

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There are many different software or applications linked to social media interactions with people outside of Twitter. Twitter is a social networking service that is fast increasing in the 4.0 era because users may engage with other users via their smartphones or computers from anywhere and at any time. Following its launch in July 2006, the number of Twitter users significantly increased, reaching 238.11 million monetizable users by July 2022 in the third quarter of 2021 when Elon Musk purchased the company on October 27, 2023 Alhgren, Matt. (2023). Website evaluation.

Twitter users come from a variety of backgrounds, But the majority are among the ages of 25 to 34, with those between the ages of 35 to 46 and those around the ages of 13 and 17 using Twitter the least. This network site with the blue bird logo allows viewers to send a short text of up to 140 characters that are used known as a *tweet*. Text messages and photographs can be included in tweets. In addition to Twitter, there are numerous selected subjects that allow individuals to freely express themselves on diverse issues.

One of the most discussed topics is football. This particular sport dates back to antiquity. Football existed in Mesoamerican history 3000 years ago, according to Footballhistory.org (Aib et al., 2022). The sun represents the winning squad, while the losing team becomes a gift to the gods. Football is not only limited to the Western globe. Football was first known as *Cuju* in China during the third and second centuries, for example. *Cuju* is a square ball game played using a round ball. In Japan, a similar form of exercise known as Kemari is practiced. Football gradually gained popularity and expanded across the country. In the modern period, this single sport began to take the form of a league or tournament known as the FIFA World Cup and in 2022 it will be held in Qatar which runs from November 20 to December 18, 2022.

Through these *tweets*, Twitter users are able to communicate closely with other people who use Twitter by sharing what they are thinking, what they are doing, about recent events, the latest news, and other topics through these tweets. What results is a culture that presupposes core values, life orientations, beliefs, policies, and behavioral conventions shared by a group of people, and which influences each member's conduct and their interpretation of the behavior of others (Spencer, 2008:3).

From the tweet of an account that discussed this matter, several other Twitter accounts emerged who flocked to express opinions or opinions regarding a tweet that was discussed according to their ethnicity and region, giving rise to Intercultural attitude interactions. Intercultural communication attitude is a behavior that is a prerequisite for successful intercultural interaction not only has to be positive, because even positive prejudices can get in the way of mutual understanding. In other words, they need an attitude of curiosity and openness, a readiness to suspend disbelief and judgment regarding the meanings, beliefs, and behavior of others (Kohlberg et al., 1983).

Intercultural communication is frequently taught as a means of preparing students to be good communicators across boundaries of culture. However, there has been a growing interest in the ethical components of the self-other relationship in recent years, in order to challenge the basic presumptions surrounding intercultural communication (see, for example, Byram 1997; Deardorff 2006).

Interaction with fellow Twitter users also has advantages, such as becoming aware of different/diverse cultures and one's own culture, behaving and communicating effectively and appropriately, and acquiring knowledge, skills, and attitudes for adapting to different situations in different cultures. Gibson, Hyde, and Gordon (2015); Hall, 1959; Novinger, 2001; Sercu, 2002).

The phenomenon of intercultural communication attitude has been researched by several parties which have been published in several journals and articles. For example research conducted by Pasaribu (2020) revealed that many

anonymous accounts provided attitudinal assessments of the poster maker's behavior, rather than appreciating the "three rounds" poster on Twitter.

Then, research conducted by Afriliani (2022) found that relationships often end in sadness, with positive affection being the most significant lexical choice on Twitter. Moreover, by Yuliyanti (2023) in her research which shows Attitude Analysis on social media, specifically Twitter, regarding the alleged blasphemy of Islam against M. Kece on the content of his YouTube channel who was reported and imprisoned as a result of a case of religious blasphemy which shows the most dominant attitude results namely Affection with as much as 54% above judgment (19%) and Appreciation (27%).

Looking at the three previous studies above, there are some differences in this study. The first, second and third studies both raised the theme of intercultural competence communication. However, in the second study, lecturers were chosen as research objects. While the object of research in this study will focus on Twitter users. Then, the first and second research looks the same as this research, namely both raise Twitter media, this study will also raise Twitter media, but the difference is in the object being observed, namely comments on Twitter media.

The purpose of this study is to gain a complete and clear understanding of intercultural communication attitudes in Twitter users' interactions in their posts about events during the FIFA WORLD CUP 2022 using Martin and White's appraisal framework. The researcher has an important urgency in this study because discourse analysis can help identify Twitter users' attitudes towards cultural diversity, promote inclusivity and reduce discrimination, and increase the participation of football fans and non-followers from around the world in the celebration of the World Cup every year.

1.2 Research Question

From the phenomena that have been described above, the formulation of the problem in this study is:

- i) How are the followers' intercultural communication attitudes of FIFA World Cup 2022 reflected on their Twitter posts?

1.3 Research Objective

Based on the research questions, the objectives of this study can be stated, namely;

- i) To investigate how intercultural communication attitude impact twitter fellows.

1.4 Significance of the Study

The result of this research is expected to have benefits for the readers. There are some benefits which will be gotten by the readers about intercultural communication in twitter post.

- i) Theoretically

This research is designed to serve as an opportunity opener and reference material for future writers who are interested in the same research topic.

- ii) Practically

The preparation of this research is expected to provide readers and students with an understanding of the intercultural communication attitude contained in Twitter social media on a topic or current hot issues.