The Influence of Social Media toward Language and Culture Students of English Education Study Program at Faculty of Teacher Training and Education of Muhammadiyah University Palembang

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Abstract

Why is social media driving people crazy? We often met the question like this before. Because one of the reasons is social media can be effect the users language and culture. No matter wherever we are and whatever we do, all the activities completing by using social media: facebook, twitter, instagram, path, etc. Almost people in the world use social media, so through the statement above we know that it is the reality in our lives. The problems in this research are the positive and negative effects from social media and the effect of social media toward students' language and culture. The writer solve the problems through qualitative research and used the interview, observation, documentation and focuses group discussion for collecting the data. The sample in this reserach taken from students university at Faculty of Teacher Training and Education of Muhammadiyah University Palembang. These problems are very urgent and need full identification and clarification based on the phenomena themselves.

Keywords: Social Media, Language and Culture

I. INTRODUCTION

A. Background

Lately the existence of social media very airs among adolescents. In fact, no matter among teenagers but also adult people considered "tidak gaul" If you don't have a social media account. And no wonder if social media can affect the language used by the teens in accordance with language or jargon that they obtain from social media. However whether intentionally or not, they use their slang to communicating with parents, teachers, lecturers, or others. More than that, it turns out that social media can also affect their cultures. Things that are not proper as being worth, communication should be polite and formal seems to be underdeveloped and there is no longer a good of his fellow man. Although basically there are many positive things that can be gained from the use of social media, but not forever media related to the internet does not have a negative effect for the owner. From the phenomenon above, then the writer anxious to examine issues that can be found in the subject of this piece of scientific research.

A. **Problem Identification**

1. The effect of social media in students' language and culture
2. The positive and negative effect toward students' language and culture
3. The effort for preventing the negative effect by using social media for the students.

B. **Formulation of the Study**

1. What are the effect of social media in students' language and culture?
2. What are the positive and negative effect toward students' language and culture?
3. How to solve the problem toward negative effect by using social media for the students?

C. **The Purpose of the Research**

1. To know the effect of social media in students' language and culture
2. To know the positive and negative effect toward students' language and culture
3. To know the effort for preventing the negative effect by using social media for the students.

B. **LITERATURE REVIEW**

A. **The Definition of Social Media**

According to Lisa Nielsen, social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. In other definition, found that: Social media consists of various user-driven (inbound marketing) channels (e.g., Facebook, Twitter, blogs, YouTube). These channels represent a stark difference from the advertiser-driven (outbound marketing) push model. As the principal owner of the customer relationship in the firm, typically, the marketing department is responsible for managing these social media channels. Although some may argue that the customer relationship is "everyone's" responsibility in the firm, the overarching responsibility rests with the marketing department as the champion for the customer. (2011:p.178).

B. The Advantages by Using Social Media for Students in Education

Zarella said, there are many advantages of using social media in education. One the most important is to encourage interaction between students. This is especially helpful in college environments where having students create a bond with the institution can increase retention rates. Of course, along with the advantages of social media in education, there are also some disadvantages and you should gauge the impact your social media activities may be causing students (2011:p.102)

A social media post can take on a life of its own, and once it is out here, it is pretty much impossible to take back. Even though there is some risk, the benefits can outweigh those risks; you just need the proper social media plan and strategy for how it will be used. Sites such as Facebook and Twitter can be useful in the classroom. There are some items to be concerned with, and it is important to think about what the rules you are going to have with social media. This is no different than rules you may set up for your teenager. The University of Minnesota has put together a really good list of the items to think about here.

Higher Education is usually very slow to move in new directions, and Social Media is no different, if the faculty and administrators do not understand it, then they are slow to adopt. In the area of social media, this not only impedes taking advantage of these educational applications, but it also puts the educational institutions at a disadvantage when it comes to recruitment. Since most educators need something scientific before deciding, you may want to read this study on the effectiveness of social media as a communication tool before continuing.

C. The Function of Social Media for Students

According to Lisa Neulsen (2011:p.122), there are some items as a function of social media for the students:

1. Ensuring Students Are Well Googled

   We need to be smart about ensuring we are preparing students to be well-Googled by the time they graduate high school. We must support them in creating an online presence that will lead help them get into that school, land that job, and attract the right people into their worlds for powerful global connections. Here are some ways to get started.

2. Social Credibility is the New Credentialing

Test scores and certifications worked well in the 20th century and are still used by some today, but in the 21st century, it is your online reputation that allows you to show what you know. This should begin in secondary school as expertise has no age requirement. An example of this is Armond McFadden who has a life long passion for mass transit as well as filming and photographing trains and busses. In middle school Armond began a video series about mass transit and started photographing various trains and busses. He became involved in several online communities to discuss mass transit and his work became well known. With social media, Armond was not a teenager, but a knowledgeable peer. His writing mattered. People listened. Read more about how Armond developed social credibility here.

"When I apply for part-time work or internships during college, I make sure employers know to look at my digital footprint which demonstrates that I have the skill set they want. I ensure my resume contains links to social media sites which looks fantastic for showing what I'm capable of and for giving employers background about me and my work." - Armond McFadden

3. Student Learning Networks

In the age of social media, the teacher is no longer the center of learning. The student is. One of the most important things an educator can do is support students in developing a powerful learning network. Being digitally literate and having social media savvy is what is needed to help students to connect with others who share their passions, talents, and interests. This requires understanding how social media works and how to find the right people to connect with safely and responsibly. It also requires an understanding of how to effectively use these tools to connect, collaborate, and grow learning. Want to know more? 15-year-old Alex Laubscher explains here.

4. Work More Effectively

Social media allows you to change the paradigm from "teacher" as expert to "group" as expert. Rather than asking around between classes or sending and tracking emails to multiple people who "may" know answers, you can ask a global community via social media.. This saves the asker time because there is a

large audience and the traditional "askies" time because participants realize there is a whole community of knowledge out there. This reduces emails and increases the access to good answers and connections.

5. Connect with Experts via Twitter

You can find a world of experts on any topic if you have literacy in using Twitter also know as "Twitteracy." Just know the right hashtags and how to find experts and you have the world's best knowledge at your fingertips. It is better than any rolodex allowing you to connect anytime, anywhere, with the interested parties who are available now.

6. Release the Amazing Work of Students from the Classroom to the World

We hear stories in passing about the great work happening in schools, but usually it's locked in a school or classroom or trapped on a laptop. Social media puts an end to that. First grade teacher Erin Shoening used Facebook to give families a window into her classroom. Second grade teacher Courtney Woods used Twitter to connect her students to a world of experts and outlets that helped to increase tourism in her community. Technology teacher Chris Casal brought positive attention to his school by showcasing an amazing parent community that came together to surprise students with something very special. Click here to find out what it was.

D. The definition of Language

Language is the most important aspect in the life of all beings. We use language to express inner thoughts and emotions, make sense of complex and abstract thought, to learn to communicate with others, to fullfill our wants and needs, as well as to establish rules and maintain our culture. Language can be defined as verbal, physical, biologically innate, and a basic form of communication. Behaviourists often define language as a learned behaviour involving a stimulus and a response. Often times they will refer to language as verbal behaviour, which is language that includes gestures and body movements as well as spoken word. When we define language we have to be careful not to exclude symbols, gestures,or motions. This is because if we exclude these from our definition, we will be denying the language of the deaf community. All human languages share basic characteristics, some of which are

organizational rules and infinite generativity. Infinite Generativity is the ability to produce an infinite number of sentences using a limited set of rules and words. (Harmer, Jeremi: 2011).

E. The definion of Culture

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. And also Culture is the sum of total of the learned behaviour of a group of people that are generally considered to be the tradition of that people and are transmitted from generation to generation. (Jhon, Brockman:2015)

C.   METHODOLOGY OF RESEARCH

Edward L. Thorndike (2011) define observation as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study. In this research the researcher used observation. Observational research (is a type of correlational research in which a researcher observes on going behavior. There are a variety of types of observational research, each of which has both strengths and weaknesses by using social media toward language and culture of students' Faculty of Teacher Training and Education Study Program Muhammadiyah University of Palembang.

A. Reseach Subject

This research conducted at faculty Palembang. It means that the subject of this research was all the students at English Education Study Program Faculty of Teacher Training and Education Study Program Muhammadiyah University of Palembang.

B. Population and Sample

The population in this research is the students' of English Education study program at Faculty of Teacher Training and Education Study Program Muhammadiyah University of Palembang. The total of population was 168. They are the students of English Education Study Program at Faculty of Teacher Training and Education Study Program Muhammadiyah University of Palembang, start from 2nd,4th and 6th. While the researcher took the sample was 30 students. Each class took 10 students.

C. The Method for Collecting the Data

According to Edward L. Thonrndike:2011, there are 4 steps for collecting the data in this research:

1. Observation , conducted the observation directly toward students activity in the classroom
2. Interview, the researcher conducted the interview directly for the students or informans.
3. Documentation, where the researcher collected the chat and record the students used in social media.
4. Focus Group Discussion, making discussion about the result of three steps: Observation, interview and documentation. And making video and pictures.

D. DISCUSSION

From the result of the research of the students' FACULTY OF TEACHER TRAINING AND EDUCATION ENGLISH EDUCATION STUDY PROGRAMUMP specially English Education study program. Almost of them used application online, such as facebook, twitter, BBM, LINE, etc. In them, they do chatting, comments, making status, uploaded pictures, video and searching google for finding their study or references. Some of connection as a thier friends in some of application above is including me. So I can observed them directly, what are they doing in. And the important one is, there are so many slangs from social media, such as:

ENGLISH		INDONESIA	
KEPO	Knowing Every Particular Object	MODUS	Modal Dusta
LOL	Laugh of Loud	HERI	Heboh Sendiri
THX	Thanks	GRETONGAN	Gratisan
ASAP	As soon As Possible	ABABIL	Anal baru gede labil
GWS	Get Well Soon	KELES	Kali/barangkali
TFI	Thanks For Information	CABE-CABEAN	ABG yang nakal suka nongkrong pinggir jalan
ATM	At the Moment	EMBER	Memang
STW	Search the Web	BINGIT	Banget
WTH	What the hell	PHP	Pemberi Harapan Palsu
OOT	Out of Topic	CURCOL	Curhat Colongan
JK	Just Kidding	BAPER	Bawa Perasaan
IDK	I dont Know	WOLES	Santai
CEKIDOT	Check it out	IMELDA	Item, Mengkilat, Dakian

A. The Possitive and negative effects by Using Social Media

Not only advantages the social media has, but also social media has the possitive and negative effect. According to Neilsen there some effect of possitive and negative effect of social media:

The Negative effects

1. Many students rely on the accessibility of information on social media specifically and the web in general to provide answers. That means a reduced focus on learning and retaining information.
2. Students who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, stumbleupon, Facebook or Twitter.

3. The more time students spend on social sites, the less time they spend socializing in person. Because of the lack of body signals and other nonverbal cues, like tone and inflection, social networking sites are not an adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person.

4. The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. The reduces a student's ability to effectively write without relying on a computer's spell check feature. (source)

5. The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.

The Positive effects

1. Social networking has increased the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.

2. Social networking teaches students skills they'll need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.

3. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.

4. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.

5. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

B. How is Social Media Change the Language for Students

There are some of words/slang/jargon/acronym, that they used in the social media in the table above. Sometimes, they talk with their lectures, parents, friends and others by using that words like that. It means that, presenting the social media is very changing students' language. Do not care they talked in the formal or informal situation and condition they used it intentionally or unintentionally. Because no time for android, gadget or social media now. In this fhenomena, the reseracher ever found that some of students did not get luch, they saved their money just for buying the quota for online, or just hunting for the plave which free wifi and they sith there for online. Start chatting with friends, finding their task from their lectures in google, uploaded pictures and videos, or watching youtubes. Furthermore, sometimes they sent BBM, LINE, What's APP or SMS to the lectures used the jargon above.

The influence of these social media sites and platforms on our language, then, is a true phenomenon. It has managed to alter our vocabulary, increase the number of communications we have every day and the speed at which we have them, and leave us feeling a newfound responsibility to remain connected with the world at large.

1. Social Media Alters Vocabulary
    Social media impacts our language by altering the meaning of some of our vocabulary. Let's take Pinterest, for example. Built to allow its users to mark and sort interesting, new ideas, the social media platform has changed the way we view the words "pin," "pinning" and "pinned." We know these words to be representative of a physical pin with which we are able to pin a project or paper to a corkboard. Here, in the online world, "pinning" is descriptive of a similar concept, just to a board that only exists digitally. We then hear our social media cohorts saying things like, "Check out my pin," or "I was pinning this morning while I had my coffee."

2. Social Media Introduces New Vocabulary

    Just as social media alters the usage of our language, so, too, does it introduce new usage and vocabulary. With the need for quick and succinct language and communications online, full verb phrases have become common acronyms that are now used in everyday settings and not just online. Phrases such as "rolling on the floor laughing" or "talk to you later" are quickly changed to "ROFL" or "TTYL." These short acronyms creep up in everyday language, proving that sometimes words, when put together, can make you "LOL" or "laugh out loud."

3. Social Media Increases the Volume and Speed of Daily Communications

    With the introduction of verb-phrase acronyms in modern technology, daily communications are able to cut down on the number of words and characters used to accurately hold a conversation. This means that we are able to more efficiently communicate and with greater speed. As these conversations happen at an alarming rate, the volume with which we are sending out communications has also increased. Some of the more popular social media sites limit the number of characters you can use in a post. Twitter, for example, limits the "Tweet" to 140 characters, thus pushing its users to become more adept at saying what they want or need to say with fewer words.

4. Social Media Increases the Responsibility of Remaining Connected

    As communications become quicker and make a growing number of people more accessible than ever before, the responsibilities and expectations of having those communications increase. Think of the many different groups of people that we connect with on a daily basis. As our ability to reach members of groups who are thousands of miles away increases, so, too, does the requirement to keep in touch with as many group members as possible. What used to be limited by distance, thus making a very limited circle of people, now contributes to a very complex social and professional sphere.

    It's a matter of fact that social media is transforming the way that language is looked at and used. Its hold over language usage is evident in the amount of communications we have daily, the number of people or students with whom we communicate and the nature and style with which we choose to communicate. As

technology and social media continues to advance, there will surely be more language-altering shifts occurring.

C. How is Social Media Change Students' Culture

Media and culture are two things that cannot be separated, because essentially they have a relationship of mutual influence. Culture has two meanings in this with multilingualization. Culture can be defined as the content produced by the media. In addition to this culture in the study of "media and culture" can also be interpreted as a way of life that developed and owned jointly by a group of people and passed down from generation to generation.

There are some great themes covered by the media and culture, namely the question of quality, communication technology effects, commodification of cultures, globalization, policy for cultural diversity, cultural identity, gender ad subculture, and ideology and hegemony. All of these themes are most often appear in the formation of the information in the social media which is connected with the media and culture.

The current existence of the media more often affect human social life. Through social media, people are increasingly open and affordable with a wide range of information about the new civilizations from all over the world. For example, nowadays a lot of teenage women in Indonesia who are deeply affected by the korean style shown in almost all of social media Indonesia. Korean style which was more referring to the unique accessories, hairstyles, clothing, minimal makeup and style, this is emulated by teenage women, whereas Indonesia Indonesia known by the communities that have ethics in dress.

Another example in accordance with the theme The Question of Quality, in social media often display advertisements or information when teenagers or adults would love to lose weight. Through social media, there are a lot of ads that promote a variety of drug loss weight, not a few people are affected by this medication so unwittingly they willingly spend their money although the products very expensive. Whereas, in fact the more effective way to lose weight is by dieting regularly, consuming fruits and vegetables as well as regular exercise.

The media have great power to influence the society in cognition and perception. Theories used in social media appearance describing the media have full power in the formation of opinion someone (Agenda Setting Theory). The community needs to pay attention to details and carefully in any social media information displayed, because in fact, not all the information from the mass can be accepted in full and raw. With open social media width as online media, making the community need to filter the information so it's not falling into negative things.

D. How to overcome the negative influences of media social

The best solution to this effect of social media sites is moderating their access to social networking/media and also reducing the amount of time spent on social media sites. Provided time for face to face social interaction, like having some family lecture time in which you discuss their studies in a relaxed atmosphere. Paying attention to their academic progress and addressing any issues will go along way towards keeping the negative effects on social media from influencing their studies.

E. CONCLUSION

Media has changed our culture in significant ways since first becoming popular in the early 1900's with the introduction of the radio. A lot has changed since then, and society today has experienced many new creations. One of the newest is social media. Social media, Facebook, Instagram and Twitter just to name a few, has made its way into the homes of people young and old. But not only for negative effect students' get by using the social media, but social media also can help us more about studying, learning, chatting, communicating and finding the source of references. Eventhough social media could be effect in students' language and culture but all the aspect in the world keep handle by parents and teacher attention. So, pay attention for students or children is a gold for our life.

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