

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Social media refers to a variety of online platforms that allow users to create profiles, share, and promote information or content. Social media platforms are intended to help companies and individuals in developing a social life and in informing others or society about their products and services, (Kennedy., 2015:2). Basically, social media may be described as a collection of Internet-based apps known as "interactive platforms" that serve as a type of communication medium. Social media in general is a media that is used to socialize (to communicate both personally, in groups, etc.) between users. Social media while social networks in general use the same system, that is online media that connected to the internet. On social media while social networks, lot of people who are connected to from one person to other person without being limited by geographical restrictions, space, and even by time with the aim to communicating with each other, sharing things, having opinions, making friends, and in some cases even looking for a life partner.

However, behind the function of social media as a tool to communicate indirectly (not face-to-face), a factor in the occurrence of scams that harm many people is also social media. "Nigerian Letter" is one of those. The Nigerian letter is an advanced fee scam in which the intended victim is promised a large quantity of money. To get this money, however, the victim must pay a number of fees in advance (Kperogi and Duhé., 2021:270). The first step is done by sending a message via email to a fairly important person, a famous person, or a person with good finances. The scam proceeds to the next step if the recipient responds via email or phone. In the next communication, the victim was asked to pay an additional fee in continuously, that was stated to be the the last request to be paid in order for the money to be released. Before the victim stops sending money, this process will continue, (McCurdy., 2020:2).

On the other hand, the impact of social media as a tool for committing fraud, Indonesian people enjoy social media platforms that allow them to post videos, image, news as a content, makes surfing in social media an interesting activity enjoyed by internet users in Indonesian, it is not surprising that online businesses have started to take advantage of social media to develop their business. Like *Facebook, Instagram, WhatsApp, YouTube* as a social media is no longer a medium that is only used to communicate and express themselves in cyberspace, but some people used to do marketing, selling and buying transactions, which is more familiar we know as an online shop. Miranda and Lubis (2017:2) stated that online shop or selling and buying via the internet through social media is a process of selling or buying products or services from people who sell via internet, selling or buying products or services online without having to meet the seller, buying without by face-to-face or indirectly. Online shop is the process of selling or buying product or services from those who sell via the internet. You only need to be connected to the internet to be able to make buying and selling transactions online. The rise of online shops that have sprung up on social media is also the result of the rise of the latest fashion that is being loved by the society. Online shop are not only considered as a place to buy and sell, but also considered as part of changing socio-cultural behavior in society, (Sari., 2015: 1).

Due to the significant developments of the times that have made everyone from all walks of life have access to the internet anywhere and anytime, various people use this era according to their respective professions. However, the use of social media also has many functions other than being used for communication, to express creativity and media talents to channel hobbies, as a media for buying and selling online, as a business, as well as a media where people who want to make profits by deceiving social media can also be used as a media for learning. From the various benefits of social media, it turns out that social media can also be used for learning by utilizing the features available on social media. Utilization of social media as a learning media is widely used by Pre-service EFL Teachers in Medan because according to them learning to use social media is included in the

development of the times that prioritizes the efficiency of time, place and situation. Although learning to use social media does not always have advantages, some of the disadvantages of using social media as a learning media are also quite a lot, such as having to be connected to a fast internet network, requiring adequate quotas and devices, and spending a lot of money to buy quotas and devices that can be used connect to the internet.

Social media that are often used as learning media are usually owned by all students or Pre-service EFL Teachers such as *Facebook, Instagram, WhatsApp, and YouTube*. Because all Pre-service EFL Teachers must have social media accounts that they use to communicate with friends, relatives, or as a media of entertainment for them, many lecturers participate in enlivening social media as a media that can be used for benefits for learning, with the aim of learning through social media. media makes Pre-service EFL Teachers explore more information on the internet, can use social media well, and can share knowledge with their friends and relatives on the internet. Pre-service EFL Teachers in Medan usually use social media for learning such as making videos and uploading them to social media, searching for information and posting to their social media or making social media a group for discussion.

Judging from the benefits and functions of social media, many previous studies have examined it from various perspectives, both social media as a positive impact in daily life and social media as a negative impact. All research that discusses social media such as: First, research by Tom Buchanan & Monica T. Whitty, which states that social media is a place to commit crimes such as dating scams, that is international crimes that involving many people generally women, by becoming a date for the victim to making the victim fall in love and doing anything including sending money; Second, studies conducted by Rakesh Singh Kunwar and Dr. Priyanka Sharma, stated that social media is one of the most common places for scams to carry out cyber attacks; Third, Christian Kopp and friends, conducted research on the Romance Scam in Nigeria known as the “Nigerian Letter”; Fourth, Lindsay McShane, Ethan Pancer & Maxwell Poole

useful for promotion for small and large companies; Fifth, Saijuri, Fathul Qorib, said that social media is also often used as an arena for narcissism.

Several previous studies have discussed the function and impact of the use social media, but not many researchers have discussed the utilization of social media especially in **Pre-service EFL Teachers' Perception of Social Media Utilization in English Teaching**. If apart from being a media for communication, online shops, scammers, narcissism, or to show something to the public. In this research, researcher open up the other side of social media, that is benefits of social media for learning especially in English teaching. So this study aims to determine the advantages and disadvantages of social media in English teaching, to determine the perception of pre-service EFL teachers about learning to use social media, and to compare the use of social media as a learning medium rather than online learning media. Hopefully this research can be useful for pre-service EFL teachers in using social media and being able to make good use of social media, for further research, they can use this research as a source and reading material and for researchers it can be a challenge in the future in developing skills when conducting research and can looking for more information for reference.

1.2 The identification of Study

1. The reason students have those perception
2. Problems faced using social media in English teaching
3. The kinds of social media use by pre-service EFL teachers
4. How often do lecturers use social media in teaching English
5. Overcoming problems when using social media

1.3 The Formulation of Study

1. What is social media advantages and disadvantages in English teaching?
2. What Pre-service teachers perception learning using social media?

3. How does learning compare using social media and online learning media?

1.4 The Objective of Study

1. To know the social media advantages and disadvantages in English teaching.
2. To know pre-service teachers perception learning using social media.
3. To know learning compare using social media and online learning media.

1.5 Limitation of Study

The researcher will limit the research to analyze the use of social media in English teaching to pre-service EFL teachers at State Islamic University of North Sumatra, Medan. The researcher chose this topic because researcher wanted to know the utilize of social media based on the perception of pre-service EFL teachers in English teaching, what are the advantages and disadvantages of using social media, and how the perceptions of pre-service EFL teachers between benefits of social media and online learning media in English teaching.

1.6 The Benefits of Study

This study discusses the Pre-service EFL Teachers' Perception of Social Media Utilization in English Teaching, how their point of view in using social media in learning English so this research is focused on being useful. And some of the benefits of this research such as:

1.6.1 Theoretical Benefit of Study

This research was conducted with the aim of knowing the perception of pre-service EFL teachers in utilizing social media as a learning medium in English teaching, the researchers hope that this research can contribute to the world of education regarding the use of social media as a learning medium, become

additional information for future researchers and become a source of information. knowledge information especially for pre-service teachers in utilizing social media in learning.

1.6.2 Practical Benefit of Study

The researcher hopes that this research can provide benefits to several practical aspects to:

- a) Pre-service EFL teachers, this research was conducted by involving Pre-service EFL teachers as research subjects and by using social media as a media for learning for pre-service EFL teachers to make good use of social media.
- b) Next Researcher, hopefully that this research can be useful for future researchers as a reference for researching perception of pre-service EFL teachers and can develop research from perception of pre-service EFL teachers so as to produce new results in the research conduct.
- c) For Researchers, this research was conducted with a purpose to find out perception of Pre-service EFL Teachers and be a challenge for researchers in finding sources and developing further research, to be a reference in continuing to learn and read about the benefits of social media and how to use it smart.