

# CHAPTER I

## INTRODUCTION

### 1.1 Overview of Research Object

Learning and understanding English can be difficult for some people. Starting from pronunciation to experience per word contained in English sentences. This makes some people feel bored to learn English through conventional methods, such as students coming to the place to meet the teacher to study. However, this is different from the arrival of a man from the United States named Dennis or often called Mr. D.

Pak D is actively teaching how to learn English in a more fun way. Through his various social media accounts such as Instagram, YouTube, TikTok, Twitter, and Facebook called @GurukuMrD, Pak D can provide English education through creative videos uploaded. Here is a self-portrait of Mr. D or Dennis.



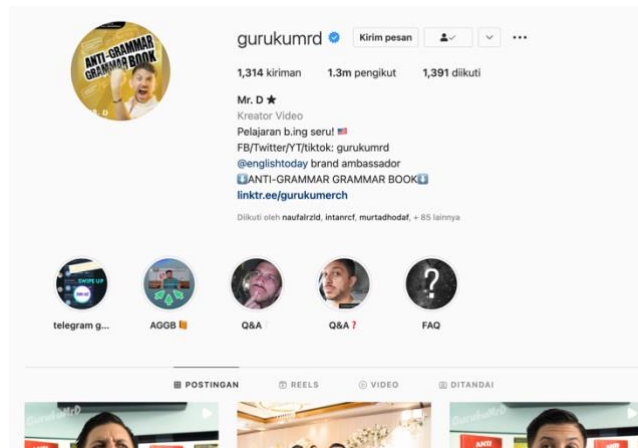
**Figure 1. 2 Mr.D's Profile**

*Source: [https://www.facebook.com/gurukumrd?\\_rdr](https://www.facebook.com/gurukumrd?_rdr) (Access: 1 Juli 2022)*

Initially Mr. D did not plan to stay long in Indonesia but only for a few months. But unexpectedly, Mr. D felt happy and comfortable while living in Indonesia. Over time, Mr. D chose to stay and at the same time give English lessons via video. According to him, it was all because he was still living in America. He

and his friends often make comedy sketches and comedy videos on YouTube. So, when he settled in Indonesia, he thought about doing the same.

The following are some of the social media used by Mr. D in providing English language learning for the Indonesian people. The screenshot below is Mr. D Instagram's social media.



**Figure 1. 2 Instagram Social Media Accounts @GurukuMrD**

Source: <https://www.instagram.com/gurukumrd/> (Access: 1 July 2022)

The screenshot below is of Mr D's YouTube social media being used to share information about English education.



**Figure 1. 3 YouTube Social Media Accounts @GurukuMrD**

Source: <https://www.youtube.com/c/gurukuMrD> (Access: 1 Juli 2022)

The screenshot below is of Mr D's Twitter social media being used to share information about English education.



**Figure 1. 4 Twitter Social Media Accounts @GurukuMrD**

Source: <https://twitter.com/gurukumrd> (Access: 1 Juli 2022 )

The screenshot below is of Mr D's Twitter social media being used to share information about English education.



**Figure 1. 5 TikTok Social Media Accounts @GurukuMrD**

Source: <https://vt.tiktok.com/ZSdEBfXTh/> (Access: 1 Juli 2022 )

The screenshot below is Pak D's Facebook social media which is being used to share information about English education.



**Figure 1. 6 Facebook Social Media Accounts @GurukuMrD**

Source: [https://www.facebook.com/gurukumrd?\\_rdr](https://www.facebook.com/gurukumrd?_rdr) (Access: 1 Juli 2022 )

## 1.2 Research Background

Information is the need for each individual to find what is being needed or wanted, both in the field they are involved in and in other fields, to fulfill information for personal gain. Various media can be used to search for information such as television, newspapers, and other digital media such as social media. The presence of social media has made it easy for users to obtain and disseminate information to the wider community (Roni & Nuraeni, 2021).

According to Sulisty Basuki (2004) in Rohman & Husna (2017), information needs can be interpreted as information that must be met by each individual. Information needs are information that a person wants for work, research, education, and other needs. Information needs arise because of problems within the individual in achieving a goal in his life. This causes a person to feel compelled to get input from sources outside of himself. It can be concluded that the need occurs when a person realizes a lack of information seeking.

According to Bawden and Robinson (2012) in the research of Kinanti, et al. (2021) explains that the need for information is something that you want to have and know. So this means that every individual has a desire to obtain information in fulfilling their needs either intentionally or unintentionally (Otoide, 2015). The Internet has become an important part of the dissemination and search of information needs (González-Padilla & Blanco, 2020).

Interconnection Network or internet is defined as a comprehensive and extensive computer network by connecting one device to other devices around the world by containing various sources of information. The rapid development of internet technology seems to eliminate the distance of space and time, where we can connect with other people wherever and whenever possible (G. Gani, 2020). Moreover, the presence of the internet can facilitate cross-border transactions, meaning that each individual can contact someone directly even though the distance is very far (Setiawan, 2017).

Internet in Indonesia is growing very rapidly and has many contributions in various fields. The number of internet users in Indonesia in January 2021 reached 202.6 million, and this number grew by 15.5 percent from the previous year. Based on Hootsuite and We Are Social research published by Drone Empire Founder Ismail Fahmi, the number of Indonesian internet users reaches 73.7 percent of the total population of 274.9 million people (Kompas.com, 2021a).

In this digital era, people use the internet as a medium for exchanging information and communication. The internet can affect human life, such as being a meeting place for individuals to share or obtain information, either directly or indirectly. With the presence of the internet in human life, it seems as if it has become a basic need for every individual (Fathiyyah & Rina, 2019).

New Media is now present as a term to describe the convergence of digital information technology that is connected in a network. The media that represents New Media is the internet. New Media consists of two words, namely new and media. Unique means something new, and Media means intermediary. New has meaning in terms of time, production, benefits, and distribution. New Media arises from the need for users to interact with media intermediaries, such as social media,

which currently has a significant influence on the development of technology, communication, and information (Fachruddin, 2019: 39-40).

Currently, various social media have developed in people's lives and the development of the internet, which is inherent in human life (Haryono, H., 2018). Social media is often used to carry out various activities. Social media has become a primary human need so that humans cannot be separated from smartphones with social media. Social media is used not only as a means of seeking information but also for entertainment to earn a living (K. Mariskhana, 2020).

Based on research data from Hootsuite and We Are Social, in January 2021, the number of social media users in Indonesia is 170 million. This figure has increased by 10 million people or about 6.3 percent from 2020. The high use of the internet in Indonesia is also equivalent to the amount of time spent using social media. Internet usage in Indonesia takes an average of 8 hours 52 minutes per day. Then the average time for Indonesians to use social media is 3 hours 14 minutes per day (Kompas.com, 2021).

They report from the Suara.com website, internet users in Indonesia, when viewed by gender, men dominate with a percentage of 50.3 percent. Meanwhile, female internet users are slightly lower at 49.7 percent. As many as 98.2 percent of Indonesians have used smartphones to access social media in their daily lives (Novianty & Prastya, 2021).

One of the social media that has experienced a rapid increase in 2020 is TikTok. The social media TikTok provides short music video content creation, viral video challenges, and other content. TikTok is a social media from China that is still new and is considered a competitor to the social media Instagram which is famous and has many users. Indonesia is one of the countries with video content that is widely spread through TikTok (Ardiansya, 2022).

In Indonesia, TikTok social media has a unique journey where it has dynamics as a "tacky" media that was even rejected by some of the wider community. In July 2020, TikTok was blocked by the Ministry of Communication and Information of the Republic of Indonesia (Hasiholan, Pratami & Wahid, 2020). This is because TikTok is considered a bad influence on children. But in 2021, TikTok has become very popular among the Indonesian people with 2 billion

application downloads and continues to experience a spike during the Covid-19 pandemic (Annur, 2020).

Today's TikTok social media users cannot be denied that users are dominated by Generation Z (Rakhmayanti, 2020). TikTok is still considered an entertainment medium that tends to provide less positive benefits for its users, such as the emergence of sexually sensitive content. However, in other cases, TikTok can now be used as a means of education and activism (Firamadhina & Krisnani, 2020). This is shown through research from Firamadhina and Krisnani (2020) that TikTok is an informal educational medium for general knowledge according to content creators.

One of the content creators who use TikTok social media in disseminating informal knowledge is GurukuMrD. GurukuMrD is a social media account belonging to Mr. Dennis, commonly known as Mr.D, a foreign teacher at an English education institution in Indonesia. GurukuMrD provides free textual English learning and training and direct communication practices, which can be accessed through social media according to the wishes of each individual.

GurukuMrD in providing English language learning through social media TikTok and several other social media users such as YouTube, Instagram, Twitter, and Facebook. The number of followers and viewers on each GurukuMrD social media is different. The table below shows the number of followers and viewers on each of the social media used by GurukuMrD as follows:

**TABLE 1. 1 NUMBER OF SOCIAL MEDIA USERS @GURUKUMRD**

Social media	Number of Followers	Screenshot	Source
Instagram	1.2 million		<a href="https://www.instagram.com/gurukumrd/">https://www.instagram.com/gurukumrd/</a>

Youtube

558  
thousand

guruku Mr D

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS

*guruku Mr D*  
Sunday : All Original Pelajaran Bahasa Inggris  
Wednesday : Bonus Videos

**guruku Mr D**  
558K subscribers  
SUBSCRIBED

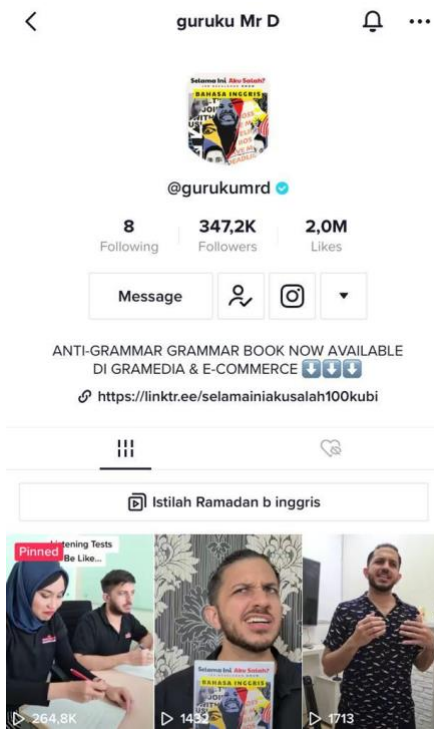


Native speaker tau grammar bahasa Inggris?  
Pasti gak tau!  
Gue cukup berant. Tes aja!  
Ihh tau gak sih. Mungkin

**Bule Gak Ngerti Grammar** ⭐️!?  
guruku Mr D · 242K views · 3 years ago

<https://www.youtube.com/c/gurukuMrD>



The extension

<p>TIK tok</p>	<p>347,2 thousand</p>		<p><a href="https://vt.tiktok.com/ZSdEBfXTh/">https://vt.tiktok.com/ZSdEBfXTh/</a></p>
<p>Facebook</p>	<p>428 thousand</p>		<p><a href="https://www.facebook.com/gurukumrd?rdr">https://www.facebook.com/gurukumrd?rdr</a></p>
<p>Twitter</p>	<p>14,2 thousand</p>		<p><a href="https://twitter.com/gurukumrd">https://twitter.com/gurukumrd</a></p>

Source: Data processed by the author (2022).

Based on the table above, it was found that the social media Instagram and YouTube occupy the top rank in the number of followers and viewers. However, in this study, we will use TikTok social media based on that TikTok is currently a social media that has an increasing number of users and is in demand by the Indonesian people. The number of viewers generated through TikTok is not much different from Instagram and YouTube; This proves that TikTok is also an effective medium for GurukuMrD in providing online English learning, so further research is needed.

This phenomenon is an issue because the @gurukumrd account shares a lot of information about English vocabulary. @GurukuMrD, familiarly called Mr. Dennis, delivered the material in a unique and comedic way. The @gurukumrd account was chosen as the object because it provides vocabulary material to students through videos and is easy to understand. Mr. Dennis is a graduate of English Literature.

Mr. D chose to teach English through video because when he was living in America with his friends, he often made sketches and comedy videos on YouTube. So, when he lived in Indonesia, he thought he should make video content again. After almost three years in Indonesia and fluent in Indonesian, Mr. D started to create an Instagram account about English mistakes that often occur in Indonesia (Lestari, 2019).

However, when he first used Instagram social media, he found several weaknesses in the social media, namely the duration of the video was quite short, around 15 seconds, then he thought about making short video tips on speaking English, and after that Mr.D continued to expand his channel to the media. other social media such as TikTok which has a video length of up to 3-5 minutes and has a large number of users. Mr.D uses social media that is used to teach English (Lestari, 2019).

Mr.D's strength in the content he creates is that Mr.D teaches English in the right and fun way through the creative videos he makes on Tiktok and other social media platforms. The creative videos that he makes attract more viewers because of Mr.D's English teaching style that follows current developments (Lestari, 2019).

Mastery of English has now become a necessity, one of the main requirements for work. It requires a professional to have good English skills in pronunciation and writing. However, the editor of *Warta Ekonomi* online reports that Indonesian people's English skills are still low, ranking 74 out of 100 countries based on the EF English Proficiency Index 2020. Indonesia's English proficiency lags behind several neighboring countries in Southeast Asia, such as Singapore, which ranks first. 10, the Philippines is ranked 27, and Malaysia is ranked 30 (Economy, 2020).

Another finding found that people aged 26-30 have good English skills worldwide. In addition, adults over the age of 40 scored significantly better than people aged 18-20. Christopher McCormick, EF's Executive Vice President for Academic Affairs, explained that mastery of English as a medium of teaching and global communication between individuals in various countries is very important (Economy, 2020).

This means that speaking English has an important role in human life. Every individual who feels his knowledge is not enough; then the individual will seek knowledge and information. The lack of ability possessed by individuals but has a high curiosity will make individuals need information. So, when you want to achieve a goal, it is necessary to pay attention to the level of effectiveness related to accuracy in choosing facilities and maximizing the equipment to be used (Martoyo, 2007: 4 in Laili et al., 2021).

Seeing the level of effectiveness of the media when looking for information is important with the aim of finding out whether the media that will be used can meet the information needs or not. According to Irfan (2014) in Safei (2020) the success of effectiveness if the targets that have been set are successful with certain goals. When the results approach a desired goal, the higher the degree of effectiveness. The effectiveness of social media as a promotional medium is successful if it is influenced by the success of the effectiveness of communication. Meanwhile, according to Onong Uchjana, the effectiveness of communication is communication that is carried out in such a way that it can cause cognitive, affective, and conative effects on a communication that is carried out according to the purpose of the communicator.

Each of the selected media certainly wants to be the most important and most influential media used. Being at the forefront means that the media is needed and awaited by the public. According to Syaffril (2004:18-19) in Perdana et al. (2016) describe four types of information needs, namely: the current needs approach to explore information in order to broaden their horizons, the simple needs approach to provide information quickly, precisely, and regularly, the exhausted needs approach for individuals who rely heavily on the data needed, and The catch-up need approach is an approach to knowing the latest news to meet needs.

This study uses the uses and gratification theory. Uses and Gratifications theory can be used in a broader sense than the communicators or media to fulfill audience satisfaction or communicants and is a change in focus from the communicator's goals to the communicant's goals which should regulate the audience to follow the audience. This theory also affects the function of mass communication in serving the audience (Samatan, 2018) in (Puspita & Samatan, 2022).

The results of previous research conducted by Fauziyyah & Rina (2015) entitled "Digital Media Literacy: The Effectiveness of the @infobandungraya Instagram Account on Fulfilling Followers Information Needs) shows that the effectiveness of the @infobandungraya Instagram account in fulfilling information needs has been effective, with a value of Instagram account @infobandungraya has an influence of 55.95% on the fulfillment of information needs

the. INFORMATION ABOUT HOAX FACTS ON FOLLOWERS IN WEST JAVA" by Muhammad Raditya Anugera & Dedi Kurnia Syah Putra. shows that the effectiveness of the @jabarsaberhoaks Instagram account in fulfilling information needs has been effective, with a coefficient analysis value of 77.3%, which means the effectiveness of the instagram account @ja barsaberhoaks has an effect of 77.3% on the fulfillment of information needs.

This study uses two variables, namely Communication Effectiveness as variable X with Attention, Interest, Desire, and Action indicators. Fulfillment of Information Needs is the second variable or Y variable in this study with indicators

of Internalization, Self-Identification, Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, and Catching-up Need Approach.

The above phenomenon has become the urgency of this research. The reason for choosing this research is because in previous studies, namely the influence of @infobandunggraya Instagram accounts on the fulfillment of information needs, there is an influence between @infobandunggraya Instagram account on meeting the needs of 55.95%, and also previous research with the title of the influence of @jabarsebarhoaks Instagram account on fulfillment of information needs there is an influence between @jabarsebarhoaks Instagram account on meeting the needs of 77.3%, so researchers are interested in knowing the effect of social media effectiveness, namely Tiktok @gurukumrd in meeting information needs with a study entitled "Effectiveness of Social Media Account in Fulfilling the Need of English Education Information: A Case of GurukuMrD on TikTok"

### 1.3 Research Identification

Based on the explanation that has been described in the background, it can be concluded that the identification of the research problems is "How Effective is Social Media Account in Fulfilling the Information Need of English Education: A Case of GurukuMrD on TikTok"

### 1.4 Research Question

The research question of this study is:

1. How much the effectiveness of GurukuMrD Tiktok's account in Fulfilling the Information Need of English Education?

### 1.5 Research Objectives

The research objective of this study is:

1. To measure how much the effectiveness of GurukuMrD Tiktok's account in Fulfilling the Information Need of English Education.

### 1.6 Research Time and Period

The following table is a breakdown of the time and period of the research that the researcher will do:

**TABLE 1.2 TIME & PERIOD OF RESEARCH**

No	Research	Oct	Nov	Des	Jan	Feb	Mar	April	May	Jun	Jul	Aug

	<b>Stages</b>											
1.	Research preparation	■										
2.	Determine topic and title	■										
3.	Arrange Chapter I-III		■	■	■							
4.	Research Proposal Revision		■	■	■	■						
5.	Proposal Defense						■					
6.	Proposal Defense Revision							■				
7.	Research								■	■	■	
8.	Arrange Chapter IV-V										■	■
9.	Thesis Defense											■

Source: Author's Processed Data (2022)