CHAPTER I

INTRODUCTION

A. The Background of the Study

Language has a critical part in human activity; it is used to interact with others to convey thoughts, goals, and ideas, whether verbally or in writing. English is a global language that is spoken in almost every element of human life. It is the most dominant language that impacts international communication activities for individuals all over the world, since it has a significant influence on every sector.

When students study English, they should concentrate on four language skills. They are writing, reading, listening, and speaking at the same time. Writing is one of the four fundamental abilities that must be learned in order to communicate effectively in any language, and it should be taught with the other talents. Students frequently believe that communication can only be created via spoken language. Written language may also be used to generate communication. Written language is just as essential as spoken language in communicating. Level stated that writing is one of the most powerful communication tools (2004:3). Writing abilities are vital these days since they are used in daily activities such as texting, emailing, blogging, and posting on social media. Writing is used to express and explain a concept in the form of a letter or a symbol. It is also a writer's talent and tool for communicating information and ideas to readers in written form.

Students are required to be able to produce short paragraphs of procedure text according to the standard competency in the curriculum of the second-year students of Vocational High School called K13 (Kurikulum 2013), factual report, exposition text, and biography text. It stated that students should be able to write various types of text genres, one of them is procedure text. Siahaan and Kisno (2008:81) stated that procedure is any written English text in which the writer describes how something is accomplished through a sequence of actions or steps. The goal is to describe how something is accomplished. Learning procedure text is important for students, especially culinary art department students. Because they will read and write procedure texts more often than the other texts in their learning process. For example: how to make food, how to organize food, etc.

According to Naz and Akbar (2015), media becomes effective and powerful when used to accomplish particular educational goals in the following ways: (1) It enables students to learn more information and to retain acquired knowledge for a longer length of time. This is primarily because it provides an interactive learning environment that enhances the meaning and satisfaction of learning experiences, (2) it easily motivates learners by cultivating a multisensory interest that makes learning more immediate and productive, and (3) it establishes a more scientific foundation for classroom instruction and enables teachers to transfer knowledge in an organized manner. (4) Appropriate instructional tools assist teachers in capturing and maintaining students' attention. Concentration and attention assist students in completing assignments more successfully and maintaining classroom discipline. (5) It enhances comprehension skills, and when used properly, communication clarity may be greatly enhanced. (6) It develops

students' imaginations, reasoning skills, and cognitive processes; (7) It allows teachers to save time and energy. Due to the simplicity with which these effective tools can explain concepts, much time and energy may be saved. Additionally, they are effective tools for assessing learning outcomes and evaluating the degree to which particular learning has been accomplished. They broaden the breadth of interactive learning and enable individual learning.

The use of digital technology-based media offers many new ideas for creating engaging media for teaching English, such as social networking. The current evolution of social networking is a fascinating subject to discuss. For almost a decade, social networking has dominated human existence. Social networking sites have proven to be the most successful instruments for communication due to their user-friendly and easy-to-access features. It is usual for people of all ages to use various social media platforms such as Facebook, Instagram, Twitter, Whatsapp, and Line to stay connected with their friends and the globe. Social media's purpose is not only to exchange knowledge, but also to learn from it.

In Cambridge dictionary, Twitter is a website where people or organizations can publish short remarks or pieces of information, and where you can see information published by people or organizations that you choose can see information published by people or organizations that you choose. Twitter users may send up to 280-character messages (tweets), as well as links, pictures and videos, polls, and live video streaming. Additionally, it has a capability for sending direct messages to people or groups. Regarding its usefulness in teaching and learning of language, many studies have been made since its introduction.

Among the potential uses of Twitter for education that have been highlighted in early research are the following: building classroom community, collaborative writing, and topic discussion, gauging reader responses and opinion, collaboration, project management, language exploration, and developing a Professional Learning Network (PLN) (Grosseck and Holotescu 2008); support for informal learning (Stevens 2008).

Based on the researcher's observation in SMKN 1 Kisaran, The researcher discovered that students struggle with writing procedure text. The researcher also discovered that the teacher used lecture-based learning method in teaching any topics and sometimes the teacher use Microsoft PowerPoint slides. While PPT offers superior clarity to the whiteboard, enhances visualization in teaching and is critical for capturing students' attention, it has had minimal impact on the general student population in the classroom.. As shown by the teacher's methods for teaching writing Procedure Text through PPT, which used tiny fonts, It is not visible to students who are seated a long distance from the projector. Because the material presented in the PPT is almost similar to that in their textbook, students eventually choose to ignore the PPT. Apart from that, the teacher said that she was unable to create an innovative media-based learning system.

Based on the situation above, it is very important to find ways to overcome the problems. One of the ways to solve the problem is by using an effective learning media especially in teaching writing. One of the media that can be developed by teachers is social media. In here, the researcher will use Twitter. Based on backlinko.com the researcher found that Twitter users till the third quarter in 2020 has increased 299 million from 2010. Indonesia in the sixth place

with the most Twitter users, 9.1% of the Twitter users are 13-17 years old which means a lot of high school students use Twitter in Indonesia and 48% of Twitter's users use Twitter to looking for news which indicates that Twitter is a safe social media for students to searching for information. On Twitter, users can choose who to follow. This allows us to read about topics that interest us. The features on Twitter are simple and easy to be understood by the new users. Other than that, this social media focused on words not pictures like the other social media such as Instagram and Tiktok. So, it can help the students focus on their writings.

Several specialists have done prior studies. Ecem EKNC & Ebru RE KAYA (2018). Their study is titled "Effects of Twitter on Academic Success in Writing for EFL Students." They conclude in this article that Twitter use had a positive impact on the writing performance of pre-EFL students at Osmaniye Korkut Ata University's School of Foreign Languages when the experimental and control groups' scores were compared. They claim that EFL teachers may use Twitter to scaffold their students even outside of class. It may provide educators with a significant opportunity. Therefore, the focus on this research is developing Twitter as the media for teaching grade eleven culinary art students about how to write procedure texts.

B. The Problem of the Study

Based on the background of the study above, the problem of this study defined as "How is media by using Twitter developed for teaching writing procedure text to 11th grade students of the culinary program?"

C. The Objective of the Study

In accordance with the study's problem, the study's objective is "to develop Twitter as a media for teaching writing procedure text to grade 11th students of the culinary program."

D. The Scope of the Study

The study's scope is to develop Twitter based on the students' needs. This media is to be used in SMKN 1 Kisaran. These media focus on writing ability, particularly procedure text. The study's scope is restricted to using Twitter to teach writing to 11th grade culinary program students during the second semester of the academic year 2020/2021.

E. The Significance of the Study

The findings of this research were anticipated to make the following contributions.

1. For the researcher

    This study's findings is intended to provide her with more information and expertise in creating successful media for teaching and learning English, particularly in the area of writing.

2. For the students of SMKN 1 Kisaran

    The findings of this research was anticipated to be that students would enhance their writing activities using a technique that will increase their writing ability, thus increasing their motivation to learn English.

3. For the teachers of SMKN 1 Kisaran

    The findings of this research were anticipated to offer them with alternate media for teaching English, particularly in the area of writing.

Additionally, it is intended to encourage and drive teachers to be more inventive and creative in creating engaging and effective media for English instruction.

4. For other researchers

This study's findings is expected to serve as a model for developing comparable methods in other areas of English, particularly in the realm of media development.