

Chapter One

Introduction

This chapter presents the introduction of the study. Some important points are mentioned in this chapter. First, the background of the study describes the reason why the researcher is interested in discussing the use of social media to enhance vocabulary in learning English. This chapter also presents the research question, furthermore, the objective of the study. In addition, the significance of the research describes the benefits of the research towards particular people.

Background

Nowadays, social media has become a necessity of life for the community, especially among students. We spend a lot of our time with social media. According to the latest data available on UICI (2023), in January 2023, the number of social media users in Indonesia has reached 167 million people. This number is equivalent to 78% of the total number of internet users in Indonesia, which is 212.9 million (Mukhtar, 2023). Social media is a technology that has a big impact in society, especially among students. They use social media for many purposes, one of which is to socialize and communicate easily. They can also expand their knowledge easily.

Social media is increasingly becoming a global medium. Its existence is increasingly inseparable from society. As we already know, the process of upgrading social media is very rapid. There are more and more new platforms, where each

platform has its own charm, has its own advantages. Among students, social media is very helpful to broaden their knowledge.

The average social user in Indonesia is from the age of 9 to 50, which means social media is more popular among students. Social media has become an attraction for students. Technology has become proof of life as a medium of communication in life that affect language learning (Meinawati dan Baron, 2019). English is one of the languages most used in the world. One method to increase vocabulary is to use social media. Students can easily access the material they need, students can also study independently at home.

One of the languages that people use to communicate is English. Utilizing the internet is one approach for teaching vocabulary. Online learning has become more popular as the internet has been more widely used, although face-to-face interactions and the usage of printed materials still predominate in public education in many countries. Social media networks, one of the most important internet innovations, have also contributed to classroom instruction. They facilitate communication and sharing with people for us. Since they must recall new terminology and spelling and are usually forced to complete several exercises, many students of English as a second language find vocabulary development monotonous (Nguyen & Khuat: 2003). Due to this, using social media might assist kids in memorizing words that they might not even be aware they are memorizing. Additionally, some of the vocabulary is already well known to students who use social media.

Additionally, learning experiences outside of the classroom offer significant assistance for students' vocabulary growth. Students must use what they have learnt in class and make appropriate learning decisions. Students need to understand vocabulary learning strategies and how to track their development, as described by Nation and Moir (2008). For instance, students' vocabulary knowledge can be enhanced via the usage of the internet, multimedia, games, diaries/journals, and social activities incorporating English. Social media is great for providing perspective to vocabulary and grammar in addition to helping you improve your reading abilities.

English Language Education students at UMY have several social media platforms that they usually use, both in class and at home. There are several social media platforms that they use in class, one of which is YouTube, Music, Games. They feel much more interested when the teacher uses the teaching media. They feel enjoy and more motivated when increasing their vocabulary. Usually, the teacher chooses several sources on YouTube to be used as material in class. There are some students who find it difficult when listening to the videos that the teacher displays, they feel foreign to some of the vocabulary. They were asked to watch a video. Sometimes the teacher also asks to listen to music that the teacher has prepared, the teacher asks students to write some vocab that is foreign to them. Sometimes the teacher also gives games during class.

This study focuses on the process of learning vocabulary using social media platforms. The media that will be used in this research are YouTube, Instagram,

Games, Music, and TikTok. This research will be conducted at the Muhammadiyah University of Yogyakarta. Researchers want to try to find out what platforms they use to improve their vocabulary. So, researchers are interested in researching “The Use Social Media to Enhance Vocabulary in Learning English”

Statement of the Problem

Based on the researcher's experience, there are some students who experience difficulties from social media platforms, there are also those who find it easy and interesting to use social media as a platform to increase their vocabulary. The use of social media in class can improve and make it easier for them to increase their vocabulary. Using learning media in English class is very important, so as not to cause boredom to students. So, this research is necessary to be conducted to find out what platforms they use to improve their vocabulary learning skills.

Delimitation of the Problem

Based on the identification of the above problems, the author will discuss about the use social media to enhance vocabulary in learning English. To identify the problem above the author uses qualitative analysis data.

Research Questions

There are two research question in this research:

1. What vocabulary learning strategies are used by students?
2. what are the challenges of learning vocabulary by student's experience?

Objectives of the Research

Based on the research questions above, the purpose of this study was to find out what vocabulary learning strategies students used and what were the challenges in learning vocabulary. To find out the relationship between vocabulary learning strategies and reading ability.

The Significance of the Researcher

English teacher. It is hoped that this research can provide new information to teachers in implementing good vocabulary learning strategies for their students, so that it can attract students to increase their enthusiasm in learning vocabulary.

The student. The students are expected to take some benefits from this research, the students can increase their vocabulary from various platforms that they find interesting. Students must also know what challenges they have in the platform they use, so that they prepare themselves to be better in the future.

The researcher. It is hoped that researchers can gain new knowledge in the use of social media in the world of education. With this research, researchers are also expected to know what strategies are good to use in learning vocabulary.