyid Ali Rahmatullah Tulungagung refers to a study program that teaches English with a focus on the tourism sector at Universitas Islam Negeri Satu Tulungagung. The class aims to prepare students with English language skills required in the tourism industry, including communication with tourists, cultural understanding, and mastery of tourism-related terminology. The program combines linguistic, cultural, and practical aspects of tourism to enhance students' ability to interact professionally in the field.

4. Vlogs

Vlogs refer to a digital content format in which individuals or groups record and share videos on various topics, experiences, or daily activities. Vlogs often include narrative elements, where the content creator speaks directly to the audience on camera, sharing personal views and showcasing their activities. Vlogs can be found on platforms such as YouTube, Instagram and TikTok, and are often used for educational, entertainment or informational purposes. They are becoming a popular means of sharing information and building communities online.