

Chapter One

Introduction

This chapter consists of seven parts. These parts include the background of the research, the identification of the problem, the delimitation of the problem, the research questions, research objectives, and the significances of the study. The last part of this chapter is the organization of the chapters.

Background of the Research

The existence of social media access has facilitated the absorption of culture because almost everyone is connected to social media. Social media has become the key to the spread of culture in the era of globalization. Social media is an influential channel in the distribution of global culture that directly influences changes in people's lifestyles (Li, 2004). In January 2020, the number of social media users in Indonesia reached 160.0 million. It increased from 42.16 million people in 2010. That means a quarter of Indonesia's population already knows social media and familiar with technology (Hootsuit, 2020). Sari (2020) mentioned that in the Industrial Revolution 4.0, the emergence of information and communication technology (ICT) has influenced every part of the human career, including the field of education.

Facebook is the most famous Social Network Site (SNS) among college students. It is relevant to Rachman and Yuwinanto (2018) who stated that almost 100% of current students or Z generation circles answered that they already have Facebook even though other social media have also been developed. They have

been familiar with the Facebook account for a long time because they started getting to know Facebook at the age of 10 for the first time. Based on the monthly active user, active user account, advertising audience, or unique monthly visitors, Facebook ranks first as the most used social media platform in the world (Hootsuite, 2020). Indonesia is second in the world of Facebook users. According to Hootsuite (2020), the number of active users on Facebook in Indonesia in 2020 is 130 million users. It proves that there are still many people who still use Facebook until now.

Students from elementary school to university level who are currently 18-24 are known as the Z generation. Z generation is born between 1995–2012. They are different from the previous generation because they are highlighted as the internet generation and because they were born in a very advanced internet era. They are also characterized as the Facebook generation, advanced natives, or some of the time iGeneration (Tari, 2011, as cited in Bencsik, 2016, p. 93).

In the English Language Education Department (ELED) of a private university in Yogyakarta, the researcher conducted a survey and interviewed several ELED students. As the result, there are many students who still actively use Facebook. They usually spend a lot of time accessing Facebook. The problem is that they prefer to use technology in activities to study and even search for information via Facebook.

The researcher chooses ELED students in a private university of Yogyakarta as the participants because of a few reasons. First, the target language of ELED students is English. Second, they are also still using Facebook. Lastly, these students are part of the Z generation. Therefore, the researcher is interested in

researching the use of Facebook among the Z generation for their English acquisition in ELED students as the participants.

Identification of the Problem

Technology is one of the causes of problems in this globalization era, that Z generation spends a lot of time accessing social media. The first order of social media applications that Z generation most widely used in Indonesia is occupied by Facebook, followed by WhatsApp, Instagram, YouTube, then Twitter in a row. Now social media has become an important factor for human interaction. Social media for Z generation students is usually used to express themselves, share everything about themselves with many people.

According to the researcher observations, students open Facebook is only to update their status, open friend status, comment on friend status, open friends' photos, chat, find or get new acquaintances, and so on. Therefore, to be more useful, the activities of these students need to be directed. Another problem is the current students prefer to use technology in activities to study and even search for information via the internet. It cannot be ascertained that the presence of the internet in everyday life needs to be questioned both in socialization, education, and industry (Silva, 1998).

Because there is a sense of student curiosity about knowledge, it is no surprise that Z generation students learn through observation, visual encounters, and practice rather than reading and listening to presentations in the classroom (Hampton & Keys, 2017). Based on the number of Facebook users already

mentioned in the background, currently, many students can still access Facebook every day. They are still comfortable with the use of Facebook.

Delimitation of the Research

This research focuses on finding the features and benefits of Facebook that can help students acquire English as perceived by the Z generation. Many examples of social media can be used in acquiring English. Facebook will be the focus of this research since it is considered the most famous social media. This research is also focused on ELED students batch 2017 because they still frequently access Facebook and, more importantly, they belong to the z generation group.

Research Questions

Based on the background which has been elaborated above, the researcher can formulate two research questions, which are;

1. What are the features of Facebook that can help students acquire English as perceived by the Z generation?
2. What are the benefits of using Facebook as a medium to acquire English as perceived by the Z generation?

Research Objectives

Based on the research questions, the research objectives are s follows:

1. To explore the features provided by Facebook that can help students acquire English as perceived by the Z generation.

2. To explore the benefits of using Facebook as a medium to acquire English as perceived by the Z generation.

Significances of the study

This research provides some benefits for the students, teachers, and researchers. The explanations are presented as follows:

Teachers

This research provides information to teachers which can be the considerations about awareness of using Facebook. Teachers will know the various features and benefits of Facebook as a means for acquiring English. After knowing the various features and benefits of Facebook, the teacher can implement several teaching and learning activities using Facebook.

Students

Every student has their own way of learning and practicing English. This research is expected to provide alternatives for the students to help students acquire English by using Facebook. The students will know the features provided by Facebook that can help them acquire English. The students will also know the benefits of Facebook for English acquisition. After knowing the various features and benefits of Facebook, students will have alternatives to acquire English, and they will also have the right solution to use technology as a means to acquire English.

Future Researchers

The researcher hopes this study can be used as a reference by the future researcher to explain more about the use of Facebook in acquiring English. In addition, they can take it into consideration when using Facebook. Moreover, the researcher hopes that the future researcher can find other wonders in their study that probably will be done by Facebook in acquiring English as a resource.

Organizations of the Research

This research is presented in five chapters. The first chapter is the introduction. The introduction chapter consists of the background of the study which states the reason why the researcher is interested in conducting the research. In the identification of the problem, the researcher provides the problems about the topic followed by the delimitation of the problem on which the researcher chooses to be focused on. This chapter shows two research questions which are: 1) What are the features of Facebook that can help students acquire English as perceived by the Z generation? and 2) What are the benefits of using Facebook as a medium to acquire English as perceived by the Z generation? It also shows the research objectives and significance of the study for students, teachers, also future researchers. Additionally, this chapter also provides the outline of the research.

Next, in chapter two, the research provides a literature review. In the literature review the researcher reviews language acquisition, the definition of Z generation, social media, Facebook, the features that can be used from Facebook to acquire English acquisition, and the benefits of using Facebook also include in this chapter.

This research also explains reviews of related studies and provides the conceptual framework.

The third chapter consists of the methodology that was used for this research. The method that was used is the qualitative research design. The researcher conducted the research in one of the English education departments at a private university in Yogyakarta with four students as the research participants. Then, there is also the data collection process that describes how the data are obtained. Afterward, the method of data collection describes the data collection steps. The last section also explains the analysis of the results.

The fourth chapter discusses the findings of the research. This chapter consists of the analysis from the data that the researcher collected from the interviews. The researcher found six findings on features on Facebook that help students to acquire English, along with eight findings on the benefits of using Facebook as a medium to acquire English. These findings are also connected to past literature supported in this research. This chapter has the answers for the research questions of this study. The fifth chapter is the conclusion and implication. This part provides the summary of the research followed by suggestions based on the findings of the research.