

The Effects of Social Media on Motivating Second Language Learners

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Abstract. *The research aims to explore the effects of using social media in second language learning. In today's digital era, social media has become a significant tool in various aspect of life, including education. This research uses qualitative methods with in-depth interviews and observations to collect data from 30 high school (high school) student who are learning a second language through social media platforms such as Instagram, twitter, ticktock, and YouTube. The result of the study showed that the use of social media in second language learning had a positive impact on the participants communication skills. Social media allows access to a variety of authentic sources and the opportunity to interact with native speakers, which in turn improves language skills significantly. In addition, participants increased motivating and confidence in using the second language.*

Keywords: *Social Media, Second Language*

Abstrak. Penelitian ini bertujuan untuk mengeksplorasi efek penggunaan media sosial dalam pembelajaran bahasa kedua. Dalam era digital saat ini, media sosial sudah menjadi alat yang signifikan dalam berbagai aspek kehidupan, termasuk pendidikan. Penelitian ini menggunakan metode kualitatif dengan wawancara mendalam dan observasi untuk mengumpulkan data dari 30 siswa sekolah menengah atas (SMA) yang sedang mempelajari bahasa kedua melalui platform media sosial seperti Instagram, Twitter, dan tiktok dan youtube. Hasil penelitian menunjukkan bahwa penggunaan media sosial dalam pembelajaran bahasa kedua memberikan dampak positif terhadap kemampuan berkomunikasi peserta. Media sosial memungkinkan akses ke berbagai sumber autentik dan kesempatan untuk berinteraksi dengan penutur asli, yang pada gilirannya meningkatkan kemampuan berbahasa secara signifikan. Selain itu, peserta peningkatan motivasi dan kepercayaan diri dalam menggunakan bahasa kedua.

Kata kunci: Media Sosial, Bahasa kedua

INTRODUCTION

Language is a form of human culture that has very high value because through language a person can communicate and interact with the surrounding community. Language also allows the development and abstraction of various phenomena around us. It is clear that language plays a very important role in social life.

In this digital era, social media has become an inseparable part of everyday life. Platforms like Facebook, Instagram, Twitter, and TikTok are used not only to communicate and share moments, but are also powerful sources of information and learning tools. One interesting aspect of social media use is its potential to encourage second language learning.

Learning a second language (second language acquisition) is a complex process involving various cognitive, affective and social factors. Motivation is one of the key factors that determines the success of second language learning. Traditionally, motivations for language learning have often been academic, professional, or social. However, as technology develops and social media becomes more popular, the methods and sources of motivation have also undergone significant changes.

Social media provides an authentic and interactive environment for language practice. Users can have real conversations, access content in the target language, and communicate with native speakers. Additionally, features such as live video, instant messaging, and online communities allow users to receive instant feedback and support two-way communication, which is important in language learning.

Research shows that social media use can increase learning motivation in several ways. First, social media provides easy access to diverse and engaging learning resources such as videos, podcasts, articles and online courses. Second, social media facilitates collaborative learning where users can learn together in groups or communities who have the same interests. Third, social media gives its users the opportunity to apply their language skills in real contexts, thereby increasing their self-confidence and communication skills.

However, even though it has many benefits, the use of social media in language learning also brings challenges. One of the biggest challenges is the quality and reliability of the content available. Additionally, there is also confusion and addiction that can hinder learning.

Considering these opportunities and challenges, this paper aims to explore how social media can be used effectively to encourage and support second language learning. Through a literature review and case studies, this article presents empirical evidence and practical insights for teachers, students, and learning platform developers.

One of the creativity applied in this research is the use of social media to support learning and teaching descriptive writing. Similar to Bicen's research, Sadikonglu and Sadikonglu (2015) identified social networks for learning English. Her research shows that students are anxious about communication. However, the process of learning to write has a different concept. Because the priority is the ability to use grammar

THEORITICAL STUDY

1. Social media

Social media is a tool or means used to convey messages from someone to the public. In communication between humans, the media that is most often used in communication are the five senses such as the eyes and ears. Messages received by the five senses will be obtained in the human mind to determine attitudes towards something before action occurs. Meanwhile, the definition of social media according to Andreas Kaplan and Michael Haenlein is an internet-based application created on the basis of Web 2.0 ideology and technology that allows the creation and exchange of user-generated content. increasingly sophisticated technology and the rapid internet, social media has become the main activity in cyberspace. (Ekasari, 2016). Social media has various forms, including social networks, podcasts, videos, social blogs and so on. The integration of digital technology in learning is expected to act as a didactic tool, namely as a tool that can trigger students' conceptual understanding of the objects being studied and not vice versa (Putrawangsa & Uswatun, 2018). Social media is one of the tools that is widely used today. Social media can be used for various needs, one of which is learning media. Currently, there are many applications and websites that provide content, including materials, formulas, answers and other learning solutions. Social media is a medium that allows users to represent themselves in interacting, building cooperation, sharing, communicating with other users in forming virtual social relationships (Nasrullah, 2016).

2. Second language learning

Aims to explain the symptoms of speakers learning a second language Jordan (2004:1). Language learning occurs through a conditioning process. According to B.F. Skinner, language learning is the result of reinforcement and imitation. Students learn a second language by imitating and reinforcing correct responses through practice and repetition. Stephen Krashen proposed several hypotheses, including the Input Hypothesis which states that language learning occurs when learners are exposed to language input that is slightly more difficult than their current abilities. Krashen also put forward the Affective Filter Hypothesis which emphasizes the importance of affective factors such as motivation and anxiety in language learning. Noam Chomsky believes that language ability is innate and humans are born with a universal language device (Universal

Grammar). According to Chomsky, second language learning involves the use of these devices to process language input.

RESEARCH METHODS

This study adopts a qualitative research design to explore the potential role social media in SLA learning among 30 high school students in AT-tawazun class X. [insert target population, e.g., ESL learners, children]. The research is framed within a phenomenological perspective to understand the lived experiences and perceptions of participants regarding the use of social media for language learning. Supplementary data was gathered through classroom observations of participants engaging in social media-based language learning activities. Observations focused on participant interactions, engagement levels, and speaking proficiency.

RESEARCH AND DISCUSSION

Results

Research and practical application have shown that cartoons can significantly enhance speaking skills in learners. By leveraging visual storytelling and engaging narratives, cartoons create an immersive environment that stimulates language acquisition and communication.

1. **Improved Listening and Speaking Skills:** The use of social media significantly improves students' listening and speaking skills in a second language. Platforms like YouTube and Instagram let students listen to native language pronunciations and interact in real conversations.
2. **Vocabulary Enrichment:** Students who use social media in second language learning show an increase in richer vocabulary. Through social media content such as posts, comments, and videos, students are exposed to a variety of new words and phrases in diverse contexts.
3. **Motivation and Engagement:** Social media increases students' motivation and engagement in learning a second language. Using a familiar and interesting platform makes students more enthusiastic about participating and interacting in a second language.
4. **Context-Based Learning:** Social media provides an authentic context for second language use, which is difficult to achieve in traditional classroom settings. Content related to the daily life and culture of native speakers enriches students' learning experience.

5. Improved Writing Skills: Interaction through social media such as blogs and discussion forums helps students improve their writing skills in a second language. Students practice writing in a more informal and spontaneous way.

Discussion

1. Positive Influence on Communication Skills: Social media is an ideal platform for practicing communication in a second language. Through videos, comments, and direct messages, students can practice listening and speaking with native speakers, which helps improve their fluency and confidence.
2. Exposure to Authentic Language: Social media provides exposure to authentic language used in everyday situations. This helps students understand the nuances of language, including idioms, slang, and informal expressions that are often not taught in textbooks.
3. Higher Motivation: Students are more motivated to learn a second language when they can relate learning to their personal interests through social media. For example, following accounts related to their hobbies or interests in a second language can make learning more relevant and enjoyable.
4. Engagement and Interactivity: Social media platforms are becoming a more interactive medium than traditional learning methods. Students participate in discussions, ask questions, and get immediate feedback, which enriches their learning process.
5. Challenges and Considerations: Despite its many benefits, the use of social media in second language learning also faces challenges. Uncontrolled content, potential distractions, and risk of addiction are some of the issues to be aware of. Oversight and guidance from educators is essential to maximize benefits and minimize risks.

CONLUCION

This study investigated the effects of using social media in second language learning. The findings suggest that social media can be effective tools for second language learning. The use of social media has been shown to significantly affect second language learning.

Using platforms like Facebook, Instagram, Twitter, and others, second language learners can access a rich and diverse array of authentic content, interact with native speakers, and expand their vocabulary and cultural understanding. Social media also encourages collaborative learning and offers opportunities for more and context-based language practice.

However, it is important to remember that the success of learning through social media depends largely on how its use is integrated into broader learning strategies. For the use of social media to support specific and effective learning objectives, a targeted and structured approach is required.

Overall, social media can be a very useful tool for learning a second language if used wisely and supported by comprehensive teaching methods. social media has great potential to support second language learning if used wisely and within an appropriate pedagogical framework. Effective use of social media can improve students' language skills, enrich their learning experience, and motivate them to continue learning and interacting in a second language.

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