AN ANALYSIS ON THE IMPACT OF SOCIAL MEDIA PLATFORMS ON STUDENT ENGLISH COMPETENCE AT UNIVERSITAS MUHAMMADIYAH SURAKARTA

RESEARCH PAPER

Submitted as a Partial Fulfilment of the Requirements
for Getting Bachelor's Degree of Education
in the Department of English Education

by

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APPROVAL

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Surakarta, 16 Mei 2024

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MOTTO

Maka sesungguhnya beserta kesulitan ada kemudahan, sesungguhnya beserta kesulitan itu ada kemudahan. Maka apabila engkau telah selesai (dari sesuatu urusan), tetaplah bekerja keras (untuk urusan yang lain).

Q.S Al-Insyirah Ayat 5-7

DEDICATION

This research paper is especially dedicated to:

My beloved mother, Samiwati, A.Md.Keb

My beloved father, Sarwata

My beloved older brother, Yayan

My beloved little sister, Icha

and myself I am proud of

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The researcher hopes this research will be useful for the readers and other researchers. This researcher also needs constructive criticism and suggestions from another researcher. The researcher welcomes it.

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AN ANALYSIS ON THE IMPACT OF SOCIAL MEDIA PLATFORMS ON STUDENT ENGLISH COMPETENCE AT UNIVERSITAS MUHAMMADIYAH SURAKARTA

ABSTRACT

This study aims to describe the social media platforms that are often used and the extent to which the use of social media platforms improves English competence. The 22 students consisting of 12 females and 10 males and 250 students from different majors and semesters in Faculty teacher training and education were the subjects of the research. The research design used was an exploratory mixed method in which data were collected from interviews first before quantitative data through questionnaires were collected. The qualitative data was analyzed through five stages such as re-reading data, dividing according to criteria, labeling, eliminating redundant and overlapping codes, and displaying themes. The quantitative data was analyzed through reading, labeling, grouping, categorizing, concluding, and assisted by results in Google form which is converted into a histogram. The data results showed that Instagram is a frequently used social media platform. The extent to which social media is used to improve English competence was also found. In addition, students perceive that the use of social media platforms can increase English competence through Changing Indonesian settings to English, posting English content, posting English materials or courses, posting content of international creators or artists who use English, posting English songs, posting trending international news, presenting English video subtitles, and communicating through chat with English-speaking friends.

Keywords: Social Media Platform, English Competence, University Students

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan platform media sosial yang sering digunakan dan sejauh mana penggunaan platform media sosial meningkatkan kompetensi bahasa Inggris. 22 mahasiswa yang terdiri dari 12 perempuan dan 10 laki-laki dan 250 mahasiswa dari berbagai jurusan dan semester di Fakultas keguruan dan ilmu pendidikan menjadi subjek penelitian. Desain penelitian yang digunakan adalah metode campuran eksploratif dimana data dikumpulkan dari wawancara terlebih dahulu sebelum dikumpulkan data kuantitatif melalui kuesioner. Data kualitatif dianalisis melalui lima tahap seperti membaca ulang data, membagi menurut kriteria, pelabelan, menghilangkan kode yang berlebihan dan tumpang tindih, dan menampilkan tema. Data kuantitatif dianalisis melalui pembacaan, pelabelan, pengelompokan, kategorisasi, kesimpulan, dan dibantu oleh hasil dalam bentuk Google yang diubah menjadi histogram. Hasil data menunjukkan bahwa Instagram adalah platform media sosial yang sering digunakan. Sejauh mana media sosial digunakan untuk meningkatkan kompetensi bahasa Inggris juga ditemukan. Selain itu, siswa mempersepsikan bahwa penggunaan platform media sosial dapat meningkatkan kompetensi bahasa Inggris melalui Mengubah setting bahasa Indonesia ke bahasa Inggris, memposting konten bahasa Inggris, memposting materi atau kursus bahasa Inggris, memposting konten kreator atau artis internasional yang menggunakan bahasa Inggris, memposting lagu berbahasa Inggris, memposting berita internasional yang sedang tren, menyajikan subtitle video bahasa Inggris, dan berkomunikasi melalui obrolan dengan teman-teman berbahasa Inggris.

Kata Kunci: *Platform Media Sosial, Kompetensi Bahasa Inggris, Mahasiswa*