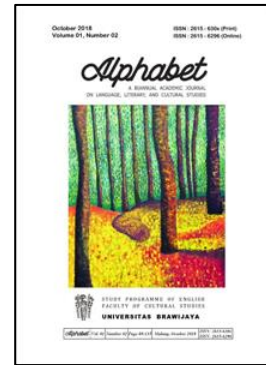


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Abstract

As social media increasingly became a lifestyle of the Indonesians in responding to popular phenomena, social media has become daily needs. On the other side, the use of English borrowings in Indonesian increases in terms of quantity and frequency. This research aims at investigating the correlation between social media access intensity and the use of English borrowings in Indonesian. This study is designed to investigate whether there is a correlation between social media access intensity and the use of English borrowings by Indonesian people aged 18 to 34. The design of this research is a correlation. The population of the study was Indonesian social media users aged 18 to 34 (N=196). Snowball sampling was employed to decide samples of study. In order to get the data, this study used the questionnaire as an instrument. There is a significant correlation between social media access intensity and the use of English borrowings in Indonesian $r = .286, p < 0.05$.

Keywords:

correlation, social media, access intensity, English borrowings

Nowadays, there is an increasing number of people around the world logging in to social media accounts and spending time updating their status or story. A new report compiled by *Hootsuite* and *We Are Social* and published by *The Next Web* digital magazines (2017), found that there are 3.028 billion active social media users around the world. That means about 40% of the global population is using social media, out of the estimated 7,524 billion of the world population.

The increasing number of social media users also occurs in Indonesia. Based on data from "*We Are Social*" *Global Agency Company* in January 2017, active social media users in Indonesia have already reached up to 106 mil-

lion. It is an increase of 34% compared to January 2016 (*We Are Social*, 2017). Not surprisingly, social media has become one of the main needs of society.

High frequency of social media use will certainly have both positive and negative impacts on people's lives. The negative impacts, as reported by *Huffington Post* (2017), include depression, cyberbullying, obesity, internet addiction, and sleep deprivation. Kuss and Griffiths (2011), from Nottingham Trent University in the UK analyzed 43 previous studies on social media addiction and concluded that social media addiction is a mental health problem that requires professional treatment. They found that excessive use of

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social media linked to relationship problems, poor academic performance, and less participation in offline communities. They also found that people who could be more vulnerable to social media addiction are those who are dependent on alcohol and highly extroverted.

Other studies have shown a link between depression and social media use. According to a study conducted by Davila et al. (2014), involving more than 700 students, depressive symptoms, such as low mood and feelings of worthlessness and hopelessness, were linked to the quality of online interactions. They found higher levels of depressive symptoms among those who reported having been in negative interactions. Another study conducted by Hampton et al. (2015), at the Pew Research Center based in Washington DC, sought to find out if social media induces more stress than it relieves. In the survey of 1,800 people, women are reported being more stressed out than men. Twitter was found to be a 'significant contributor' because it increased their awareness of other people's stress.

Besides negative impacts, social media can also have positive impacts on its users. As reported by Forbes digital magazines (2016), there are six advantages of accessing social media, such as news alert distribution, traffic message delivery, increased teen awareness, increased marketing exposure, helps understand technological needs, and global natural disaster relief support. Furthermore, as reported by The Guardian digital magazines (2013), social media is an increasingly effective strategy for charities that want to connect with supporters. Social media can be one of the most effective ways for charities to build supporters, boost donations, share success stories, network with like-minded organizations, encourage people to sign up to campaigns, recruit volunteers, or demonstrate the impact of their work.

Social media offer many opportunities to learn and interact. A study, which was carried out by Tian et al. (2011), found that social networking sites can help students to become

academically and socially integrated, and may even improve learning outcomes. They found that networking websites were used for both social and educational purposes. Students reported that social media enhanced their relationships, helped them maintain friendships and enabled them to build and establish virtual relationships. On the learning side, they reported that social networks allowed them to connect with faculty, share knowledge and commentary, and collaborate with other students through discussions, course scheduling, project management, and educational applications to organize learning activities.

In line with the increasing use of social media, the use of English borrowings in Indonesian increases in term of quantity and frequency. Confirming the results of research conducted by Sekarrosa (2014), it showed that there are 458 English borrowing words found in two different sections of Kompas Online articles. The most dominant type of borrowed words is loan words with 282 data and the lowest is substitution or loan translation with 11 data. Meanwhile, in the case of equivalent, 29 data were analyzed and their counterparts cannot replace most of them. The conclusion depicts that the loan words are aimed to fill the lexical gap in the target language.

In another study, Mohideen (2006) explained some processes and tendencies of borrowing English words in Bahasa Melayu. The study examined the motivation of lexical borrowing from English into Malay and the effect of the loanwords on speakers/readers and their attitude towards the loanwords. The result shows that most Malay speakers tend to use loanwords rather than using a proper *Bahasa Melayu*, even though there are Malay words that can fulfil the meaning and concept of the used loanwords.

Based on this issue, we intend to examine whether there is a relationship between social media access intensity and the use of English borrowing in Indonesian which has not been discussed in the previous study. This research is conducted to know the range of social media access intensity in Indonesia. Through this

research, we also want to know the range of English borrowings in Indonesian. Furthermore, we want to investigate whether there is a relationship between social media access intensity and English borrowings in Indonesian.

METHOD

This research employs a quantitative correlational research design. The study is designed to investigate whether there is a relationship between social media access intensity and the use of English borrowings in Indonesian. This study is a correlational study since it identifies the variable and looks for the relationship among them but does not manipulate the variables (Ary et al, 2010).

The population of the study is Indonesian social media users aged 18-34. To decide sample of study, we used snowball sampling. The sample in snowball sampling is initially small in number, then the selected sample members are asked to select their acquaintances to be sampled and so on, so the sample grows like a rolling snowball (Sugiyono, 2014).

In order to get the data, this study used the questionnaire as an instrument. The questionnaire used is a closed questionnaire that answers the provided questions. There are two questionnaires used in this study. They are a questionnaire about social media access intensity and a questionnaire about the use of English borrowings. Both instruments are in Guttman scales, used for explicit (clear) and consistent answers. Alternative answers on this scale consist of only two alternatives, "Yes" and "No" (Sugiyono, 2014). To collect the data, we distributed questionnaire links.

In analyzing the data, several steps are taken, namely: (1) inputting the data of social media access intensity and the use of English borrowings from questionnaire; (2) Finding the result of respondents' social media access intensity and the use of English borrowings; (3) calculating the results of correlation between respondents' social media access intensity and English borrowings using descriptive analysis techniques. Descriptive statistics are statistics used to analyze data by describing

data that has been accumulated as it is without intending to make general conclusions or generalization (Sugiyono, 2014). (4) The results of correlation were interpreted based on Person's correlation.

RESULTS AND DISCUSSION

This study presented the findings of the range of social media access intensity in Indonesia, the range of the use of English borrowings in Indonesian, and the correlation between social media access intensity and the use of English borrowings in Indonesian. The social media access intensity test results were normally distributed at skewness of $-.600$ ($SE = .174$), $Z = -.600/174 = -3.45 < 1.96$ and kurtosis of $.276$ ($SE = .346$), $Z = .276/.346 = 0.79 < 1.96$ since the data were within the ranges of normal skewness and kurtosis as the value that were not greater than 1.96 or 2.58 (Arikunto, 2014). The reliability of the test is toward the lower end of acceptability, Cronbach's alpha = $.712$. The descriptive statistics revealed that the participant's mean was 13.77 ($SD = 3.025$). Table 1 presents the range of test results of social media access intensity.

Table 1. The Range of Social Media Access Intensity

No	Category	Frequency	Percentage
1	High	38	19.4
2	Medium	127	64.8
3	Low	31	15.8
Total		196	100

The table shows that there are 38 participants (19.4%) identified in the category of high level of social media access intensity, 127 participants (64.8%) in the medium category, and 31 participants (15.8%) in the low category. From the results, we could derive that the range of social media access intensity of Indonesian people is in the medium category.

According to the classification of the social media access intensity proposed by The

Graphic, Visualisation, and Usability Center of the University of Georgia (in Novianto, 2006), medium category users spend 10 to 40 hours per month to access the internet. So, Indonesian people, in the majority, can be classified as a medium category user. The result of the present study is in line with Hidayatun's study (2015) which reveals that the majority of Indonesian teenagers are in the medium category level concerning social media access intensity.

Furthermore, the use of English borrowings test results were also normally distributed at Skewness of -0.716 ($SE = .174$), $Z = -0.716/0.174 = -4.11 < 1.96$ and kurtosis of $.229$ ($SE = .346$), $Z = .229/0.346 = 0.66 < 1.96$ since the data were within the ranges of normal Skewness and kurtosis as the value that were not greater than 1.96 or 2.58 (Arikunto, 2014). The reliability of the test is toward the lower end of acceptability, Cronbach's alpha = $.733$. The descriptive statistics revealed that the participant's mean was 14.29 ($SD = 3.223$). Table 2 presents the range of the use of English borrowings test results.

Table 2. The Range of English Borrowings

No	Category	Frequency	Percentage
1	High	64	31.6
2	Medium	104	53.1
3	Low	30	15.3
Total		196	100

The table shows that there are 64 participants (31.6%) identified in the category of high level of using English borrowings, 104 participants (53.1%) in the medium category, and 30 participants (15.3%) in the low category. The range of English borrowings of Indonesian people is in the medium category.

Considering that the use of English borrowings in Indonesian is in the medium level category, most of Indonesian tend to use English borrowings rather than proper Bahasa Indonesia even though there are words from Bahasa Indonesia that can substitute the meaning and concept of the used English borrowings. It is in line with Sekarrosa's study (2014) which revealed that Indonesian people mostly use loan words than equivalent words. It is also in line with Mohideen's study (2006) stating that most of Malay speakers tend to use loan words rather than proper Malay language regardless the existence of words in the Malay language that can substitute the used loan words.

The correlation between social media access intensity and the use of English borrowings in Indonesian was analyzed by using Pearson product moment correlation formula. The social media access intensity is significantly correlated with the use of English borrowings, $r = .286$, $p < 0.05$. Table 3 presents the correlation between social media access intensity and the use of English borrowings.

Also, we found that the value of correlation coefficient (r) of this research was 0.286

Table 3. Correlations between Social Media Access Intensity and the Use of English Borrowings

		Social Media Access Intensity	The Use of English Borrowings
Social Media Access Intensity	Pearson Correlation	1	.286**
	Sig. (2-tailed)		.000
	N	196	196
The Use of English Borrowings	Pearson Correlation	.286**	1
	Sig. (2-tailed)	.000	
	N	196	196

** . Correlation is significant at the 0.05 level (2-tailed).

and it was classified in the sufficient level ($r > 0.25 - 0.5$) based on correlation coefficient (r) table from Arikunto (2014). It means that the correlation between social media access intensity and the use of English borrowings in Indonesian is sufficient. To the best of our knowledge, this finding has not been stated in any study. Therefore, we could claim that the correlation between social media access intensity and the use of English borrowings in Indonesian as a new finding.

The findings of the research support the findings stated in the aforementioned previous studies. However, this research only covers Indonesian people aged 18 to 34. Therefore, in order to get a complete description of the correlation between social media access intensity and the use of English borrowing in Indonesian beyond the age of 18 to 34, another study is required.

CONCLUSION

This research was conducted to find out the correlation between social media access intensity and the use of English borrowings in Indonesian. Based on the result of this study, we found that the correlation coefficient (r) was 0.286. It can be interpreted that the correlation between social media access intensity and the use of English borrowings in Indonesian is at a sufficient level ($r > 0.25 - 0.5$).

Then, the hypotheses of this study were tested by comparing the significance value (p). Based on the result, the significance value (p) is $0.000 < 0.05$. It means that there is a significant correlation between social media access intensity and the use of English borrowings in Indonesian. Thus, the alternative hypothesis (H_1) which reads "there is a significant correlation between social media access intensity and the use of English borrowings in Indonesian" is accepted.

Furthermore, we concluded that the use of English borrowing in Indonesian enriches Indonesian vocabulary. Therefore, it gives a positive impact on the use of social media. Besides, the use of social media can increase

English vocabulary acquisition of Indonesian people because when they access social media, in which there are many English terms, they indirectly learn English vocabulary.

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