

CHAPTER I

INTRODUCTION

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

1.1 Background of The Research

Learning a language is a significantly extended and involved activity, not a straightforward sequel of actions that can be observed or programmed in a brief guide (Lumentut & Lengkoan, 2021). Student learning increases compared to the individualistic alternative performance (Pulgar, Javier. 2021). Social media is an essential component of today's technologically higher education background and has constructed conditions for developing new educational paradigms and modalities (Alenezi & Brinthaupt, 2022). Social media has played an influential role in promoting communication and interaction among students and lecturers. Social media is widely used and benefits many activities, such as education.

Social media helps language learners in their language proficiency journey (Dona Donny & Hafizah Adnan, 2022). Students of the twenty-first century have been participating in technology and social media integration in their learning (Noori et al., 2022). Students expend numerous hours on social media sites like *Facebook, YouTube, Instagram, WhatsApp, Twitter*, etc (Ubaedillah, et al., 2021).

Some previous studies indicate that students use short videos from social media in learning English. Next, (Natasa & Solutia, 2022) want to understand what aids learners to acquire from utilizing social media, especially *YouTube*, and what students consider employing social media in learning English. The gap by exploring the use of social media in EFL learning and teaching. It offers an understanding of the commonness and importance of social media usage in EFL learning and teaching in higher education (Noori et al., 2022). Then, learning examines the consequences of using different online platforms, using online platforms as media accessible anywhere (Hendi et al., 2022).

Most of the previous study has concentrated on the benefits of social media for students without going deeper into using the media, especially in short videos which will be studied. Based on the findings in this theory, the researcher found differences: previous studies used short videos for the benefits of *YouTube* for EFL students and only use social media in learning English. At the same time, the media used by researchers is a short video used on several social media platforms. Social media can now be a place of learning by using it correctly, namely by viewing quality content so the students can improve their abilities. Especially when taking a study program to learn what they can get that more practice; what is more, nowadays, all facilities are available with educational content circulating on social media.

From the preliminary observation and interview through *WhatsApp*, the fourth-semester of EED students at Muria Kudus University mainly have a social media's account on their phone. They open their social media accounts to view short videos content that discuss learning English in native and local speakers. The short videos are from a few seconds to ten minutes long. Students can draw conclusions from the learning references in this short video from what they watch.

This research aims to examine the students' perception of short videos on social media used for learning English at the EED academic year 2022/2023. The usefulness of this topic is that it can collect data from students learning English through social media. Especially with short video media on social media. It will make it easier for students to learn. It is important to know how far they can learn it well to enhance their English skills and approach learning success.

1.2 Statements of The Problem

The statements of the problem is formulated as follows, how is the students' perception of short videos in social media used for learning English at the EED academic year 2022/2023?

1.3 Objectives of The Research

This study aims to find out the students' perception of short videos in social media used for learning English at the EED academic year 2022/2023.

1.4 Significance of The Research

The researcher hopes that this research will be beneficial theoretically and practically by conducting this research.

Theoretically, it is desired that this study be used as one of the references by future researchers who will achieve the same research linked to the positive impact of students' perception of short videos in social media used for learning English at EED academic year 2022/2023.

Practically, the researcher expects that this study can inform lecturers about the students' perception of short videos in social media used for learning English at EED academic year 2022/2023.

1.5 Scope of The Research

The researcher concentrates the research on the students' perception of short videos in social media used for learning English at EED academic year 2022/2023. The research participants are the fourth-semester student English Education Department of the University of Muria Kudus in the academic year 2022/2023.

1.6 Operational Definition

From the title of the research, the terms can describe with functional meanings as follows:

1. The student

The student is an individual who comprehends a person enrolled in a school or other educational institution. The students here are 96 fourth-semester students at EED Muria Kudus University for the 2022/2023 academic year.

2. Perception

Based on the explanation in Brian Rogers' book, "Perception: a very brief introduction," perception could be interpreted in two ways. The first perceptual interpretation refers to how a person perceives the objects around them by observing, listening, and feeling. Humans, as observers, can subjectively describe Experience. At the same time, the second understanding of perception is the process that allows people to draw ideas

from energy patterns. Perception in this study can be interpreted as students' feelings towards short social media videos media used to learn English.

3. **Short videos on social media**

Short videos on social media is less than ten minutes in length that are uploaded on various social media platforms. The platforms such as *TikTok, YouTube, and Instagram*, etc. In this case, a short video based on social media used to learn English is a local or native speaker who is having a conversation or discussing the material.

Instagram reels are short videos of 15 to 6 seconds. Instagram has created a creative space where users can create and share short videos, including the innovative option that allows users to create the best possible clips (Nanda et al., 2021).

4. **Learning English**

Learning is a process that involves obstacles in acquiring the understanding of objectives for students to achieve specific goals. In learning, there are several to achieve goals. One of them is learning a language of English is said to be one of the most important international languages mastered or learned.