

## **An Analysis of Indonesia Social Media Users Reaction on English Speaking Content Creator**

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### ***Abstract***

This article discusses the influence of English-language content creators for Indonesian social media users. The purpose of this study is to find out how influential English content is in improving speaking skills in English. The subjects of this study include from several levels of education totaling 63 respondents, the data we use is in the form of a questionnaire using quantitative methods. The results of this study, The author finds that with the existence of special social media (content creators) YouTube is proven to be able to produce a good impact on improving English language skills.

**Keywords:** Speaking, Social Media, Content Creator

### ***Abstrak***

Artikel ini membahas tentang pengaruh content creator berbahasa Inggris bagi pengguna media sosial Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh konten bahasa Inggris dalam meningkatkan keterampilan berbicara dalam bahasa Inggris. Subyek penelitian ini meliputi dari beberapa jenjang pendidikan yang berjumlah 63 responden, data yang kami gunakan berupa angket dengan menggunakan metode kuantitatif. Hasil penelitian ini, Penulis menemukan bahwa dengan adanya media sosial khusus (content creator) YouTube terbukti mampu menghasilkan dampak yang baik dalam meningkatkan kemampuan berbahasa Inggris.

**Kata kunci:** Berbicara, Media Sosial, Pembuat Konten

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## **PENDAHULUAN**

One of the four essential qualities of English is speaking. According to Sarosdy, Bencze, Poor, and Vadnay (2006), speaking seems to be the most significant of the four basic abilities (listening, reading, speaking, and writing), since persons who know a language are called to as "speakers," as if speaking encompassed all other sorts of language knowledge.. Because it may be used to communicate with individuals from all over the country, English is often known as an international language. The majority of Indonesians, on the other hand, avoid speaking English out of fear, laziness, and the perception that it is difficult.

Learning English does not have to be done in a classroom; it can be done anywhere and through any medium. Currently, many English-language applications and content makers can be found all over the internet, particularly on YouTube. Students can identify the meaning of foreign words and improve their speaking abilities by watching YouTube videos (Albahlal & Albahlal, 2019). Many excellent content developers provide beneficial content for learning how to improve one's speaking abilities.

Everyone has heard of social media. There are a variety of internet resources for learning English. For foreign language instruction, the internet is regarded as a valuable, reliable, and exact resource bank and instrument (Arikan, 2014), such as reading texts online (Park & Kim, 2017). Users of social media must be cautious when selecting content and the creator. Many Indonesian social media users, on the other hand, are still uninterested in English-language material .

**METODE**

The research study used a descriptive qualitative methodology. The goal of qualitative research was to better comprehend social processes through the eyes of human participants in natural settings. As a result, the descriptive qualitative methodology entails describing the outcome of an observation using data gathered from current sources (Ary, Jacobs, Sorensen, & Razavieh, 2010). Participants in this study include students at various levels of schooling as well as members of the general public. Because the goal of this research is to determine the answers of social media users, it was done on 11 August 2020 and is open to the public. A total of 75 participants took part in this investigation. In this study, data is collected by the completion of questionnaires. The purpose of this survey is to find out how people/social media users feel about English-language creative material.

**HASIL DAN DISKUSI**

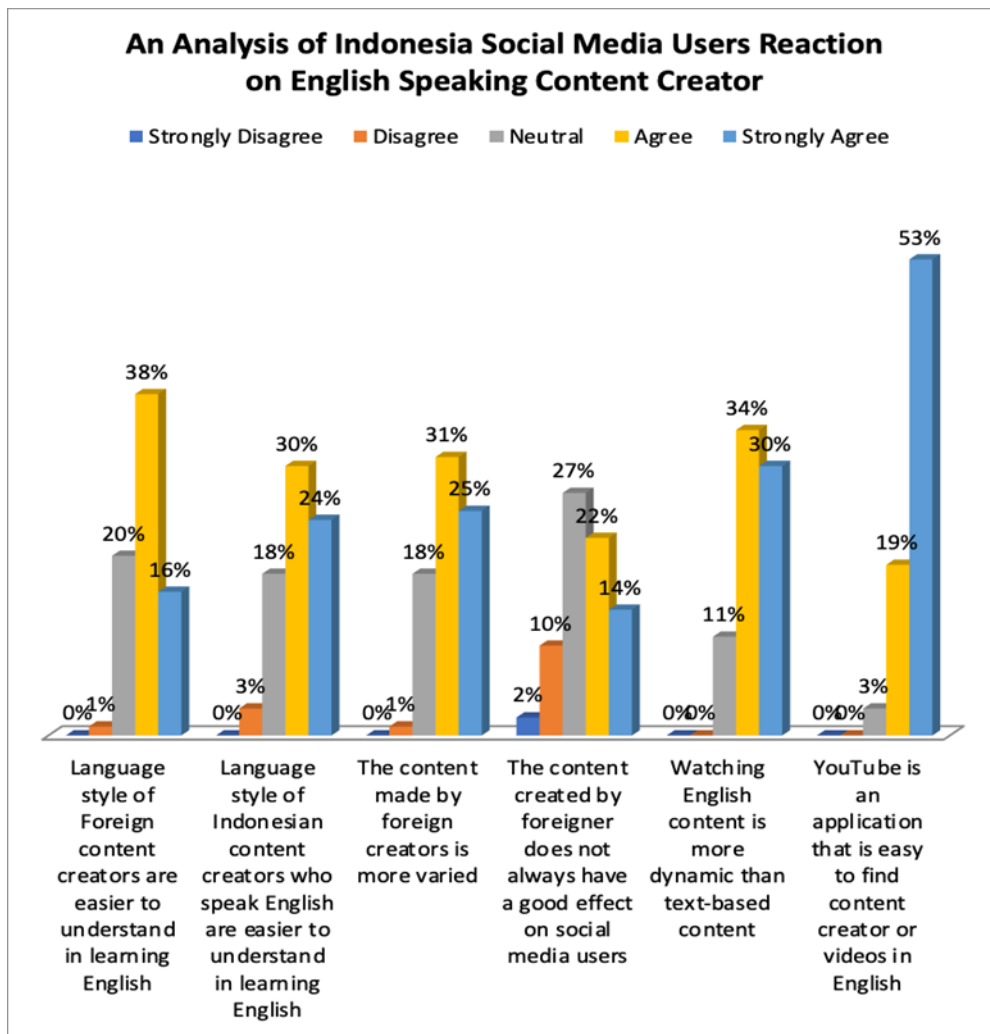
The students were given a questionnaire that contained 14 statements on a scale of strongly disagree to strongly agree, as well as one short answer about the content of favorite creators. The percentage of responders is represented in the graph below.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Language style of Foreign content creators are easier to understand in learning English	0	1	20	38	16	75
Language style of Indonesian content creators who speak English are easier to understand in learning English	0	3	18	30	24	75

The content made by foreign creators is more varied	0	1	18	31	25	75
The content created by foreigner does not always have a good effect on social media users	2	10	27	22	14	75
Watching English content is more dynamic than text-based content	0	0	11	34	30	75
After watching various English content made by foreign creators, my pronunciation and spelling have gotten better	0	1	5	41	28	75
After watching English content, my English skills have improved	0	1	7	34	33	75
Watching English content can improve my communication skills	0	4	7	36	28	75
English content created by creators is boring	14	33	19	6	3	75
It's hard to find content creators	13	24	15	14	9	75

in English that are easy to understand						
Watching English content is more flexible to study English language especially practice my speaking skill	0	1	14	37	23	75

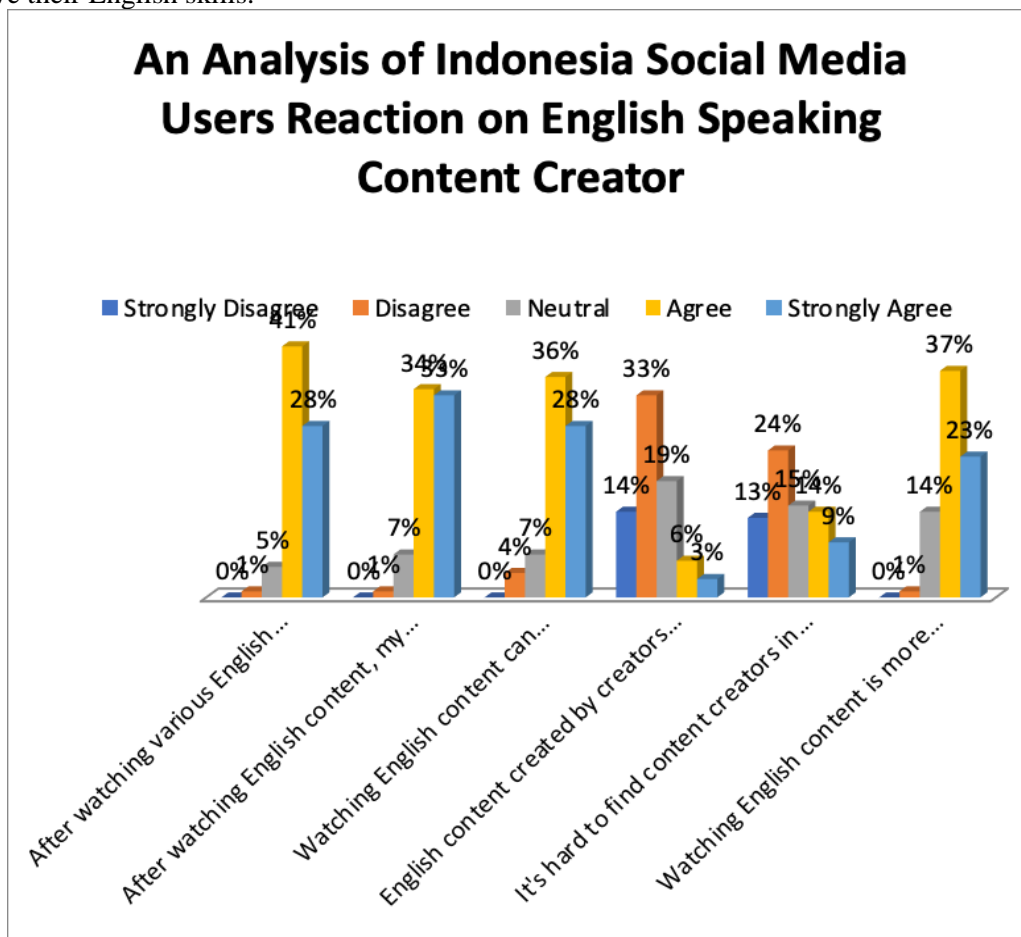
The questionnaire was distributed to social media users and consisted of 12 statements on a scale of 1-5. Questions were posed to social media users in the form of a questionnaire in order to learn about their reactions to English-language creator content. The graph below depicts the percentages obtained for each component asked of students.



**Graph 1.0**

According to Graph 1, the language style of foreign content creators is easier to understand when it comes to improving speaking skills. This is demonstrated by respondents who agree that foreign content creators' language style is 38 percent and Indonesian content creators who speak

English have a language style of 30 percent. This information was derived from questionnaires completed by several social media users who watched English-language content creators in order to improve their English skills.



**Graph 2.0**

According to Graph 2, after watching English-language content creators, their pronunciation, speaking, and communication skills improved. Respondents also stated that content from creators was not boring; as shown in the graph, 33 percent disagreed that English content was boring. This information was derived from questionnaires completed by several social media users who watched English-language content creators in order to improve their English skills.

Based from the results of findings, the language style of foreign content creators is easier to understand when it comes to improving speaking skills. Fluency refers to the ease with which you communicate yourself, especially while speaking. The explanation may have a few grammar errors, but it should be given in a clear and understandable manner that demonstrates your command of the language. This is one of the abilities to work on for an oral presentation or debate in an academic or even professional context. As crucial as the content of your presentation is how you explain your issue or illustrate your argument - smooth, clear, and succinct without too many pauses or hesitations. As according AKIR (2006), as a result of the growing focus on communicative methods, the use of videos in foreign language has expanded rapidly. Furthermore, according to a large-scale study

conducted by Canning-Wilson (in AKIR, 2006), students prefer to learn language using video. People enjoy watching video because it is engaging, difficult, and exciting.

Another statement is, watching English-language content creators, their pronunciation, speaking, and communication skills improved. When the environment and conditions are unusual, people are more interested in learning. It entuses them and makes them feel at ease. It can be concluded that YouTube as tools to improve English speaking skills. Riswandi, (2016). After using media YouTube to learn Another claim is that through watching English-language content providers, they enhanced their pronunciation, speaking, and communication abilities. When the event and circumstances are unusual, people are more interested in learning. It entuses them and makes them feel more at ease. To summarise, YouTube may be used to improve English speaking abilities. Riswandi, Riswandi, Riswandi, Ri (2016). People are more confident, have correct expression, intonation, and gestures after utilizing YouTube to study speaking and emulate how native speakers talk. Instructors are encouraged to include YouTube into their respective curriculum to get a competitive advantage in the learning/teaching environment. Sulaiman, Jaafar, and Moghavvemi , Sulaiman, Jaafar, & Kasem, (2018). They're also employing correct language phrases. This study demonstrates that utilizing YouTube to learn how to talk can help people gain confidence. It teaches people how to speak like a native speaker, and they are no longer unsure whether what they are saying is correct or incorrect since they have witnessed how an English native speaker communicates. During the third semester of the academic year 2015/2016 at Muhammadiyah University of Metro, Qomar (2016) discovered that YouTube may improve students' speaking skills, including pronunciation, grammar, word choice, maintaining discussion, and organizing thoughts

## **KESIMPULAN**

According to the findings of this study, the majority of social media users search for English-language creator content on YouTube. Social media users also find it easy to search for English-language creator content, and this research shows that after watching content created by English-language creators, social users' speaking skills, pronunciation, and communication style improve. For further research, The findings suggest that researchers plan a longer research period to observe the reaction.

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