

# STUDENTS' PERCEPTIONS TOWARD YOOUL APK SOCIAL MEDIA FOR IMPROVING STUDENTS' ENGLISH QUALITY IN MILLENNIAL ERA

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## Abstract

In the millennial era, many young people use social media for various purposes. One of them is to improve the quality of their English. This study aims to determine the YOOUL social media application Mostly used by students, English skills can be improved and the reasons why they use it social media to improve the quality of English in the millennial era. The participants are 30 student 5th semester writing class of the English Education Department at the Universitas Teknokrat Indonesia in Bandar Lampung. In collecting This qualitative research data through interviews using questionnaires and documentation. Based on data, there are three results. First, if they are familiar with the YOOUL social media application or do they use other applications such as YouTube, Instagram, Facebook, and line. Second, students' English skills can enhance by social media in order to listen, speak, write and read. And, they use social media to improve the quality of English in the millennial era because is fun, exciting, easy to use / access, effective, simple and informative.

**Key words:** Millennial era, Technology, Social Media, Language,, Vocabulary, YOOUL, Internet, Social, Academic

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## INTRODUCTION

The word 'media' is often heard on teaching and learning process (Ahluwalia et al., 2021; Anuar et al., 2020; Febrian et al., 2021). Existence media in the learning process cannot apart in the current era of technology (Ismatullah & Adrian, 2021; Nugraha et al., 2021; Suaidah, 2021). The word media comes from Latin the word "Medius" which is literally translated as middle, preliminary or intermediary which means being in two position between teacher and language (Mandasari & Wahyudin, 2021; Putri & Aminatun, 2021; F. M. Sari & Oktaviani, 2021). Students use media as a learning tool that can stimulate students to learn (Agustina et al., 2021; Ayu & Zuraida, 2020; Septiyana & Aminatun, 2021). In the learning process students can choose various kinds media or social media. Media chosen by students depending on the needs and goals in learning (Novawan et al., 2020; Rahmania & Mandasari, 2021; Utami et al., 2021).

From the explanation above, it can be seen that the media have a significant role to play for learning process learn more so in learning English. Social Media can help learners to receive knowledge easily (Febriantini et al., 2021; Mandasari, 2020; F. M. Sari & Wahyudin, 2019). Besides that, learn a foreign language like English really needs media as a tool study (Agustin & Ayu, 2021; Oktaviani & Mandasari, 2019; F. M. Sari, 2020). In learning a language, a learner must understand about grammar, memorize new ones vocabulary, and practicing how to pronounce words correctly and so on (MULIYAH et al., 2021; Puspita, 2021; Sinaga & Pustika, 2021). Difficulty learning languages as stated earlier can be solved using tools which is called media (Ariesta, W., Aina, M., Uslan, S. K., & Aminatun, 2021; Ayu & Sari, 2021; Fatimah et al., 2021). One of them is social media

which can be selected is YOOUL application you can download it on the internet (Aminatun et al., 2021; Kardiansyah & Salam, 2020; Oktavia & Suprayogi, 2021). Currently, technological advances must be exploited true by everyone especially students (Ahdan & Setiawansyah, 2021). And the Internet which is an example Technological advances can be used for study. The internet can be used for learning English. Students can master a lot of English lessons from the internet and social media such as grammar, vocabulary, idioms, and so on (Gustanti & Ayu, 2021; F. M. Sari, n.d.).

Social media is interesting application so many people like it very much (Ayu et al., 2021; Febria Lina & Setiyanto, 2021; Nauvallia & Martini, 2020). This makes it easy for people or users to communicate, interact, and connect with each other wherever and whenever (Oktaviani et al., 2021; Pranoto & Suprayogi, 2020). Just, almost everyone has social media. There is various kinds of social media and everyone may have at least more than two social media. Many internet users are social media fan. They can easily access social media via cell phone. There are many kinds from social media such as YOOUL, twitter, Facebook WhatsApp, BBM, path, line, Instagram and many others. Because it can be accessed easily by using cell phones, especially social internet the media must be used properly and wisely.

## **LITERATURE REVIEW**

Social networking tools provide students and institutions with many opportunities to improve learning methods (Aminatun, 2021; Choirunnisa & Sari, 2021; Novitasari et al., 2021). Through this network, you can incorporate social media plugins that allow sharing and interaction. Students can benefit from online tutorials via YouTube, online courses delivered by universities abroad via Skype, and a wide range of resources shared through social networks. There is valuable knowledge to be gained through social media such as analysis and insight on various topics or issues for study purposes. As an educational institution, it is very important to be active on many social platforms, this helps to create better student training strategies and shape student culture.

The great thing about using social media in education is that you quickly find out who the experts are in various fields and subjects (Amelia & Daud, 2020; Erya & Pustika, 2021; Pratiwi & Ayu, 2020). When you start following these experts you learn more and get useful content from them, this empowers you to produce great results. Social media has the ability to broaden your perspective on various subjects and provide instant content that is enlightening and new. You have the opportunity to engage an expert to get answers on topics that may need your help.

Colleges of learning have the ability to connect with students through social media networks such as Facebook, Google Plus groups, and YouTube (Ambarwati & Mandasari, 2020; Lestari & Wahyudin, 2020). This channel can be used to communicate campus news, make announcements, and provide useful information for students. It builds engagement between college and students which helps to address many student problems through group interactions. The internet must be used for learning process, for example learning English (Fitri et al., 2021; Oktaviani et al., 2020; S. N. Sari & Aminatun, 2021). Students can access the internet easily use their cell phone in order to be used. Social Media to Improve the Quality of Students' English in the Millennial Era it's for learning and improving their English wherever and whenever. As previously mentioned so that students or teenagers can get a lot English lessons using the internet (website, social media, etc.) (Lina & Permatasari, 2020). Due to widespread use social media by the learner, researchers want to

know what social media is for learn English. Furthermore, researchers interested in doing a study on, Is the application YOOUL social media can improve students' English quality in the millennial era.

## METHOD

This research uses descriptive qualitative research. The participants are 30 students in Writing class The Department of English Education at UNIVERSITAS TEKNOKRAT INDONESIA Bandar Lampung. The students use various kinds type of social media for learning English. They use social media to improve their quality of English. This study aims to determine what social media applications are widely used by students, and whether they are familiar with the YOOUL app. Get English skills be improved and the reasons why they use social medium to improve the quality of English in millennial era. In conducting this research, Researchers use observations, interviews through questionnaires and distribute them to students to collect data. After collect data, researchers analyze the following data: (1) transcribing the answers from the questionnaire, (2) identify various kinds social media used by students, (3) identify students' English skills increase by using social media, and (4) identify the reasons Students use social media to develop Quality of English.

## RESULTS AND DISCUSSION

I conducted the survey with the participants filled out the questionnaire that I provided. Participants were students from English Education in Academic Writing Class. The range age from participants varied is start from 19-24 years old. The questionnaire consist of two types of questions. There were yes or no questions, and opinion question. The result of the questioner are presented below.

### a). Experience using YOOUL APK

table 1.

No	Question	Yes	No
1.	Are you familiar with YOOUL social media?	38,7%	61,3%

Can be seen from the scale of findings in the question part 1, there is the range of yes-no (yes-no). the most answer in the questions is "NO". Most of student (16 students) or around 61.3 % students not familiar with YOOUL social media. 5 people or 38,7% is familiar.

### b). The Role of YOOUL social media in Vocabulary skill

No	Question	Yes	No
1.	Do you think that YOOUL social media is interesting?	85,7 %	14,3%
2.	Do you think that if you communicate with students from	100 %	0 %

	the other country you can learn and get a lot of new vocabulary?		
3.	Do you think that if you always communicating using English can make it easier for you to master it?	100 %	0 %

In the second parts we can see that some students don't really know about YOOUL social media, and some of them know it but have never tried it, There were some of them who wanted to try the application, from the third and fourth questions they answered that by continuing to hone their vocabulary skills they would quickly master English, communicate with native speakers and use English to make them fluent and proficient in English.

c). Student's Opinion about why they use social media to influence their skills

No	Answer

From those of answers, all students answered the question varied. Several Student interesting when use YOOUL social media, they also write they think if they use YOOUL social media they communicate with other people using English language, influence their English skill.

From these result and Findings, it can be Conclude that most college students are interesting and their want to use the application. We can conclude from all the answer Learning English is not only learning the material provided, but also learning English. Because, so that you can master English, the practice is needed and through social media you can do this, use English to be reliable with your friends on social media. Besides that, you can also make new friends who are native speakers so that you will be encouraged to use English on social media.

## CONCLUSION

By using a questionnaire from research tools, researchers can collect data about how students' perceptions of the YOOUL application affect English language skills. Of the students who filled out the questionnaire, some of the students agreed that communicating using English with social media could improve their English language skills. This era, the use of English is growing. Various methods are used so that everyone can use English well. For that, everyone has their own way that they can use. Among them, taking English

courses, reading English novels, watching English films, and others. These examples are just some of the ways many people improve their English skills.

Student opinions or perceptions from the evidence in this study are controlled by their experience of communicating and using social media applications as a means of learning and adding insight in academic matters. Many students are looking for relaxing activities to overcome boredom by doing fun activities. One of them is by using internet media, by opening YOOUL.

With the findings of this study, researchers hope that this research can create and increase the willingness of students and society to be more varied and useful in using existing technology such as YOOUL Social Media APK. By understanding the benefits and other positive things that can be obtained from using this application, it can support the ability of users in various fields, especially in this study, English. This research can also be used as a new or a reference for further research on the same topic or problem.

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