

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Social media 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 (Sweetser & Lariscy, 2008). Social media is one of the technologies that mostly used by people around the world, starting from the young learner to old people. In addition, the students are also the users of social media who use it in various situations.

There are a lot of social media that appear in this world, for example, Facebook, Twitter, Instagram, Youtube, etc (Monica & Anamaria, 2014). These kinds of social media are often used by people especially the college students because it is a fun thing for them. As stated by Chou, (2014, p.136), social media has some characteristics such as interactivity, platform quality, knowledge sharing mechanism. Therefore, through social media, students can do a lot of things. For example, college students can contact and make friends with their friends from every different place, city, even country. The college students also can see some pictures or video about the situation in this world from different countries through social media like Instagram. The students can know update information about what happens in this world fast through social media than other media like a newspaper. In addition, the students can also learn many things from social media like the language.

As one media that is used by most people in this world to learn a language, social media is also used by almost all students in Indonesia, especially Jambi as one of the provinces in Indonesia. It is also the fact that English is one of the languages that mostly appears in every social media, and English is known as one of the world languages that is used in Indonesia but not as the first language. English in Indonesia is used by people especially the students as the foreign language, where the students will get English and learn English in just certain places like schools, courses, or universities as one of the available subjects in that places.

Since English is a foreign language in Indonesia, this becomes one of the factors that makes most people especially the students are hard to learn it. Moreover, the college students who choose English as their study program on the campus where there will be a lot of activities that use English such as assignments, tasks, examination, and presentation. In addition, it is also known that at formal places, someone's achievement will be seen through their score or GPA (Grade Point Average). So, when college students have a good ability in English they will have good GPA whereas those who get less ability in English they will not have enough GPA. These reasons show how the existence of a media is needed to help people especially students in learning English.

In this research, the researcher focused on discussing the college students who learn English at their college, campus, or universities especially as their chosen major. The researcher is motivated to do this research because it is known that the student in English major has to use English starting from

a daily discussion in the class, giving explanations, presentation, assignments, tasks, even examination (writing or oral).

In fact, based on the observation of the researcher, the college students in this major are not interested in doing such as reading English book in the library, discussing some topic about English with other friends, learning English through other media like watching TV or watching some educational videos. However, the researcher sees that most students in this major like to use their social media such as Facebook, Twitter, Instagram, and Youtube to find some English words and sentences so that the words they can remember it. Sometimes, the students can use the words and sentences when they speak with their friends. That word is the word that usually happens and appears in social media. In addition, this might also happen because the settings of social media mostly are in the English language. And because of the college students are mostly use social media, and they use it most of the time. This makes the students remember the words to learn the language easier than using other media (books, go to a library, newspaper, etc).

Based on this fact, description and explanation, the researcher is interested in doing this research, to know how social media is usually conducted as their learning process, and what kind of social media that really help the students to learn English, with the title “Using Social Media in Learning English as a Foreign Language: A Case Study of English Study Program in Jambi University”.

1.2 Research Questions

In conducting this research, the research has some research questions about this research. They are :

1. What kinds of social media are mostly used in learning English by the college students of English Study Program in Jambi University?
2. How do college students use social media in learning English in Jambi University?
3. How do social media help the college students to improve their learning?

1.3 Research Objectives

The research objectives of this research are :

1. To know the social media which are mostly used in learning English by the college students of English Study Program in Jambi University.
2. To describe the college students' ways to use social media in learning English in Jambi University.
3. To describe how social media help college students to improve their learning.

1.4 Limitation of the Research

This research was qualitative research with a case study approach.

The participants of this research were 6 students (3 male students and 3 female students) of the fifth semester of English study program in Jambi University who have at least two social media among Facebook, Twitter, Instagram, and Youtube, and GPA is more than 3,00. In addition, the researcher chose 6 participants because as stated by Morse in Mason (2010).

1.5 Significance of the Research

This research has some significances to the people around. For example, this research gives the researcher chance to know what kind of social media which can be used by the English students in learning English to make their English better, and how the colleges' students used the social media in learning English. Then, it is hoped that this research can be a recommendation to learn English for teachers/lecturers as a chance to learn English.

For the theoretical significant, it is hoped that this research can give theories to people to be able to use social media as one of English learning ways while practicing, it is hoped that this research can give some inputs to both teacher/lecturer or students to use the same way in learning English.

1.6 Definition of Key Terms

- a. Social Media: is one of the results of web technology that become advanced to massive people such as Facebook, Wiki, Youtube, Bulletin Board, Twitter, etc.(Liu, 2010). Whereas for the researcher social media is a media where every people can use it to get a wide insight toward everything to happen in this world, and also can make people communicate each other although the place has a far distance.
- b. Language Learning: is the process by which the language capability develops in students or how the language is learned by the students. Whereas for the

researcher, the learning process is a process to get some information and knowledge which can be done by people in every place.