



Students' Perception of Social Media Effect in Public Speaking Skills

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Abstrak

This research uses descriptive qualitative method as the research methodology. This research was conducted to find out students' perceptions of the impact of using social media in public speaking skills. The population in this study were students of Universitas Muhammadiyah Sidenreng Rappang in this research were 38 students' the 3rd semester. The data collection method used in this research is interview. The results showed that the perception of students based on their experience is that social media is very impactful to improve their speaking skills and the most frequently used social media is Youtube. Social media can influence students to improve their speaking skills because in social media there is a lot of content that can be used to learn English, especially to improve students' public speaking skills such as videos, video shorts, and others.

Keywords : : Students' perception, Public speaking skills, Social media effect

ABSTRAK

Penelitian ini menggunakan metode kualitatif deskriptif sebagai metodologi penelitian. Penelitian ini dilakukan untuk mengetahui persepsi mahasiswa terhadap dampak penggunaan media sosial dalam keterampilan berbicara didepan umum. Populasi dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Sidenreng Rappang yang berjumlah 38 orang dari semester 3. Metode pengumpulan data yang digunakan dalam penelitian ini adalah wawancara. Hasil penelitian menunjukkan bahwa persepsi mahasiswa berdasarkan pengalamannya adalah media sosial sangat berdampak untuk meningkatkan kemampuan berbicara mereka dan media sosial yang paling sering digunakan adalah Youtube. Media sosial dapat mempengaruhi mahasiswa untuk meningkatkan kemampuan berbicara mereka karena di dalam media sosial terdapat banyak sekali konten yang dapat digunakan untuk belajar bahasa Inggris terutama untuk meningkatkan kemampuan berbicara didepan umum mahasiswa seperti video, shorts video, dan lain-lain.

Kata Kunci : Persepsi siswa, Kemampuan berbicara didepan umum, Dampak sosial media.

Introduction

In this era of accelerating globalization, communication is becoming increasingly important. Rapid scientific and technical progress has opened up new possibilities for international communication. Indonesian must now rely more on its skilled human resources than on its meager physical and natural resources to maintain the wellbeing of its nation. One of the fundamental requirements to accomplish this is the ability to communicate effectively.

The most common method of communication on Earth is language. People speak, cooperate, communicate, and identify themselves using language, which is a random collection of signals in the form of sounds. Without the use of language, humans are unable to express their thoughts and feelings to one another. It's important to develop your speaking, listening, reading, and writing skills as well as your overall language proficiency. If one wishes to be able to communicate, understand and impart information, thoughts, and feelings, and develop science, technology, and culture, learning a language is becoming more and more important. Discourse ability is the ability to communicate at a high level and in depth.

It is undeniable that English has up to now been the most widely used worldwide language. English is a language that is frequently taught in classrooms all around the world. English is a commonly used language for communication across a wide range of nations in large international events, according to Richards & Rodger, 1896. English is utilized by virtually all foreign information sources in a wide range of fields, thus being fluent in it is essential. declares that English is a global language. This statement suggests that many different countries use English to communicate with other countries throughout the world. One of the international languages is English, which is spoken all over the world. It's important to understand and study English. Learning English can help someone broaden their horizons and their knowledge. With the

development of communication technologies, people's lifestyles change. Technology is accessible to make life easier and better for people. Additionally, discuss how swiftly people's lives are being impacted by information technology in the age of globalization (Mayeni et al., 2019).

Social media is being used more and more often as a communication, listening, and learning tool. Many people use some of the available social media sites for research purposes, including finding information and data and learning about currently trending subjects. Social media platforms are also used to communicate with other users, including friends offline and online. Daily life is significantly impacted by social media. The We Are Social report states that as of October 2022, there were 4.74 million active social media users globally, or 59.32% of the world's population. But by the start of 2023, Indonesia will have 191 billion active social media users. That figure has increased by 12.35% over the previous year.

According to Andreas Kaplan and Michael Haenlein, social media are "a group of Internet-based applications that build on the ideology and technology of Web 2.0, and that enable the creation and exchange of user-generated content." Social networking services enable users to create personal webpages, connect with friends, and send and receive messages and information. Twitter, Facebook, and Myspace are the three biggest social networks. While traditional media uses print and broadcast media, social media makes use of the internet. Everyone who is interested is invited to participate in social media by making contributions, offering input in a public forum, writing comments, and swiftly and forever disseminating information (Istiani & Islamy, 2020).

Online communication primarily involves social media. The various tools offered by social media platforms enable users to perform all of their tasks. Social media is now a fundamental human need

for access to a variety of information and entertainment sources. Social media is a platform that users may use to represent themselves as well as communicate, collaborate, share, speak with other users, and develop virtual social relationships, claims Putra Persella. In Indonesia, where the vast majority of people still follow conventional ways of thinking and living, a society of social media addicts has begun to take shape (Putra Perssela et al., 2022).

Social media today undoubtedly plays an important part in the lives of many individuals. Almost every facet of society is impacted by social media. Examples of communication include texting pals, exchanging information, and looking up material you want to understand. So it shouldn't be a surprise that social networking has become something that almost everyone needs.

The recent years have seen a remarkable rise in social media usage. Both working people and students, or more specifically, members of the education society, are using social media at much higher rates. The use of social media has been beneficial to society. Users can connect and communicate with one another as well as create, modify, and share new kinds of textual, visual, and audio content thanks to social networking platforms and other online applications.

Social media has greatly benefitted modern civilization, especially in the aftermath of the current epidemic era. Social media can be viewed as a digital platform that provides users with the means to interact with others. One activity that may be done on social media is conversing or communicating to communicate data or content in the form of writing, photos, and videos. Certain information in the shared content might be available to all users for 24 hours. College students' viewpoints and attitudes are presented by B.K. Lewis in his book *Social Media and Strategic Communication*. Social media, according to a 2010 article, is a word used to describe digital technology that can connect and engage users, develop content, and distribute it to

everyone (Wigley & Lewis, 2012).

In his book *Social Media 101: Tactics and recommendations to Develop your business*, Chris Brogan (2010) further claimed that social media is a collection of communication technologies that offers a variety of chances for the development of fresh kinds of participation. In the midst of all of this, Dave Kerpen (2011) argues that social media can be characterized as a location for a collection of photographs, videos, and texts to interaction interactions in networks, both between individuals and between groups such as organizations.

Researchers found that many students use social media as a learning medium. In the TikTok application, for example, there are many educational content videos in it such as "how to speak English well" by the TikTokHEC1 official account, there are also "Tips Of The Week" which are always shared on the ESA's Instagram account. With social media that provides unique online learning content videos, it will support, encourage and even inspire students to learn because this learning media can provide a variety of teaching materials that students need to support their learning needs by simply searching for the keywords they need. Based on the explanation above, that is the reason why the researcher raised the title "Students' Perception of Social Media in Public Speaking Skill" and will try to investigate it, especially on social media platforms such as Instagram, TikTok, and YouTube.

Research Methods

The methodology for this study will be a qualitative research design. According to Sugiyono (2013), The postpositivistic technique is today regarded as a revolutionary approach, having achieved prominence as a result of its base in postpositivist philosophy. This method is sometimes referred to as creative research since the procedure is less regimented and more like art. Since the research data is primarily concerned with the interpretation of field data, it is also referred to as an interpretative method. In this book, the two methodologies are now called quantitative

and qualitative methods, respectively. methods of research The positivist school of thinking is the foundation of the quantitative research data collection methodology. Methods of research Qualitative research is also called a naturalistic research approach since it is carried out in a natural environment. It is also referred to as a qualitative method as the data collected and the analysis are more qualitative in nature. Because it was originally more frequently employed for study in the subject of cultural anthropology, it is also known as the ethnographic technique.

Unlike experiments, qualitative research is based on postpositivism and is carried out in contexts with natural objects. It uses the researcher as the main tool, triangulation-style data collection techniques, inductive/qualitative data processing, and results that place an emphasis on significance above generalizability. (Sugiyono) 2013.

Instrument of Research

According to Sugiyono (2013), an instrument is a measurement tool used in science to quantify social and natural events that have been observed.

Researchers are required to obtain valid data. So that the data obtained is not arbitrary or can be accounted for. For this reason, the terms of information must be clear and in accordance with the needs. This needs to be done so that the data collected can be recognized as the truth, so then the researcher will use interviews to find out students' perceptions of social media effects in public speaking and to find out what social media they use most often in influencing public speaking skills. Unstructured interviews will be designed similarly to questionnaires, except that no written questions are asked, but rather oral questions made by the interviewer who records the respondent's answers.

Technique of Data Analysis

The most crucial phase of a study series is data analysis. The data collected through observations and interviews must

be processed before analysis and conclusions can be drawn from it. By carefully examining the information the researcher has gathered, the data may be seen as tools utilized to address the problems the study has shown. The steps in the analysis are as follows:

a. Data Reduction

This phase continues after the research has been put into practice. aimed to further refine, categorize, organize, gather unnecessary data, and guide it.

b. Data Display

Researchers that pay great attention to how data is presented will find it simpler to understand what happened and what needs to be done. Tables, graphs, charts, and/or brief explanations are used to display the data. There will be an explanation of the research data that is on display.

c. Conclusion

The previous conclusions will be modified if further data collecting is not required. Researchers are only taken seriously when their conclusions—derived from going back into the field to collect data are supported by substantial, reliable evidence. Conclusions can be communicated using themes. The findings from the interviews served as the basis for this study's conclusions.

RESEARCH FINDING AN DISCUSSION

A. Research Result.

The following interviews, and documentation that have been carried out by the research studies show the following:

1. Social media most often used in public speaking skill.

In this Study, interviews were conducted related to the research problem. The research only focuses on students' perception of social media effect in public speaking skills. The types of social media in question are Instagram, YouTube and TikTok. Researchers collect data with structured interviews and based on what researches hear from respondents. Here is what the respondents said about social media most often used in public speaking skills.

1. RC : "Have you ever use social media as a minds to improve public speaking skill?"

(Pernahkah Anda menggunakan media sosial sebagai sarana untuk meningkatkan kemampuan berbicara di depan umum?).

RS1 : *“Yes, Especially in the YouTube application because I am more able to receive material on YouTube than in the class. More ever, its very suitable for me who is introverted”* (Ya, terutama di aplikasi YouTube karena saya lebih mudah menerima materi di YouTube daripada di kelas. Terlebih lagi, aplikasi ini sangat cocok untuk saya yang introvert).

RS2 : *“Yes always, there is so much content available about public speaking skills. On TikTok there are lots of video clips about tips and tricks to be a good speaker.”* (Ya selalu, ada begitu banyak konten yang tersedia tentang keterampilan berbicara di depan umum. Di TikTok ada banyak klip video tentang tips dan trik untuk menjadi pembicara yang baik).

RS3 : *“Yes I do, through YouTube we can learn all the materials that has been learned in the class.”* (Ya benar, melalui YouTube kita bisa mempelajari semua materi yang telah dipelajari di kelas).

RS4 : *“I said yes because materials that is not obtained in the class we can get through social media especially YouTube and TikTok.”* (Saya mengiyakan karena materi yang tidak didapatkan di kelas bisa kita dapatkan melalui media sosial terutama YouTube dan TikTok).

Explanation : All four responses expressed the idea that they had used social media as a platform to improve public speaking skills. RS1 stated that he could receive materials better through social media than in the class, especially on YouTube. RS2 mentioned that she always uses it to practice her public speaking. RS3 agreed with the idea that social media can be used to practice public speaking as well as RS4 because according to him, TikTok and YouTube apps have a lot of content related to public speaking. He also added that there is a lot of content on social media that can help in the learning process. Overall, the responses show that social media can be a useful tool for English learners to practice and improve their public speaking skills.

2. RC : *“Social media Instagram, Tik Tok and YouTube. Which of these three social media have you used? (Media sosial Instagram, Tik Tok dan YouTube. Manakah dari ketiga media sosial ini yang pernah Anda gunakan?)”*

RS1 : *“I’ve used all of the three”* (Saya telah menggunakan ketiganya)

RS2 : *“Yes, I have”* (Ya, saya pernah).

Explanation : Both responses express the idea that they have used social media as a platform to learn public speaking. That means the responses indicate that social media can be a useful tool for English language learners to practice and improve their public speaking skills.

3. RC : *“On the three social media, which one do you think you used the most in learning public speaking skill?”* (Dari ketiga media sosial tersebut, media sosial mana yang menurut Anda paling sering Anda gunakan untuk belajar keterampilan berbicara di depan umum?).

RS1 : *“The one I use most often is TikTok, because its easier to find learning content especially in public speaking skill.”* (Yang paling sering saya gunakan adalah TikTok, karena lebih mudah untuk menemukan konten pembelajaran terutama dalam keterampilan berbicara di depan umum).

RS2 : *“I use YouTube more often because it has a long duration.”* (Saya lebih sering menggunakan YouTube karena durasinya yang Panjang).

RS3 : *“I am more often on the YouTube application because I think the YouTube application is use for learning.”* (Saya lebih sering menggunakan aplikasi YouTube karena menurut saya aplikasi YouTube digunakan untuk belajar).

RS4 : *“YouTube, because in my opinion the TikTok and Instagram application make us very quickly distracted.”* (YouTube, karena menurut saya aplikasi TikTok dan Instagram membuat kita sangat cepat terganggu).

Explanation: Based on the interview results, most students' choose YouTube as a platform to learn public speaking because YouTube provides video content that has many things in it. RS1 state that he prefers the TikTok application because the content he is looking for is easier to find, while RS2 said she choose YouTube because it has a long duration. RS3 and RS4 have similar answers to RS2, namely the YouTube application. The answers show that most students' choose the YouTube application because with its long duration it can provide a clearer understanding and is not easily distracted compared to other applications.

2. The effect of social media in public speaking skill

In this section, the researcher wanted to know student' perception of social media effect in public speaking skills. There 38 samples that the researcher asked about the effect of social media in public speaking skills, but the researcher only took 4 respondents who represented other respondent.

This is the answers of the respondents about the effect of social media in public speaking skills.

1. RC : "Do you think social media can have the effect in improving your public speaking skills?. (Menurut Anda, apakah media sosial dapat meningkatkan kemampuan berbicara di depan umum?)

RS1 : *"From me personality, it depends on each personality, because learning in class alone does not necessarily mean we can receive it well if we are not focused, let alone learning only through gadgets."* (Kalau dari saya pribadi, itu tergantung dari kepribadian masing-masing, karena belajar di kelas saja belum tentu bisa menerima dengan baik kalau tidak fokus, apalagi belajar hanya melalui gadget).

RS2 : *"Very influential, because through social media we can learn about it when ever we need, I mean we can see it us many time as we need."* (Sangat berpengaruh, karena melalui media sosial kita bisa

mempelajarinya kapan saja kita butuhkan, maksudnya kita bisa melihatnya kapan saja kita butuhkan).

RS3 : *"Improved, but to maximize it I still need learn to a lot with those who are more experienced outside off social media, but if done diligently then we will be able and quickly improve our public speaking skills."* (Meningkat, namun untuk memaksimalkannya saya masih perlu banyak belajar dengan mereka yang lebih berpengalaman di luar di luar media sosial, namun jika dilakukan dengan tekun maka kita akan bisa dan cepat meningkatkan kemampuan berbicara di depan umum).

RS4 : *"There is an improvement."* (Ada peningkatan).

Explanation : Effectful and is an popular and effective way to improve public speaking for many people. Although RS1 said that whether it has and effect or not goes back to themselves, RS2 said that it's very effectful because it can be learned whenever and wherever we need it. Likewise, RS3 and RS4 were highly approved. Overall the responses indicate that video content on social media is very effectful for improving public speaking and can be an interesting and effective way to learn English, as in combines visual and auditory learning styles. Video content can also provide a sense of interaction and engagement with the content creator. It's important to choose content that suits individual learning levels and styles to optimize students' learning experience.

2. RC : "How much effect does social media have in improving public speaking skills? Mention what application and explain!" (Seberapa besar pengaruh media sosial dalam meningkatkan kemampuan berbicara di depan umum? Sebutkan aplikasinya dan jelaskan!).

RS1 : *"I'd say 8.5/10 on YouTube because its long duration can give us so much explanation about something."* (Saya akan memberi nilai 8,5/10 di YouTube karena durasinya yang panjang dapat memberi kita banyak penjelasan tentang sesuatu).sv

RS2 : *"9/10. YouTube really gives us*

knowledge not only about being a good speaker but also how to pronounce so well." (9/10. YouTube benar-benar memberi kita pengetahuan tidak hanya tentang menjadi pembicara yang baik, tetapi juga bagaimana cara mengucapkannya dengan baik).

RS3 : *"I think the value depends on how serious we are in studying it."* (Menurut saya, nilainya tergantung pada seberapa serius kita mempelajarinya).

RS4 : *"8/10 on TikTok, the video is not only sweaty but very detailed and to the point so its easy to understand ."* (8/10 di TikTok, videonya tidak hanya berkeringat tetapi juga sangat detail dan langsung pada intinya sehingga mudah dimengerti).

Explanation : From the four respondents above, it can be conclude that 80% of respondents said social media was very effectful in improving students' public speaking skills, especially through the use of the YouTube application.

3. Public Speaking Skills Test

Based on the table 1 in appendix, classified :

- Exellent there are 4 students' (10%)
- Very Good there are 9 students' (22,5%)
- Good there are 16 students' (40%)
- Poor there are 8 students' (20%)
- Very Poor there are 3 students' (7,5%)

DISCUSSION

1. Social media most often used in public speaking skills

According to the interview, most students use YouTube as their media platform for studying English. because of YouTube. YouTube is one of the most significant social media platforms for learning English. For many reasons, YouTube is a special tool for language learners. Above all, there is a vast array of educational films available on YouTube. YouTube provides English language instruction on a range of topics through tutorials, seminars, and workshops. With so many options available, students may choose readings that align with their interests and level of language proficiency.

Furthermore, YouTube makes it simple to access these resources at any time and from any location. This feature is highly beneficial

for people who cannot attend in-person sessions or access traditional learning materials. Students may learn at their own pace, practice, and review as needed with the flexibility that YouTube offers.

Additionally, the YouTube algorithm suggests related content, which might be very helpful for students. People may discover and explore new information with this tool that they would not have otherwise known about. Every user has a unique recommendation engine on YouTube, which is based on their previous searches and watched videos. This tailored approach will expose users to material that is both relevant and engaging.

Furthermore, YouTube provides a platform for communication between users and other English language learners as well as native English speakers. Interacting with others in a natural environment can help language learners improve their speaking and listening skills. Language learners may engage in social interaction and foster a sense of community by asking questions and posting comments on the website, to which many authors respond.

To sum up, YouTube has grown into a valuable and important tool for English language learners. YouTube provides language learners with a simple and enjoyable method to increase their knowledge thanks to its vast collection of educational videos, flexibility, and customized recommendations. The website also allows users to converse with native speakers and other language learners, creating a supportive community that might help language learners accomplish their goals.

It appears that YouTube is the social media site that has the largest influence on English language competency based on the findings of these interviews. This is probably because, in addition to the platform's occasionally long duration, users like social networking networks that provide video content since it's a helpful tool for language acquisition. Video and audio learning may increase content comprehension and retention for language learners. Social media platforms also provide a wealth of content, including short films, books, and movies, all of which can help with language learning.

These platforms are also practical and easily accessible, allowing students to learn at their own pace. The provision of translations and subtitles on some websites, such as YouTube, aids in the understanding of foreign language content by language learners. Social media is a very useful tool for language

learners in general since it provides a plethora of material that helps with language learning.

2. The effect of social media in public speaking skills

According to the answers of student respondents, social media is very impactful for them when learning English, because after watching the video learning content in the application they immediately understand easily, some try to repeat what is conveyed but there are also students who try to practice with their own friends so that if they are practicing with their friends they immediately get corrected if there are wrong words or sentences there are also those who often practice their public speaking in front of the mirror. According to them, the impact of social media depends on how we use it. most of them said that social media is very impactful because learning on social media is very different from learning in class. Video content on social media can be viewed continuously or in other words can be learned whenever and wherever we need it while in class we only learn during learning hours. About 80% of respondents said social media was very effectful in improving students' public speaking skills.

3. Public Speaking Skill Test

Based on the test results that have been carried out on the 4th-semester students', it can be concluded that YouTube is very influential on students' public speaking skills as evidenced by the following results.

"Excellent" category: There were 4 students (10%) who were able to demonstrate a very high level of proficiency in public speaking. These students may have the ability to organize material well, convey messages clearly and convincingly, and be able to maintain the attention of the auditorium with their strong presence and speaking style.

"Very Good" category: There were 9 students (22.5%) who demonstrated excellent public speaking proficiency. They may be able to convey the message clearly and effectively, but may need a slight improvement in terms of presentation structure or use of body language to further enhance the appeal of their presentation.

"Good" category: There were 16 students (40%) who were able to speak well in public. Although they may have some weaknesses or flaws in their presentation, but overall they are able to convey the material quite clearly and

understandably.

"Poor" category: There were 8 students (20%) who showed poor public speaking skills. They may have difficulty organizing material, designing effective presentations, or conveying messages clearly and convincingly.

"Very Poor" category: There were 3 students (7.5%) who showed very low levels of proficiency in public speaking. They may have great difficulty in effectively conveying the message and maintaining the attention of the audience.

CONCLUSION

It is clear from the aforementioned comments that social media significantly contributes to students' improvement of their public speaking skills. Language acquisition is the main reason why research participants use social media. They enjoy watching videos on platforms, especially YouTube because of its long playtime, ease of use, and rich audio and visual content. The wealth of material on social media may help language learners understand idioms, slang, colloquial expressions, and cultural practices. However, excessive usage of social media can lead to health issues and expose users to objectionable content that aggravates speech and vision impairments. It's important to remember that social media is only a tool for language learning and that regular practice speaking in front of an audience and social interaction are necessary for skill improvement.

SUGGESTION

Social media has a significant impact on other social media. Watching videos is the main way that respondents to the survey used social media for language acquisition. They enjoy YouTube in particular due of its user-friendliness, accessibility, and blend of audio and visual elements. To get the most of social media, it may be used in conjunction with more traditional language learning techniques, such as enrolling in lessons or looking for a mentor. However, it's important to remember that hands-on training from a

teacher or native speaker can improve speaking skills more effectively.

It's also important to take caution while viewing content on social media, since inappropriate content might make it difficult to focus on other tasks, lead to addiction, or even induce extreme anxiety or despair. The use of screens should be considered while evaluating potential issues with eye health. To lessen this risk, cut back on your social media use and establish specific time and objectives for language acquisition. It takes perseverance and consistency to become a proficient public speaker. Both social interaction and constant practice are necessary for success. Language learners who want to improve their public speaking skills may discover that social media is a helpful tool if they keep these tips in mind.

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