

CHAPTER I

INTRODUCTION

This chapter provides an overview of the study. It begins with a description of the background of the study, the formulation of the research questions, the aim of the study, the scope of the study, the significance of the study, the research method, the clarification of key term, and closes with the organization of the paper.

1.1 Background of the Study

English has proliferated in many walks of life today. The global spread of English has been associated with various reasons, such as historical, internal political, external economic, practical, intellectual, and entertainment reasons (Crystal, 2003). Moreover, English has been known as the most powerful language in the world since it has long served as a global language, and it is highly used for today's international communication. According to Rao (2019), English has been accepted as the global language among the speakers of thousands of different languages. Many people agree that English has the status of a global language since it is the native language of the USA with the largest and strongest economic presence in this modern era. According to Berns (2009) and Seidlhofer (2011), the country which has that power today is the United States of America.

Furthermore, English has become the most well-known and preferred means of communication for many people all around the world, who are connected very well by the internet and social media platforms. Many people around the world now also use social media platforms to communicate with people across borders. In relation to social media use, a number of studies have indicated the youth as the most active users (American Academy of Child and Adolescent Psychiatry, 2018; Sugiharto, 2016). In the context of Indonesia, Sugiharto's (2016) study indicates that the youth are the highest social media users with the percentage of 75,50%.

As the youth account for more than 75% of social media users, inquiring into their attitudes towards the use of English on social media can be of a valuable contribution to the literature. A number of studies pertaining to English have been connected to the field of attitude. Kristina (2015), for example, did a study entitled “*An Attitude Analysis of English Language Learning: A Case Study of Second-Grade Students of Natural Science Program at SMAN 4 Binjai*”. The findings of the study showed that the students of SMAN 4 Binjai held positive attitude in learning English. The factors affecting the students’ attitude was the language internal system. Besides that, it is also stated that the students were active in English language learning even though they were not that fluent in English.

Similar findings are also indicated in Afghari, Faramarzi, and Elekaei’s (2015) research about Iranian Students’ Attitudes towards English as a Bilingual Language in Iran. The findings of this study indicated that the students are interested in learning English for both social and professional reasons. The students in Iran have positive attitudes towards English as an international language. They also have positive attitudes towards English as part of a bilingual system.

However, research that incorporates holistic dimension of language attitude (i.e., cognitive, affective and conative) towards English is still scarce. To fill this research gap, this study aims to explore the attitudes of a group of the Indonesian youth in Bandung towards the use of English on social media and the factors affecting their attitudes. In conducting this study, Schiffman and Kanuk’s (2004) theory of attitude is adopted as the theoretical framework. Their theory embraces a holistic approach to attitude, in which the cognitive, affective and conative dimensions are taken into account. It is hoped that this research can contribute to the English studies in the Indonesians context.

1.2 Research Questions

The research questions of this study have been formulated as follows:

1. What are the attitudes of a group of the Indonesian youth in Bandung towards the use of English on social media?

2. What are the factors contributing to their attitudes?

1.3 Aims of the Study

The general objectives of this study are to investigate:

1. The attitudes of a group of the Indonesian youth in Bandung towards English on social media; and
2. The factors contributing to their attitudes.

1.4 Scope of the Study

To narrow down issues discussed in this study, the participants of the study were limited to the social media users aged 16-24 years old living in Bandung. Furthermore, this study only focuses on investigating the participants' attitudes on social media.

1.5 Significance of the Study

This study is conducted to describe the attitudes of a group of the Indonesian youth in Bandung towards English on social media. This study is expected to provide some theoretical and practical contributions to the field of sociolinguistics. Theoretically, this study can enrich the literature in sociolinguistics, especially that pertaining to language attitudes in the Indonesian context, as this study combines the three important elements of attitudes, namely cognitive, affective, and conative elements, which are crucial in analyzing someone's attitude towards an object or a particular issue. Practically, this study can provide better awareness among Indonesian youth of the importance of English for global communication on social media and of the importance of language attitude towards successful international communication.

1.6 Research Methodology

This study used a qualitative research design to obtain an understanding of the attitudes of a group of the Indonesian youth in Bandung towards English on social media and the factors affecting such attitudes. This study also uses simple descriptive statistics to help in the process of simplifying and interpreting the data obtained. However, this study is still qualitative by design; qualitative research

design gives access and space for the researcher to reflect on the feelings of the participants and to discover the underlying motives of their behaviors (Kothari, 2004).

The participants of this research are fifty youths aged 16-24 years old living in Bandung, who are the user of social media platform and English for online international communication on social media. The research data were gained from questionnaire and semi-structured interviews. Further details regarding how the data were collected and analyzed are presented in Chapter Three.

1.7 Clarification of Key Term

A term in this study has to be clarified with the aim to ease the reader in understanding this study. The term is as follows:

- 1. Attitude:** Attitude is a person's opinion, feeling, and reaction to a person or an object. Kim (2001) states that attitude is a positive or negative response of a person to a particular object or concept. Therefore, there are no correct and incorrect answers in examining someone's attitudes for it is someone's personal view towards something. In this study, the term "attitudes" is how a group of the Indonesian youth in Bandung as the highest social media users in Indonesia think, feel, and react to communicate using English on social media and to know what factors affecting their attitudes that were investigated by using online questionnaires and semi-structured interview.

1.8 Organization of the Paper

This research paper is organized into five chapters which include Introduction, Literature Review, Research Methodology, Findings and Discussion, and Conclusion of the study. Further elaboration of each chapter is represented in the following paragraph.

Chapter I is the introduction. This chapter covers the background of the study, the statements of the problem, the aims of the study, the scope of the study,

the significances of the study, the research method, the clarification of terms, and the organization of the paper.

Chapter II is the literature review. This chapter presents theories, ideas, and issues in the field of English, social media, and attitudes that relate to the present research. This chapter also comprises justifications of the research and several related previous studies in the field of attitudes and English.

Chapter III is the research methodology. It discusses research method used in conducting this research. It also provides approaches and procedures, research design, participants, data collection, and data analysis of the study.

Chapter IV is the finding and discussions. It presents the results of the research that have been interpreted and discussed. The analysis of the research data is carried out based on the research question of the study.

Chapter V is the conclusions and recommendations. It presents the conclusion drawn based on the findings of the study. In the end of the chapter, it provides the implication of the study and also some recommendations for future studies.