

Studying English by Social Media “Students’ Perception” (Case Study the Fifth Semester STIKOM Tunas Bangsa Pematangsiantar)

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Abstract. This study shows that social media has a significant role in improving English skills, especially in terms of learning and communication. Social media provides a platform for informal and enjoyable English learning, and encourages interaction and collaboration between users. Social media plays an important role in English learning because it provides access to various learning resources, encourages social interaction, and improves speaking skills. By utilizing platforms such as YouTube, Instagram, and Facebook, students can access educational content, participate in discussions, and practice English interactively. According to student perceptions, YouTube is a very good social media for improving English skills. Almost most students in the fifth semester of STIKOM Tunas Bangsa Pematangsiantar like to learn English using YouTube. This is because YouTube provides various types of English content that can help improve listening, speaking, reading, and writing skills. In addition, many YouTube channels are specifically created for English learning, with materials presented in an easy and interesting way.

Keyword: Social Media, Students’ Perception, Studying English.

1 Introduction

Learning English is very important because it is an international language that is widely used in various fields such as education, work, and global communication. English language skills can open up many opportunities, from wider job opportunities to access to the latest information and knowledge. English language skills are very important as an international language because they are used in global communication in various fields such as business, diplomacy, and science. English is the main choice for communicating at the international level, providing various opportunities both in professional careers and social and cultural relations. [1] stated “Language is indeed a symbol system used by humans to communicate and is used by most people around the world”. Language allows humans to convey ideas, feelings, and information to others, as well as interact and cooperate in various aspects of life.

One way to improve your English skills through social media is to interact with other users who also speak English, for example by giving comments or discussing in English. By interacting, you will continue to practice your reading, writing, and speaking skills in English. Social media offers a fun and effective way to learn English, whether by reading English content, interacting with native speakers, or joining online study groups. According to [2] these days social media is used quite often. This term refers to a digital platform that allows users to interact, share content, and build social networks online. In the digital era, social media has become an inseparable part of everyday life, both for communication, information, and entertainment purposes.

There are some opinions from scientists about the social media. Social media are web-based platforms where users create and share messages via virtual communities and social networks [3]. [4] stated that the foundation of Social Media comes from the concept of Web 2.0 and User Generated Content. Social media is an online platform where users may easily communicate and collaborate [5]. Social media offers specific opportunities to improve students’ English language skills [6]. Research on the use of social media in foreign language learning is indeed very broad because social media platforms have become an inseparable part of everyday life [7], [8], [9]. Many studies have shown that social media can be used effectively to improve foreign language skills, both in speaking,

writing, reading and listening. Social networking sites have become a primary means of communication and a way to maintain a social life, especially in this digital era [10]. Social media facilitates interaction between individuals, expands friendship networks, and enables efficient long-distance communication.

According to [2] social media was designed to allow people to share content quickly, efficiently, and in real-time. Furthermore, Baruah (2012) stated that social media is a medium for social interaction as a superset beyond social communication.

In addition, social media may utilize language skills. [11] expressed that social media can develop the students' skill. It also facilitates the students to learn new words and vocabulary which are suitable for them in writing [12]. Social media also may enhance student speaking abilities [13]. Furthermore, [14] described that social media permits students and teachers to create a learning group.

Learning English through social media can be done in various ways, such as following educational accounts, joining study groups, and utilizing video or audio content. Social media also allows direct interaction with native speakers and conversation practice. Social media is very important in learning English because it provides an interactive, fun, and efficient platform to improve language skills. With creative content and social interaction features, users can learn in a relaxed but productive way, for example through posts, comments, and discussion groups.

Many English education accounts share tips, tricks, and new vocabulary in an interesting and easy-to-understand format. There are many social media platforms that can be used to learn English. Some examples include Facebook, WhatsApp, Instagram, TikTok, YouTube, and many more. These social media provide various content, groups, and features that support English learning, ranging from educational content, learning communities, to interactive exercises.

Inayati[15] stated that social media can be used as media to learn English. Social media allows users to interact with native speakers, follow accounts that teach English, and join English learning groups. Social networking on social media can motivate users to continue learning and improve their English skills. Social media often provides content that features new vocabulary, idioms, and expressions in English. Social media allows users to join online learning groups, exchange ideas, and work together on English assignments.

Social media allows learning to be more fun and interactive, so students are more motivated to learn. Social media encourages student engagement in learning, whether through discussions, assignments, or direct interaction. Social media allows users to join online learning groups, exchange ideas, and work together on English assignments. Social media allows users to learn English anytime and anywhere, according to their needs and the time they have. Social media offers various types of creative content, such as memes, videos, and infographics, which can make learning English more interesting and easier to understand. The average of social media users in Indonesia is age 13 to 34, which means social media is viral among young people, especially students [16].

Furthermore, the number of social media users in Indonesia continues to increase. Based on the latest data, around 72.7% of the total population of Indonesia will use social media by 2025, according to We Are Social. This means more than 207 million people in Indonesia are active on various social media platforms. Social media has both positive and negative effects. Positively, it facilitates communication, provides access to information, and can be a source of entertainment. Negatively, it can lead to addiction, mental health issues, and the spread of misinformation.

Social media has attracted teachers' attention. Social media can make students more active in learning English. Social media provides an interactive, collaborative, and fun platform that allows students to learn English effectively. Students can improve their English skills in a relaxed yet productive atmosphere by utilizing various content and social interaction features. Social media provides multiple English learning content, such as educational videos, infographics, and short informative texts. Students can use social media to search for information about English, read English articles and blogs, and join English discussion groups.

By effectively utilizing social media, students can increase their activity in learning English and improve their English skills. Social media provides interactive, collaborative, and fun learning opportunities, making learning English more interesting and effective.

English is widely used on social media because it is an international language connecting people from various countries. This allows for broader and more efficient communication for content, conversations, and other important information. English is used on social media because it is an international language that facilitates global communication and improves students' ability to learn English through everyday interactions. Social media offers opportunities to read, write, speak English and interact with native speakers. In addition, lecturers ask or assign students to view and study specific material through social media to increase their knowledge. The lecturers also allow students to look for other references to support them in English. Sometimes lecturers also give instructions as a guide, and advise students to study via social media, especially by watching English films without using Indonesian subtitles.

Based on the explanation above, the researcher's interest in analyzing and finding out the perception of the use of social media for learning English is essential to be investigated, since teachers need to know their students'

preferences in terms of which social media application they use and their ways of using social media for learning English.

2 Methodology

This descriptive qualitative research focused on the students' perception of using social media in learning English in the Fifth Semester students of STIKOM Tunas Bangsa. The researcher do the interview and observation directly to the students. The researcher give some queof the stion to the students. Qualitative research is a form of inquiry that explores phenomena in their natural settings and uses multi-methods to interpret, understand, explain, and bring meaning to them [17]. In addition [18] states “qualitative research is practice in many disciplines, so a range of data collection methods has been devised to cater for the varied requirements of the different subjects, such as: qualitative interviewing, focus group, participant, discourse and conversation analysis and analysis of text ad documents”. In this study, data collection techniques explain the methods used by the researcher to collect data related to the research focus. In this study, an unstructured questionnaire technique was used to obtain data on perception factors and assisted by a questionnaire.

3 Result and Discussion

There are some perceptions of The Fifth Semester students of STIKOM Tunas Bangsa Pematangsiantar in used social media in learning English. The response gave their perception about the study English using media social in their live. Some students give the comment according by themselves.

Table 1. Statement 1: Learning through Social Media Can Strengthen Independent Learning

R 1	Yes, because my understanding of English is mostly through self-study, especially in learning the meaning of words.
R2	Of course it can be strengthening, but it is difficult to limit what comes in and we receive on social media. So we should be more critical in responding to many things.
R 3	Sedikit berpengaruh
R 4	ya saya sangat setuju, karena saya sangat percaya diri ketika belajar atau berkomunikasi kepada orang luar
R 5	Yes I agree
R 6	strongly agree
R 7	Yes i agree
R 8	I agree. Social media allows student to choose what they want to learn and study anytime at their own pace
R 9	Yes, I agree, through learning social media, many languages exist in everyday life.
R 10	Ya karena dapat memahami dengan cepat
R 11	I agree, because learning through social media is not boring
R 12	Yes, I agree because we can learn independently without the help of others. Success in being smart does not always depend on other people.
R 13	Yess because dapet smua
R 14	yes of course
R 15	i'm not sure, sometimes independent learning time can be boring, but independent learning can also make us focus
R 16	i'm not sure, sometimes independent learning time can be boring, but independent learning can also make us focus.
R 17	Ya, saya setuju bahwa pembelajaran melalui media sosial dapat memperkuat pembelajaran mandiri. Media sosial menawarkan berbagai kesempatan untuk belajar secara mandiri, seperti mengikuti akun edukasi, mengakses materi online, dan berpartisipasi dalam grup diskusi.
R 18	yes but also no, it all depends on the user
R 19	Yes, I agree that learning through social media can strengthen independent learning. Social media lets me choose what I want to learn, when, and at my own pace. I can explore different topics, repeat lessons, and find explanations that suit my style.
R 20	I agree because from social media you can get a lot of useful knowledge for life, especially in speaking English.
R 21	yes

R 22	Saya setuju. Media sosial menyediakan berbagai sumber belajar yang mudah diakses dan membantu kita belajar mandiri sesuai minat dan kecepatan sendiri. Namun, kita harus pandai memilah informasi agar tidak mudah terpengaruh oleh hoaks.
R 23	yes, i agree that learning through social media can strengthen independent learning
R 24	Yes, I agree that learning through social media can strengthen independent learning. Social media allows learners to explore topics at their own pace, choose content that interests them, and practice English outside the traditional classroom. It encourages self-motivation and responsibility in managing one's learning process.
R 25	iya lebih efisien
R 26	Yes
R 27	Yes, I strongly agree that learning through social media can strengthen independent learning.
R 28	Tidak Juga, tergantung niat manusianya

According to the table above, Most of the students said that Learning through social media can strengthen independent learning. The Respondence said “ Social media allows student to choose what they want to learn and study anytime at their own pace”. Next the other respondence said “I agree that learning through social media can strengthen independent learning. Social media lets me choose what I want to learn, when, and at my own pace. I can explore different topics, repeat lessons, and find explanations that suit my style.”

Table 2. Statement 2: Social Media Provided Fun Learning for Students

R 1	Yes
R2	Of course
R 3	Yes
R 4	ya saya sangat setuju
R 5	Yes its true
R 6	Yes
R 7	Yes its true
R 8	Strongly agree
R 9	Yes, especially if it's made in a video
R 10	Ya
R 11	of course
R 12	very enjoyable because it is easy to understand and easy to access
R 13	I happy
R 14	yes
R 15	Yes, there are many videos on social media that make learning English using games fun and not boring.
R 16	yes, there are many videos on social media that make learning English using games fun and not boring.
R 17	Dengan berbagai fitur dan konten, media sosial memungkinkan siswa untuk berinteraksi secara aktif, mengakses materi pembelajaran dengan mudah, dan mengembangkan keterampilan belajar mandiri
R 18	Yes
R 19	Yes, social media definitely provides fun learning for students. The videos, challenges, and interactive content make studying English enjoyable and less boring. Because the lessons are often creative and relatable, students feel more motivated to keep learning
R 20	Yes, because from social media we know what we need to learn English.
R 21	yes
R 22	Saya setuju! Media sosial membuat belajar menjadi lebih menyenangkan bagi siswa melalui video, kuis, dan diskusi interaktif. Namun, tetap diperlukan kedisiplinan agar tidak mudah teralihkan.
R 23	yes
R 24	Yes, social media provides fun learning for students because it offers interactive and engaging content like videos, quizzes, and games that make learning English more enjoyable and motivating.
R 25	yes
R 26	Yes

R 27	Absolutely! Social media has a significant potential to provide a fun learning experience for students, and this is one of its major strengths in education, particularly for English language learning.
R 28	Yes, of course

According to the table above, Most the response said that Social media provided fun learning for students. The response said “social media definitely provides fun learning for students. The videos, challenges, and interactive content make studying English enjoyable and less boring. Because the lessons are often creative and relatable, students feel more motivated to keep learning”. The other response said “Absolutely! Social media has a significant potential to provide a fun learning experience for students, and this is one of its major strengths in education, particularly for English language learning”.

Table 3. Statement 3: Using Social Media Increases In-Depth Knowledge for Students

R 1	Yes
R2	Of course
R 3	Yes
R 4	ya itu sangat benar
R 5	Yes its true
R 6	For sure
R 7	Yes its true
R 8	Agree
R 9	yes thats true
R 10	Ya
R 11	of course
R 12	Yes, it really improves because the quality of learning needs to be improved for a person's success.
R 13	Yes
R 14	yes
R 15	Yes if used correctly
R 16	yes if used correctly
R 17	menyediakan akses luas ke informasi, sumber belajar, dan forum diskusi yang dapat membantu siswa memperdalam pemahaman tentang topik yang dipelajari.
R 18	Yes
R 19	Using social media helps students learn new things quickly, but it may not always give deep explanations. For deeper knowledge, it's good to also study from books or teachers.
R 20	Yes, because each student has a different understanding in learning English, so each student can choose what they need.
R 21	yes
R 22	Saya sebagian setuju. Media sosial bisa memperluas pengetahuan siswa dengan banyak topik dan perspektif. Namun, tanpa kemampuan berpikir kritis dan bimbingan yang tepat, hal ini belum tentu mendalam, malah bisa menimbulkan kebingungan. Jadi, potensinya ada, tapi tidak menjamin pemahaman yang mendalam.
R 23	helps student learn new things quickly
R 24	I agree that using social media can increase in-depth knowledge for students. Social media gives access to a wide range of information, discussions, and expert opinions that help students explore topics more deeply and from different perspectives.
R 25	yes
R 26	Yes
R 27	This is a nuanced question, and the answer is: Social media can increase in-depth knowledge for students, but it's not automatic and depends heavily on how it's used.
R 28	Tidak juga

According to the table above, Most the response said that Using social media increases in-depth knowledge for students. The response said “Using social media helps students learn new things quickly, but it may not always give deep explanations. For deeper knowledge, it's good to also study from books or teachers”. The other response said “I agree that using social media can increase in-depth knowledge for students. Social media

gives access to a wide range of information, discussions, and expert opinions that help students explore topics more deeply and from different perspectives”

Table 4. Statement 4: Learning Using Social Media Has a Positive Impact on Every Positive Impact of Every Learning Accessed

R 1	Yes
R2	not always
R 3	Yes
R 4	yes its true
R 5	Yes its true
R 6	Yeahh of course
R 7	Yes its true
R 8	Strongly agree
R 9	yes
R 10	Dapat mudah di pahami
R 11	Of course
R 12	Learning through social media has a positive impact because it makes it easier to access information, increases interest in learning, and encourages critical thinking and collaboration skills.
R 13	Yes impact postive
R 14	yes
R 15	The sentences is confusing, i don't understand
R 16	the sentence is confusing
R 17	membuka akses ke berbagai sumber belajar, memperluas wawasan, dan mendukung interaksi dengan teman sebaya atau guru.
R 18	Yes
R 19	Learning through social media has a positive impact because it makes learning easier, more fun, and accessible anytime. It helps students stay motivated and improves their skills with real-life examples and interactive content.
R 20	Yes, there is a positive impact in learning English on social media, so learning English from social media has a very positive impact.
R 21	yes
R 22	setuju, karena siswa memilih sendiri materi yg ingin di pelajari
R 23	has a positive impact because it makes learning easier, more fun, and accessible anytime
R 24	Yes, learning through social media often has a positive impact because it makes learning more accessible, interactive, and relevant to students’ daily lives, which can improve motivation and understanding.
R 25	Yes
R 26	Can learn easily
R 27	The statement "Learning using social media has a positive impact on every positive impact of every learning accessed" is a bit redundant and perhaps a bit too strong. It seems to imply that social media enhances every single positive outcome of any learning activity.
R 28	Ya selagi yang diakses pembelajaran menurut saya dampaknya positif

According to the table above, Most response said that Learning using social media has a positive impact on every positive impact of every learning accessed. The response said “Learning through social media has a positive impact because it makes it easier to access information, increases interest in learning, and encourages critical thinking and collaboration skills”. The other said “there is a positive impact in learning English on social media, so learning English from social media has a very positive impact.”

Table 5. Statement 5: What benefits that you get after learning English on using social media?

R 1	My knowledge in understanding English, especially in pronunciation is getting better
R2	I am more active in using English in informal conversations
R 3	Saya dapat belajar hal yg saya tidak tahu
R 4	saya bisa mendapatkan pembelajaran baruu dalam berbahasa inggris

R 5	I get a new lesson that can make upgrade my skill on English
R 6	like a sentence that I didn't know before
R 7	I get a new lesson for upgrade my skill of english
R 8	I have become more confident in speaking, expanded my vocabulary
R 9	I got a lot of lessons, one of which was increasing my English vocabulary.
R 10	Dapat memahami dengan cepat
R 11	The benefit is that I can understand the meaning of the language better.
R 12	learning English provides many benefits in using social media. Some of them are: 1. Access to Wider Information 2. Interact with International Users 3. Improve Communication Skills 4. Career Opportunities and Personal Branding 5. Following Global Trends and Communities 6. Learning New Cultures and Perspectives
R 13	Speaking nya
R 14	mudah di ingat
R 15	Find different words that can be used in the same situation, and know the correct English grammar
R 16	find different words that can be used in the same situation, and know the correct English grammar
R 17	Media sosial juga memungkinkan pelajar untuk berinteraksi dengan penutur asli dan komunitas global, serta mempraktikkan bahasa Inggris dalam konteks yang lebih santai dan menarik atau meningkatkan kemampuan komunikasi, memperluas jaringan, dan mengakses informasi global.
R 18	I can tell how they use their conversation well
R 19	After learning English through social media, I noticed that my vocabulary has increased because I often hear new words from interesting videos and content
R 20	Yes, because on social media there are many lessons about English and they are easy to understand.
R 21	easier to learn English and easier to memorize
R 22	lebih banyak kosakata dan tata bahasa yg benar
R 23	improve vocabulary, listening skill, flexible learning
R 24	Learning English through social media gives me several benefits. It helps me improve my vocabulary and pronunciation, and it makes me more confident in using English. I also learn how English is used in real-life situations. Most importantly, it makes learning more enjoyable and interesting.
R 25	belajar berbicara dan mendengarkan bahasa inggris
R 26	Can understand
R 27	I can improve my vocabulary and pronunciation through videos, posts, and conversations. then, I get used to real-life English expressions that are often used by native speakers
R 28	Saya bisa lebih mudah untuk mengakses pembelajaran bahasa inggris

According to the table above, Most respondents get benefits that you get after learning English by using social media. The response said "Learning English through social media gives me several benefits. It helps me improve my vocabulary and pronunciation, making me more confident in using English. I also learn how English is used in real-life situations. Most importantly, it makes learning more enjoyable and interesting". The other also said "I can improve my vocabulary and pronunciation through videos, posts, and conversations. then, I get used to real-life English expressions that are often used by native speakers".

Table 6. Statement 6: What Kind of Social Media that You use in Learning English?

Question 6	What kind of social media that you use in learning English?
R 1	Youtube
R 2	Quora
R 3	Tiktok
R 4	Youtube, Telegram, Instagram, Tiktok
R 5	Youtube, Instagram, Tiktok
R 6	Tiktok
R 7	Youtube, Instagram, Tiktok
R 8	Instagram
R 9	Youtube, Instagram
R 10	Youtube
R 11	Youtube, Instagram, Tiktok, Twitter

R 12	Youtube
R 13	Youtube, Telegram, Instagram, Tiktok, Facebook
R 14	Instagram, Tiktok
R 15	Youtube, Tiktok
R 16	Youtube
R 17	Youtube, Facebook,
R 18	Youtube, Facebook
R 19	Instagram, Tiktok
R 20	Youtube
R 21	Youtube, Instagram, Tiktok, Facebook
R 22	Youtube, Instagram
R 23	Instagram, Tiktok, Netflix
R 24	Youtube
R 25	Youtube, Tiktok, Facebook, netflix
R 26	Youtube
R 27	Youtube, Instagram, Tiktok
R 28	Tiktok

Based on the findings, most of the students choose more social media in studying English. The social media that students often use in studying English are youtube, tiktok and Instagram. To understand more, it will be explained in figure below.

What kind of social media that you use in learning English?

28 responses

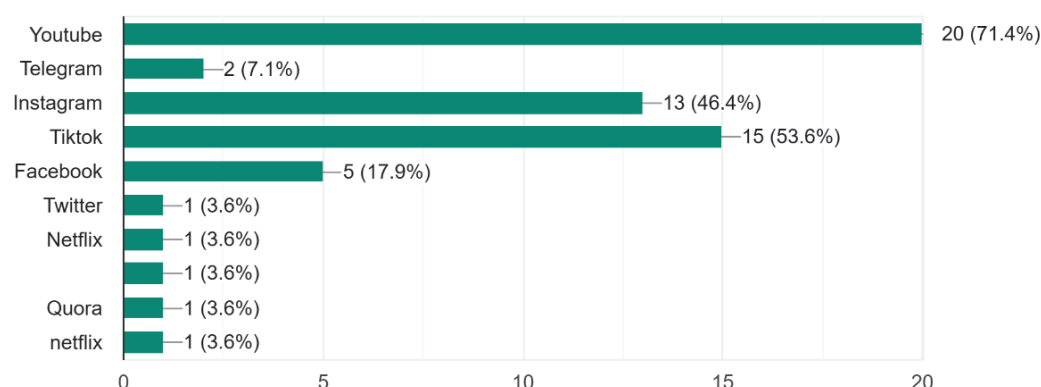


Figure 1. Kinds of Social Media in Studying English

From 28 students, 20 students like studying English by using Youtube. It means youtube is very popular social media in increasing students' ability to study English. This study attempts to explore the use of social media in studying English based on student's perceptions. It was found that students really enjoy studying English by using media. From this platform, lecturers can get new innovations regarding the creation of learning media, where the existence of this learning media certainly helps participants improve their English language skills.

4 Conclusion

The results of this research show that students can study English using social media. By using social media, the students can also enjoy learning English when they have spare time. Research on the use of social media in teaching English recommends several practical ways for educators. The use of social media can increase learning motivation, provide access to authentic learning resources, and develop students' communication and collaboration skills. The students also felt enjoyed when they studied English using social media. Social media

can really help improve students' English skills. Social media offers various platforms to learn, interact, and practice English interactively and casually. YouTube is one of the most popular and effective social media for learning English. There are many YouTube channels that offer various materials, from grammar lessons, vocabulary, to conversation practice. YouTube, as a social media platform, can be very helpful in learning English. Many channels offer English learning content, from grammar, vocabulary, to conversation practice and understanding accents.

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