ATTITUDES OF INDONESIAN YOUTH IN BANDUNG TOWARDS ENGLISH ON SOCIAL MEDIA

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Attitudes of Indonesian Youth in Bandung towards English on Social Media

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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ATTITUDES OF INDONESIAN YOUTH IN BANDUNG TOWARDS

ENGLISH ON SOCIAL MEDIA

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ABSTRACT

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The high use of social media platforms today and the status of English as an international language have driven many people across national borders to communicate using English. This study aims to explore the attitudes of a group of Indonesian youth in Bandung towards English in social media and to investigate the factors affecting their attitudes. The study adopts a qualitative approach and draws on Schiffman and Kanuk's (2004) theory of attitude, which embraces the cognitive, affective, and conative dimensions. In addition, this study also uses Jendra's (2010) theory on factors affecting language attitude. The results show that the majority of youth hold positive attitudes towards English in social media in each of the three aspects of attitude. The factors affecting their positive attitudes are the power and prestige of English and the social factor as the society at large has been accustomed to using English for global communication. This study implies the importance of English in the context of social media communication and raises people's awareness of English for online international communication.

Keywords: English; factors affecting language attitude; language attitude; social media.

ABSTRAK

Pembimbing I: Isti Siti Saleha Gandana, M.Ed., Ph.D.

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Tingginya penggunaan platform media sosial saat ini dan status bahasa Inggris sebagai bahasa internasional telah mendorong banyak orang melintasi batas negara untuk berkomunikasi menggunakan bahasa Inggris. Penelitian ini bertujuan untuk menyelidiki sikap bahasa sejumlah anak muda Indonesia di Bandung terhadap bahasa Inggris di media sosial dan untuk menginvestigasi faktor-faktor yang mempengaruhi sikap bahasa mereka. Penelitian ini mengadopsi pendekatan kualitatif dan mengacu pada teori sikap bahasa Schiffman dan Kanuk (2004), yang mencakup dimensi kognitif, afektif, dan konatif. Selain itu, penelitian ini juga menggunakan teori Jendra (2010) tentang faktor-faktor yang mempengaruhi sikap bahasa. Hasil penelitian menunjukkan bahwa mayoritas anak muda memiliki sikap yang positif terhadap bahasa Inggris di media sosial disetiap aspeknya. Adapun faktor penyebab sikap positif mereka adalah faktor kekuatan dan prestise bahasa Inggris dan faktor sosial dikarenakan masyarakat pada umumnya sudah terbiasa menggunakan bahasa Inggris untuk komunikasi global. Penelitian ini menyiratkan pentingnya bahasa Inggris dalam konteks komunikasi media sosial dan meningkatkan kesadaran masyarakat akan bahasa Inggris untuk komunikasi internasional dalam jaringan.

Kata kunci: Bahasa Inggris; faktor penyebab sikap bahasa; sikap bahasa; media sosial.

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