

# CHAPTER I

## INTRODUCTION

This chapter presents the background of study, significance of the research, statement of the problem, objective of the research, scope of the research, and operational definition.

### 1.1 Background of the Study

The development of information technology more or less affects the learning process in the classroom. The biggest influence is the change in the learning media used to deliver learning. Learning media serves to motivate students' interest in learning, provide information and also provide instructions (Kemp and Dayton 1985, 28). Learning media is one of the components to accomplish the predetermined learning objectives. Likewise, the choice of learning media should be focused on student's activities, attracting and encouraging students to learn (Riyana 2012, 3). The choice of media to be utilized in the learning system depends on the qualities of the actual media which means to build student inspiration, content to be conveyed, and also student learning styles (Dick and Carey, 2015).

Social media has an important role in life in today's modern era. In 2022, Hootsuite together with *We Are Social* released data on the use of social media by the Indonesian people on 15 February. Around 68.9% of Indonesians use social media either in communicating, working or studying. And also, according to these data, people in Indonesia spend 3 hours, 17 minutes with social media applications. McCay-Peet and Quan-Haase (2017: 17) state that social media is a service that enables individuals, all parties to collaborate, connect, interact, and build communities by enabling them to be creative, innovative, and able to engage with other users. Social media are internet-based personal applications that can connect users with online sources of information. Social media works with data sharing, collaboration and participation. Social media, for example, Facebook, Instagram, Twitter, LinkedIn have been broadly utilized in various fields.

Social media also has several advantages. First, social media can be accessed anytime and anywhere so that learning becomes more flexible. Second, students can share information, connect with other students, and become more creative by finding other ideas. Third, social media is more affordable because it does not require paper printing, so the costs required are cheaper.

However, there are some disadvantages of social media. First, social media depends on connectivity signals and the availability of data plans. Second, the lack of direct interaction between students which can increase individualism. Third, students may find it difficult to understand the learning materials delivered through social media applications.

There are 5 programs at SMK N 1 PGRI Mejobo, Kudus. The 5 programs are Online Business & Marketing, Office Automation and Governance, Institutional Accounting and Finance, Skin and Hair Beauty, and Hospitality Accommodation. For Hospitality Accommodation students at SMK N 1 PGRI Mejobo, Kudus, foreign languages, especially English, are important. This is because they will carry out internships in several well-known and classy hotels. So, it requires good English skills in dealing with situations such as talking to foreign guests or providing information and announcements. Researchers found that students often use and utilize social media applications when students learn English and when students find it difficult when they get English assignments. So that social media helps students work in learning English.

In learning English, sometimes students take advantage of and use social media. This is done because of the era of globalization and technology, and the many benefits it has in supporting English language learning. So, learning English can run efficiently and flexibly. On average, the tenth graders of APH at SMK N 1 PGRI Mejobo Kudus use the WhatsApp application to take advantage of its functions, both in learning English, as well as communicating with fellow friends or teachers. WhatsApp is an application that functions as a service for exchanging messages that can be used on various platforms and can connect every user around the world.

There are several previous studies that are related and become the basis for making this research. The first research conducted by Anankulladetch (2017), who examined the impact of social media on ESL students' learning performance. Second, research by Zainal & Rahmat (2020), who investigated about social media and its influence on vocabulary and language learning.

And the third is research by Handayani, Syafei, Utari (2021). Who studied about The Perception on the Use of Social Media in Learning English.

Based on the explanation above, the researcher is interested in researching on how students' perspective on the use of social media in learning English, along with what applications they use in learning English. The researcher conducted research entitled "Tenth Graders' Perceptions on the Use of Social Media In Learning English At SMK N 1 PGRI Mejobo Kudus In The Academic Year Of 2021/2022".

### **1.2 Statement of the Problems**

Based on the background of the study and the reason for choosing the topic, the study tries to answer these problems.

1. What kinds of social media applications are used by students in learning English?
2. How are the students' perceptions on the use of social media in learning English?

### **1.3 Objective the Research**

Based on the statement of the problems above, the objective of the research are:

1. To find out what kinds of social media applications are used by students in learning English.
2. To know how the student's perception on the use of social media in learning English.

#### **1.4 Significance of the Research**

The result of the study is expected to give a contribution to the teaching and learning process of learning English by using social media.

##### **1. The future researchers**

The result of the research can be used as a reference which gives new idea for developing the analysis in future.

##### **2. The English Teacher**

The teachers can use this paper as the guidance to enrich their comprehension on the use of social media in learning English.

#### **1.5 Scope of the Research**

In this study, the scopes of the research are:

##### **1. Subject of the Research**

The subjects of this research are APH tenth graders of SMK N 1 PGRI Mejobo, Kudus in the academic year 2021/2022.

##### **2. Object of the Research**

The object of this research is to find out how the students' perception on the use of social media in learning English.

#### **1.6 Operational Definition**

Based on the title of the research, there are three terms that can be defined in the operational definitions as follows:

##### **1. Learning English**

Learning English is a learning activity carried out by students in gaining knowledge and language skills in English.

##### **2. Social Media**

Social media is a form of electronic communication in which users create online communities to share information, ideas, private messages, and other content such as videos.

3. Students' perceptions

Student perceptions are the views and opinions of students based on their thoughts about the use of social media in learning English.

4. APH tenth graders of SMK N 1 PGRI Mejobo, Kudus.

APH tenth graders of SMK N 1 PGRI Mejobo, Kudus are class X students from SMK N 1 PGRI Mejobo, Kudus, majoring in hospitality.

