CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theoretical framework and provides some descriptions of theories underlying the study. Social media, kind of social media, social media for education, and English skill are explained in this chapter.

2.1 Social Media

2.1.1 Definition of Social Media

A variety of Internet-based and mobile services that enable users to take part in online discussions, submit their own contents, and connect with others online are referred to as "social media" (Dewing, 2010). According to Nair (2011), social media can be described as online tools where content, opinions, perspectives, insights, and media can be shared. Social media in this era make a different in to communicate socially.

People nowadays tend to communicate and interact online. Social media help people to do interact and communicate easily. Social media is used by humans to interact socially with the media that has been provided. Social media is known today by looking at the times as online platforms that are widely developed. The development of technology and the internet expands social media networks.

According to H. Miller et al. (2016), there were two primary ways that people used media for communication before the development of all these

technologies. The earliest public broadcast media, including radio, newspapers, and television. The broadcaster may attempt to entice viewers to join them, but they have no direct control over who makes up the attendance. Media that enabled one-on-one, private contact between two people such as telephone conversations have also been around for a while. We also refer to this as "dyadic" communication. Group meetings were possible in person, but group interactions through media, such the phone, were not common. This division between public and private media started to change with the development of the internet. An email could be sent to a group. Broader audiences were drawn to bulletin boards, specialized forums, chat rooms, and blogging, as well as other group media such CB radio.

Traditional social media was public broadcast through television, radio, and newspaper. The media social in the 2.0 era evolved according to the growth of the internet. The new online platform opens the discussion with various topics. With the development of the media, people began to use media to socialize with others. New ideas for the development of social media have emerged that can connect many things and people.

2.1.2 Kind of Social Media

Over the years of internet development, many platforms created by IT developers. There are a wide variety of platforms and each has a different utility. There are platforms for sharing photos, uploading videos, writing opinions, and others that can be used for online interaction. Therefore, a social theory approach of clarifying the notion of 'social media' can be advanced by identifying three social

information processes that constitute three forms of sociality cognition, communication, and cooperation.

According to this model, media and online platforms that primarily support cognition (such as the websites of newspapers) are social media, those that primarily support communication (such as e-mail) are social media, and those that primarily supports community building and collaborative work (such as Wikipedia, Facebook) are social media. This means that social media is a complex term and that there are different types of social media. Empirical studies show that the most recent development is that there is a certain increase in the importance of social media on the Internet, which is especially due to the rise of social networking sites such as Facebook, wikis like Wikipedia, and microblogs such as Twitter and Weibo (Trottier & Fuchs, 2014).

Social media can broadly be divided into the following related and overlapping categories:

1. Instant Messengers: WhatsApp, Facebook, Messenger, Skype, Google Meet, Zoom, IMO, Tango,

2. Social Networking Sites: Facebook, LinkedIn,

3. Social News: Flipboard, Play Newsstand, BBC News, CNN, HT, TOI, DNA,

4. Media Sharing: YouTube, Instagram, Flicker, Intranet,

5. Wikis: Wikipedia, Emojipedia, online dictionaries,

6. Blogging: WordPress, Google Blogger, Blogspot.com,

7. Micro Blogging: Twitter, Telegram,

8. Emailing: Gmail, Outlook, Yahoo, Hot mails,

9. Apps of Podcasts

These social media types have different types of communication tools. In synchronous communication tools, the user communicates in the real-line in the 'same time different place' mode. The users can get immediate responses and feedback through social media. While the asynchronous communication tools the users communicate interconnect and collaborate over time through a 'different time-different place' mode (Yadav, 2021).

2.1.2.1 Instagram

Instagram is a mobile location-based social network applications that allows users to share images and videos (Amaral, 2015). Users of this platforms can post their images and videos on social media platforms and social networks, as well as add digital filters to them. Various fields use Instagram to engage people. In the business field, the seller or companies use Instagram to promote their product. Using the picture to get more costumer. The influencer uses Instagram by creating content to get people's interest and more followers. So, they can get the benefit and more ads to promote.

2.1.2.2 YouTube

YouTube is social media for uploading and sharing videos. YouTube offers various content from the entire world. YouTube appealing human attention with the various content offered such as educational, entertainment, sport, news, tips, music, and any other.

Because YouTube contains a wide range of views and activities, YouTube has developed into a rich and useful platform for social media users over the past 20 years. The process of teaching and learning English can be improved via YouTube videos. EFL students can use its content to improve their language proficiency, particularly in speaking and listening comprehension (Saed et al., 2021).

2.1.2.3 Twitter

Twitter is social media for expressing thoughts through a tweet. Everyone can share their idea, new knowledge, and recent news. Twitter is very interesting because of the various kinds of information available on Twitter. Twitter is social media with a fast news update scale. There are also associations of people with the same topic of interest, where people exchange ideas and provide new ideas to fellow enthusiasts.

2.1.2.4 TikTok

TikTok is social media to post short videos containing various content. TikTok is popular nowadays. TikTok attracts people with a short but creative video. TikTok has nice features such as filters and music. There is FYP (for your page)

that shows the users recommended video. TikTok usually contains a creative video that became trends such as challenges, dance, storytelling, movie review, and education.

2.1.2.5 Facebook

Facebook is social media with pages that can be filled by posting posts containing text, images, and videos. There is a feature to add friends and send messages to friends. There is also a homepage feature that enables the user to see what friends are posting. The home and profile pages are the two crucial ones on this account, as Caer et al. (2016) pointed out. On the profile page, which is sometimes referred to as "the wall," members showcase themselves. A modest profile image complements a sizable cover photo at the top of the page, beneath which the user's name appears along with a few buttons that relate to friends, photos, and "likes" and some basic information.

2.1.3 Social Media for Education

Social media has been widely used in the realm of life. Social media in education has long been used. Elementary school, junior high school, senior high school, to the realm of college. Social media helps teachers as well as students. Its use is effective in helping the teaching and learning process in schools.

The purpose of Kizil and Savran's (2016) study was to investigate the motivations behind the use of information and communication technology (ICT) for self-regulated learning by 777 EFL students at a Turkish university. Their study, which focused on six aspects of self-regulated learning goal commitment, affect,

social connection, resource regulation, metacognitive skills, and culture learning shows that students were generally more optimistic about the ways in which ICT tools would help them reach their educational goals, spark their motivation, and gain access to more social media resources.

Social media itself is so closely associated with young people and is seen by many as being where youth now spend much of their time. Handayani et al., (2020) state that the students of the English Education Department like open their social media. Students use social media for entertaining and learning. Students use social media as a resource for learning material.

2.2   Learning English Skills through Social Media

According to Uusiautti and Maatta's (2014) study, students believed there were numerous possibilities for utilizing social media in education. Social media was in fact seen as a key medium for interaction in the classroom heading into the future. A few students even suggested that in addition to using SNSs in the classroom to facilitate better and more effective communication, also to teach students about modern interaction that is, the interactive side of it which has grown in significance for everyone in today's world.

Amin et al., (2020) explain happened in this research that social media has a favorable impact on the English language acquisition of the users. Taking into consideration that, social media are wide sources of information, language writings and vocabularies. Additionally, people obtain the ability to apply the language in any social media collaboration, contact, association, and sharing of information.

The four English language skills are speaking, listening, reading, and writing. These four skills are divided into two: productive and receptive skills. Writing skills are usually associated with speaking skills which are both included in productive skills. Speaking is a skill in the English language learning process that typically needs more practice. Both are intended to be used in real life. According to Rahayu & Jufri (2013), speaking is someone's activity in expressing their ideas in the spoken language. Speaking is an ability to interact or do dialogue with others, to understand what someone says, and to create utterances that can be understood.

The receptive skills are listening and reading. Because students receive and comprehend language instead of having to produce it. When learning a new language, students frequently begin with a receptive comprehension of the material before moving on to productive application (Masduqi, 2016).

Social media have the role of helping the learners to improve students' English skills. Through social media learners get media to learn. Yadav (2021) explains the mobile Apps help to develop an adult learner's EL listening, speaking, reading, writing, and critical thinking like spelling, vocabulary, grammar, pronunciation, idioms and phrases, sentence framing, and writing of paragraph, essay, article, report, and literary skills which are listed based on their usability and availability.

The existence of various kinds of English education channels and accounts on social media can help students develop student English skills. Students learn and improve listening skills through YouTube by accessing English podcast channels.

Students can also find materials to support learning in schools that have not been reached. Meanwhile, through Instagram, Facebook, Wikipedia, and Twitter students enable to practice their reading skills by reading English content. Writing skills are improved by writing English captions or tweets on social media. Reading and listening to various English language content on student social media is also able to add insight into new languages, phrases, sentences, and vocabulary that have never been known before.

However, for the other skills can learn are grammar, pronunciation and vocabularies. Grammar is about how the words can be properly used with grammatical patterns, how the constructed sentences are made up of words, and how sentences should be understood. According to Keck and Kim (2014), "…grammar is a system of rules which governs how words (and smaller morphemes) can be combine to form sentences". While the pronunciation is the way a language or a particular word or sound is spoken. According to Mustadi (2012), the aspect assessed in pronunciation are fluency of spelling and pronunciation, accuracy of spelling pronunciation, stressing, and intonation.