

CHAPTER 1

INTRODUCTION

1.1. Study Background

All humans, no matter where they come from, have a language. Language is as basic and necessary for humans as breathing is for humans. Language is a means of communication between members of society in the form of sound symbols produced by human speech. The definition of language covers two areas. First, the sounds produced by the speech organs and the meaning or meaning implied in the sound stream itself. The sound is a vibration that stimulates our hearing device. Second, meaning or meaning, which is the content contained in the flow of sound that causes a reaction to what we hear. Henceforth, the flow of sound is called the flow of speech (Ritonga, 1:2012). In the communication process, there is a system or symbol that is mutually agreed upon by the communicating parties. In the communication process, there is a system or symbol that is mutually agreed upon by the communicating parties. The system of signs or symbols has the same value and reference for those who participate in communication. Language as a symbol system for communication will truly function if the thoughts, ideas, concepts referred to or expressed through the unity and varied relationships of the symbol system are shared by speakers and speech responders. Language itself is a system that we inherit or acquire from the culture or society in which we grow up. So, language is so strong that individuals cannot change it.

Intercultural competence is the ability to function effectively across cultures, think and act appropriately, and communicate and work with people from different cultural backgrounds - at home or abroad. Intercultural competence is a valuable asset in an increasingly globalized world where we are more likely to interact with people from different cultures and countries who are shaped by different values, beliefs and experiences. Intercultural competence is part of a set of concepts that include global competence, graduate attributes, employability skills, global citizenship, education for sustainable development, and global

employability. At the heart of all these concepts is the recognition of globalization as a force of change in all aspects of the contemporary world, and the importance of graduates being able to engage and act globally.

Intercultural communication is a communication process that occurs between people who have different cultures, whether racial, ethnic, socio-economic, or a combination of all differences. Intercultural communication continues to develop, especially when humans can communicate freely due to technological developments. The role of language today is a tool that certainly plays an important role in intercultural communication. According to Aloweri, Andrea L. Rich and Dennis M. Ogawa as cited by Arnawati Arbi, intercultural communication is communication between cultures. cited by Arnawati Arbi, intercultural communication is communication between people of different cultures. For example between ethnic groups nation, ethnicity, race and social class. By using Indonesian or national language, it will minimize misunderstandings. Because, language itself can sort out which one is angry, which one is happy, and which one is sad. Also, language is symbolic of feelings.

Regarding language learning. Social media continues to influence language learners in many ways. Today, various social media platforms influence communication, information transfer, information sharing, business, education and all other aspects of life (Rieger and Christoph , 2018). With the spread of various social networks, previous research discussed the use of social media for language learning. As a continuation of their practice and as a focus requiring further research, language learning professionals and teachers have particularly sought to examine the impact of social media and online community sites on second and foreign language learning.

Instagram is a photo and video-based social media. Instagram is one of the social media with the most users in the world. As one of the most popular social media, Instagram provides a variety of features that are very useful and can be accessed by anyone without age restrictions. Therefore, it is important to know the

explanation of Instagram and the various things in Instagram, including its features and benefits. Instagram has a lot of users around the world. The word Instagram refers to a tool that works to send information to others quickly. Therefore, Instagram presents a very instant social media service for its users. Instagram can display photos instantly like a polaroid in its display.

Instagram from time to time has a tremendous impact on life. Social media such as Instagram is not only used as a medium of interaction and communication, sharing photos and videos but much more than that. Instagram is a new medium capable of influencing everyone. Maybe in the past when there were few smartphone users and limited knowledge, Instagram was only used as a medium for social interaction, but now Instagram has developed as a medium for entertainment, education, inspiration, and business. Some of the things below might open up further insights about Instagram now and in the future. Just like other social media, Instagram has the main function and purpose of interacting with each other, from sharing photos and videos, sending messages (direct messenger), adding comments, and more. Mark Zuckerberg as the Founder of Facebook, the parent of Instagram has the motto "Bringing the World Closer Together". This shows that Instagram has an important role in interacting.

Supported by previous research on the effectiveness of using Instagram to improve intercultural competence in language learning. As in the research conducted by Robert Shuter (2012) said that the study of intercultural new media promises to expand our understanding of intercultural communication in the new media era and truly become the next frontier in intercultural communication. Further research conducted by Mike Fleming on Education, art, language and interculturality says that the tension between the particular and the general is relevant for making, creating and theorizing about art, but also for the development of intercultural competence. Avoiding any form of generalization about culture is unrealistic and unnecessary. However, it is important to cultivate awareness of the negative consequences that may arise from over-generalization, and try to develop a positive attitude towards difference.

Various social media such as Instagram are also widely used to exchange share useful information. One of them is for various sciences including English. The process of learning a foreign language is not easy. One of them is for non-language students who study foreign languages. English as a foreign language (EFL) is a terminology that occurs in Indonesia where English is used in addition to the mother tongue or in this case the local language is the first language and Indonesian is the second language and English as a foreign language. Given the importance of mastering English in international communication, the Government has integrated English language learning from primary education to higher education. English is a basic course that must be studied by students according to their chosen major. English for Specific Purposes (ESP) is English language skills that are specialized for specific purposes. This skill includes 4 skills namely, listening, speaking, reading, and writing. Creating interesting learning and also stimulating the creativity of higher order thinking skills (HOTS) is absolutely necessary for educators to maximize the achievement of learning objectives. Teachers are required to always innovate and apply methods, strategies and learning media that are in accordance with the interests, profiles and characteristics of their students. In addition, the selection of contextual material is also a consideration in learning that will make learning more meaningful and ultimately increase student understanding. Along with the development of technology, it turns out to have an impact on the learning process in the classroom, students who are a generation who grew up with technology or often called generation Z have fluency in the use of technology such as gadgets and laptops (Ni Made Lisma Martarini et al., 2021). The development of adolescent creativity is closely related to cognitive development because creativity is a form of cognitive work. The use of technology combined with learning will certainly maximize the achievement of learning objectives. Technology integration in language learning has also been widely used and proven effective in improving skills and learning outcomes. According to Rahmawati (2016) today humans communicate more often via the internet, because it makes it easier to interact and communicate without limits. Social media as one of the media that is widely used

by most people, including students, can also be utilized in learning. The results of a survey conducted previously showed that 100 percent of students in one class had social media accounts that they actively used. The data also shows that students spend more than 10 hours per day playing social media whether it is updating status, uploading stories / videos / and others.

1.2. Object of the Research

The objects used are students of GunungJati University, and Universities in Cirebon.

1.3. Research Questions

What is the impact of using Instagram on intercultural communication?

1.4. Research Object

Based on the background of the problem and the formulation of the problem that has been described, the objectives of this research are:

To find out the effectiveness of Instagram in increasing intercultural competence

1.5. Limitation

Culture is a complex whole, which contains knowledge, beliefs, arts, morals, laws, customs, and habits of a group of people. Meanwhile, language is a means of communication that genetically only exists in humans. Language lives in society and is used by its citizens to communicate. Humans are able to recognize and distinguish one another more or less through the process of observing how the language is used. There are three close links between culture and language, according to Fishman (quoted from Risager, 2006). Language as a "part" of culture, language plays an important role as a bridge in understanding culture, especially for those who want to learn a lot about the culture. Language as a cultural "index", language reveals the way of thinking or organizing experience in a particular culture. Language as a "symbolic" culture, language movements and conflicts utilize language as a symbol to mobilize populations to defend and support the cultures associated with them. Language is part of culture, even language is often also mentioned as the dominant factor of culture. Culture from

the point of view of from the point of view of linguistics is (1) organizing and binding the language-speaking community, (2) items and units obtained by human language users through learning or education, (3) patterns of human habits and behavior, and (4) a system of communication in society that plays a role in shaping and maintaining the culture. communication system in society that plays a role in forming and maintaining unity, cooperation, and life.

1.6. Study Significance

By conducting this research, it is expected to produce useful information for interested parties, including:

1.6.1. Theoretically

1. For Academics

It is hoped that the results of this research can be used as material for consideration for academics to further study the benefits of the Instagram platform, intercultural communication and are expected to provide additional knowledge and insight.

2. For Further Researchers

The results of this study are expected to be a reference for future researchers and can provide additional insight into the benefits of the Instagram platform, intercultural communication.

1.6.2. Practical

This research is expected to be a means for everyone to implement knowledge about the benefits of the Instagram platform in intercultural competence and intercultural communication.