DIGITAL TRANSFORMATION IN POST-PANDEMIC ENGLISH LANGUAGE AND LITERATURE

Proceeding Book of the 6th
English Letters Undergraduate Conference

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Digital Transformation in Post-Pandemic English Language and Literature

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Proceeding Book of the 6ᵗʰ English Letters Undergraduate Conference

Digital Transformation in Post-Pandemic English Language and Literature

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PREFACE

The 19-Covid pandemic has physically, socially, and psychologically challenged us. All aspects of human life seem to be influenced by the pandemic, and this fact demands our agility to adjust to the new situation. These days, the 19-Covid threat has been getting milder and milder, and we must re-adjust to another uncertain situation.

However, human creativity and potential seem to flourish during such difficult times. What about language and literature? How does the pandemic impact literature? We generally agree that language and literature are human reactions to specific events, occurrences, and upheavals. After crises such as the 19-Covid pandemic, writers recollect and record human struggles. Covid-19 has directly impacted the private lives and working situations of many writers. Language, too, is very much influenced by the pandemic. The most apparent evidence can be observed in the vocabulary which has undergone a drastic shift from the very first days of the pandemic.

At the same time, the fast development of digital platforms triggered by the pandemic has undisputably enabled people to express and share their thoughts virtually. This online world has allowed us to transform expressions in linguistics, literature, or education.

Under the theme "Digital Transformation in Post-Pandemic English Language and Literature," the 2022 English Letters Undergraduate Conference (ELUC) aims to discuss and, at the same time, share new ideas on the above issues. This year the conference invites two keynote speakers: Miguel Escobar Varela, Ph.D. (National University of Singapore), and Almira Ghassani Shabrina Romala, M.A (Universitas Sanata Dharma). Their expertise will surely motivate and boost the participants to explore issues on language and literature in the digital, post-pandemic contexts.

This conference owes thanks to the participants and everybody on the organizing committee who has devoted their time, ideas, and energy to the conference's success. Their participation has established a high standard for the conference and enriched their perspectives. Hopefully, this conference will be one of many possible ways to strengthen the academic bond among participants. The English Letters Department welcomes all participants in this conference and hopes that all of you enjoy this warm, thoughtful, and stimulating conference.

Yogyakarta, 7 September 2022

Drs. Hirmawan Wijanarka, M.Hum
Chair of English Letters Department
Universitas Sanata Dharma

GREETINGS FROM THE CHAIR

Good morning ladies and gentleman. Assalamualaikum warahmatullahi wabarakatuh. Selamat pagi. Salam sejahtera bagi kita semua, syalom Om Swastiastu, Namo Buddhaya, Salam kebajikan.

First of all, I thank God for His blessing and guidance so that we can be here joining the English Letters Undergraduate Conference or ELUC 2022.

As the chair of the committee, I would like to thank Mr. Miguel Escobar Varela and Mrs. Almira Ghassani Shabrina Romala as the key speakers, Mr. Tatang Iskarna as the dean of the Faculty of Letters, Mrs. Anna Fitriati as the vice dean of the Faculty of Letters, Mr. Hirmawan Wijanarka as the chair of English Letters Department, Mr. Simon Arsa Manggala as the vice chair of English Letters Department, the lecturer that are able to attend this conference, and all participants that have submitted the papers. Thank you for being here with us today.

Our honor is to have you all here after all the waiting and hard work. Finally, we can hold an English Letters Undergraduate Conference 2022 with the theme "Digital Transformation in Post-Pandemic Language and Literature".

In this opportunity, I would like to give my gratitude all the ELUC committee that have already work so hard for the success of English Letters Undergraduate Conference 2022 and of course our companions Ma'am Bre and Ma'am Almira who always accompany the process of organizing the event.

That's all from me, I apologize if there is a mistake in my words that is pleasing to you, with all honor. Please enjoy the event. Thank you.

Yogyakarta, 13 September 2022

Jeanne Francoise Cen Pujianto
Chair of English Letters Undergraduate Conference 2022

MOVING THE READERS OR THE TEXT CLOSER:
IDEOLOGY IN TRANSLATED ELECTRONIC INDONESIAN LITERATURE

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Abstract

Identity is an essential part of an entity that can be reflected by distinctive traditions, culture, nature, and language which is also found in literary works. Literary works hold their identity from how it is written and produced. It also shows the identity of the author and the culture reflected in the works. This identity issue is not without a problem, particularly if the discussion covers translated literature or literary translation. It is an arduous challenge to explore and maintain the identity of a translated literary work. However, the issue is whether translated literature can maintain the identity reflected in the original works. Therefore, to answer this problem, this research is aimed at investigating the ideology, i.e. Venuti's domestication and foreignization in representing the identity depicted in culture-specific items, particularly nature terms, of selected electronic translated Indonesian literary works. All of the cultural terms in the objects were collected based on Newmark's classification of culture-specific items. Besides, it further unravels the characteristics of the culture-specific items in translated electronic literary works and how the ideology and strategies applied can maintain the identity contained in the works. This research is conducted through a descriptive qualitative approach with nature terms collected through document analysis utilizing content and thematic analysis. The research result is expected to explicate the characteristics of culture-specific items identified in the novels and also the applied ideology in translating them. Determining how it reflects the identity, it is expected that the representation of Indonesian as the national identity in the translated works can be revealed. This study concludes that in the selected electronic translated Indonesian literary works, the ideology of domestication is aimed to ease the readers in understanding the story in English by using the translation with a cultural substitution strategy, while foreignization by loan words employed by the translator to maintain the identity in the works is aimed to introduce and promote Indonesian local culture seen from the translation, to show the Indonesian-ness in the English translation, i.e. portraying the richness and diversity of Indonesian nature to a wider audience.

Keywords: Culture-Specific Items, Domestication, Electronic Literary Works, Foreignization, Literary Translation, Translated Indonesian Literature, Translation Ideology.

A STUDY OF POLITENESS STRATEGIES USED BY THE CHARACTERS IN *CLUELESS* MOVIE

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Abstract

People, as a part of society, have to make an effort to be friendly and respectful when they interact with one another. Everyone must be aware of the other parties' faces in social interaction to maintain the relationship or consider their feelings. Thus, a politeness strategy is needed to save a person's face. In linguistics, the attempt to fulfill someone's face is known as the politeness strategy. It is applied in real-life dialogue or conversation with another person, including in movies. A movie is a modern form of literature that differs from a novel and a short story because a movie uses moving pictures and sounds to convey a story. However, it is the same as other forms of literature which reflect human life. This study aims to analyze the types of politeness strategies in the characters' utterances in a movie called Clueless. The film tells about the life of a high school student, Cher, who has to live the ups and downs of adolescent life. This study used Brown and Levinson's theory of politeness strategies, which are bald on record, positive politeness, negative politeness, and off the record. This study was conducted using a descriptive qualitative method, and the object of this study is the characters' utterances in the Clueless movie. The result of this study shows that the characters' statements in the Clueless movie employ the four types of politeness strategies.

Keywords: Politeness Strategies, Characters' Utterances, Clueless Movie

Introduction

People, as social creatures, need to communicate to attain their needs by using language. Every individual uses language as a tool to do things such as giving pieces of information, delivering their thoughts, asking for help, and other ordinary verbal actions of daily life. Communication happens in almost all aspects of every individual's life; thus, language is also used in social aspects, such as relationships with other people, politics, religion, culture, and economics. Additionally, relating to the entertainment field, such as films,

novels, and songs, also use a language. Nevertheless, the language used in this kind of context is assuredly to deliver the purpose of the author and filmmakers regardless of any linguistic intention. Therefore, it can be concluded that language is substantial in fulfilling people's needs and delivering their feelings, thoughts, and messages.

When using language, people not only use proper grammatical features in everyday conversation, but they also have to be aware of the cultural value associated with the expression that they perform. Some aspects that are considered influence the way of speaking in social interaction, such as power, age, gender, education background, ethnicity, and context. These aspects are occasionally affected by how close the interaction or relationship between speakers and hearers is. Sometimes, we are also placed in either formal or informal situations, so we should decide how to talk to suit the situation and to keep the communication well. Pragmatic is the field of studying how speakers use and act with a language.

According to Yule, pragmatics is one of the linguistic branches that examines contextual meaning. It studies how individuals interpret the definition of a person in a given situation and how this affects what they say. It requires thinking about how communicators arrange what they desire to deliver concerning whom, where, when, and under what conditions they speak (1996, p.3). Pragmatics studies the factors that influence persons' word choice in social interaction and the outcomes of persons' word choice to others. One of the several areas of study of pragmatics is politeness which the researcher applies in this study.

As stated by Hornby, politeness is described as expressing the possession of a good demeanor and consideration. It means that politeness in social interaction is essential in building individuals' relationships with others. Every individual must realize it in establishing a good conversation, as language can reflect a person's behavior. Moreover, Yule states that politeness is how someone perceives another individual's face. Face means someone's public self-image. Public self-image refers to specific images someone wants others to recognize (1996, p.60). In pragmatics, there is a strategy named politeness strategy. It is the strategy of attempting to satisfy another person's face. It is used in utterances to minimize threats to a person's self-image. Every person's politeness strategies are various because it depends on the situations they are dealing with. According to Brown and Levinson(1987), there are four politeness strategies: bald on record, negative politeness, positive politeness, and off the form.

The researcher chooses this topic in this study because politeness is substantial in social interaction. In this study, the researcher tries to analyze the application of politeness strategies of the characters in *Clueless* movies using the politeness strategies theory by Brown and Levinson. Clueless is a teen comedy movie released in 1995, written and directed by Amy Heckerling. The film tells about the life of Cher Horowitz, who is spoiled and shallow, but a good-hearted teenage girl. Although good-natured, Cher is naive and engaged in a luxury lifestyle revolving around overpriced clothes and her high school social hierarchy. She lives with her widowed father, who is a wealthy lawyer. She tries to help to improve the lives of everyone around her to be better.

This movie is chosen because it has numerous roles and settings. The film takes place in several places, such as schools, houses, malls, and other areas related to everyday life. Besides it has various settings, the movie has multiple roles, such as students, parents, teachers, colleagues, and so many more. For that reason, politeness strategies can be found in the characters' utterances when they speak to different roles of individuals. The speaker must be aware of the context to whom they are talking, whether they communicate with older people or people at a lower level. These various roles could influence a person in choosing a language for their conversation.

The previous study which discusses the same topic is an undergraduate thesis by Damara(2022) entitled *A Pragmatic Analysis Of Politeness Strategies In Two Distant Strangers*. The researcher researched the use of politeness strategies by characters in *Two Distant Stranger* movies and the sociological factors influencing the characters' choice of politeness strategies. The study uses Brown and Levison's politeness strategies and sociological factors theory. The result of the study is bald on record is the most frequently used strategy with 37 utterances. The second most used strategy is positive politeness with 35 utterances. The third is negative politeness strategies with 12 utterances; the least used method is off the record with ten utterances.

Furthermore, the result of the sociological factors in bald on record strategy is that the most frequent sociological factors are far distance, high to low power, and high rank of imposition. The most frequent sociological factors in positive politeness strategy are proximity, equal power, and low-rank imposition. Then, in negative politeness, the sociological factors that dominate are far distance and high to low energy. The last is the off-record strategy, and the most frequent sociological factor is far distance.

Methodology

Since this research is concerned with the way people speak or modify their utterances in interactions, the method that is used in this research is the qualitative method. The qualitative method is the method that produces descriptive data in the form of written or oral words of people and the behaviors that can be observed (Denzin and Lincoln, 2005). The qualitative method does not deal with numerical data or statistical procedures. It focuses on the total picture of a phenomenon rather than the variables of the phenomenon (Ary, Jacobs, and Razavieh, 2002). To put it in another way, the researcher examined the data in the form of detailed information instead of numeric data.

The research's subject is *the Clueless* movie's characters, in which the characters' utterances that contain politeness strategies took as the data. In analyzing the data, the researcher conducted several steps as follows:

1. The movie was watched repeatedly so the researcher could find the information needed to answer the research objectives.

2. The researcher also read the movie script to check the script's accuracy.

3. The dialogues that contain politeness strategies were interpreted and identified.

4. The data is analyzed in the form of tables.

Findings and Discussion

1. Bald on Record

" For our purposes, we can treat the bald on record strategy as speaking in conformity with Grice's Maxims. These Maxims are on the intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication " (Brown and Levinson, 1987, p. 94).

It can be stated that bald on record applies maxim quality, quantity, relevance, and the manner in which the speaker speaks the truth and does not say less than is required and vice versa. Furthermore, the speaker is prespicious, and they avoid ambiguity. This strategy is used by people who have close relationships or know each other well, for example, between families

and friends. Bald on record usually applies when the speaker is not scared of the requital of the hearer. The examples of bald on record strategy are "Come home right now!", "Lend me a hand here," and " Do come in, I insist, really!". Showing disagreement, giving advice, requesting, warning, and commanding are the five sub-strategies of bald on record strategy. Table 1 shows the bald-on-record strategy applied in the *Clueless* movie.

Table 1. Bald on Record

Bald on record; Using imperative form (Mel, Cher's father, asks Cher to take the driving test	
Mel	**Cher, I expect you to become a good driver. I want to see you apply yourself.**
Cher	I will. I'm going to practice hard.

The setting of this dialogue is in the house, where the participants in here are Cher and her father. The context of this dialogue is that Cher is caught by her father driving a car without a driver's license. Mel, Cher's father, is angry, and he asks Cher not to go in a car anymore without a supervising driver present and asks her not to cruise around with her best friend, Dionne. Cher agrees by saying, "Yes, daddy." Then, her father gives an order to Cher by saying, "Cher, I expect you to become a good driver. I want to see you apply yourself".

Mel's utterances in the above dialogue apply bald on-record strategy in commanding or using an imperative form. The words of Cher's father are not ambiguous, and it is perspicuous. Her father does not say less and vice versa. Also, her father does not need her agreement because they are close. Because of the close relationship between parent and child, her father is not afraid to tell her to do what he wants. Another example of bald on record is shown in table 2.

Table 2. Bald on Record

Bald on record; Giving advice (Cher advises Dionne, and her friends to take out her nose ring)	
Dionne	Ah-choo!
Cher	Dee, when your allergies act up, **take out your nose ring**.

The setting of this conversation is on a sports field in school where the students in Cher's class practice tennis. Dionne, Cher's friend, is a girl who uses a nose ring. In this context, she has an allergic which causes her to sneeze continuously. Cher, who is always with her, advises Dionne by saying, "Dee, when your allergies act up, take out your nose ring." Based on the conversation above, it can be stated that Cher uses the bald-on-record strategy because her utterances are relevant to the condition Dionne experiences. After all, she has allergic because of her nose ring. Without hesitation, Cher advises taking the nose ring because it hurts her nose.

2. **Positive Politeness**

" Positive politeness is redress directed to the addressee's positive face, his

perennial desire that his wants (or the actions/acquisitions/values resulting

from them) should be thought of as desirable. Redress consists in partially

satisfying that desire by communicating that one's wants (or some of

them) are in some respects similar to the addressee's wants " (Brown and Levinson, 1987, p. 101).

Positive politeness is used where people know the hearers' needs must be respected and accepted in conversations. This strategy is often found in friends groups of people in a given social situation who know each other quite well. The positive politeness strategy attempts to minimize the distance between speaker and hearer by showing friend expression and interest in the hearer's wants.

According to Brown and Levinson, there are fifteen sub-strategies of positive politeness strategies: noticing the H (hearer's wants, needs, and interest), exaggerating (stakes, sympathy, and approval toward H), intensifying interest in the hearer, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing/raising/asserting common ground, joking, asserting or presupposing S's knowledge of and concern for his wants, offering/promising, be optimistic, including both S and H in the activity, giving (or ask for) reasons, assuming or asserting reciprocity and giving this to H (goods, understanding, sympathy, cooperations). " Let's have a cookie, then" is an example of these fifteen sub-strategies, which include both S and H in the activity. Table 3 shows the positive politeness strategy used in the *Clueless* movie.

Table 3. Positive Politeness

Positive politeness; Offer, promise (Summer offers a ride home to Cher)	
Cher	Sorry to make you leave. Dionne's bucking for the best dramatic actress at a Val party. Ha ha ha! Hey, Summer.
Summer	Hi. Pretty random fiesta. **Want a ride home?**
Cher	That would be great. Thanks.

The conversation above takes place at a party, specifically after the party when Cher has to go home. When she steps out of the party, there is Summer, who also wants to go home. Cher greets her, and Summer asks her whether she wants a ride home or not because she notices that Cher does not bring a car. In this context, Summer and Cher are friends but not in a close

way. It is clear that Summer applies a positive politeness strategy by offering Cher a ride home. Summer decides to give her cooperation to Cher in claiming whatever Cher wants. Summer wants for her and will help to obtain. The positive politeness strategy that is used by Summer tries to minimize the distance between them both. Another example of positive politeness is shown in table 4.

Table 4. Positive Politeness

Positive politeness; notice, attend to H (his interest, wants, needs, and goods)	
Dionne	Dude, what's wrong? Are you suffering from buyer's remorse or something?
Cher	God, no! Nothing like that. It's just that we've been shopping all day and I still don't know what to do about Mr. Hall. I have tried everything to convince him of my scholastic aptitude, but I was brutally rebuffed.

The dialogue setting above is Cher and Dionne going shopping in the mall. Dionne notices that something is going on with Cher because of Cher's expression all the time. Dionne asks her by saying "Dude, what's wrong? Are you suffering from buyer's remorse or something?". Here, Dionne applies a positive politeness strategy because Dionne notices the things going on with Cher, and Cher also, as the hearer, wants to be noticed by giving sad expressions.

3. **Negative Politeness**

" Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded" (Brown and Levinson, 1987, p. 129).

Negative politeness strategies are the kind of strategy which is called avoidance-based strategy. It guarantees that the freedom of action of the hearer will not be hindered. When speakers use the negative politeness strategy, they show their effort to understand and respect the hearer's negative face wants. People who use the negative politeness strategy allow the hearers to perceive that their responses are not forced. An example of negative politeness is when a speaker says, "Perhaps you'd care to help me." The sentence shows that the speaker sounds pessimist because the sentence does not seem to be forced on the hearer. For that reason, the hearer can easily reject the request of the speaker. Table 5 shows the findings of the negative politeness strategy used in *the Clueless* movie.

Table 5. Negative Politeness

Negative politeness; give deference.	
Travis	OK, like, the way I feel about the Rolling Stones is the way my kids are going to feel about Nine Inch Nails, so I really shouldn't torment my Mom anymore, huh?
Mr. Hall	Yes. Well, it's a little off the subject of Haiti, **but tolerance is always a good lesson**, even when it comes out of nowhere.

The dialogue above happens in a class discussion where Mr. Hall asks the students about refuge in America. When the other students have given their thoughts, Travis volunteers to answer the question, and his answer does not make sense. However, instead of mocking Travis, Mr. Hall still respects Travis for answering the question by saying, "Yes. Well, it's a little off the subject of Haiti, but tolerance is always a good lesson, even when it comes out of

nowhere". Mr. Hall's response utilizes a negative politeness strategy even though the sentence's meaning is quite offensive. However, Mr. Hall covers it by giving deference. The deference word that Mr. Hall uses is "but tolerance is always a good lesson." Even though Mr. Hall tries to say that Travis's idea is wrong, he still appreciates Travis's opinion and digs some values that students can be learned from Travis' statements. By saying these words, Mr. Hall shows his reluctance to intrude on Travis' negative face, which the hearer needs to be respected.

4. Off Record Strategy

According to Brown and Levinson, the last politeness strategy is off the record. Off the paper is the politeness strategy in which the speaker conveys something ambiguously. As stated by Brown and Levinson,

> "A communicative act is done off the record if it is done in such a way that it
> is not possible to attribute only one clear communicative intention to the
> act" (1987, p. 211).

People who use the off-record strategy say words that imply something. They will give an indirect speech to ask someone else to do a favor for them. After they apply off record strategy, they could leave it up to the hearers to interpret it. "You didn't open the window when you came in." is an example of an off-record strategy. The sentence implies that the hearer needs to open the window when they come in. Another example is when a group of friends is in a room with an air conditioner, and one of them says, " it's cold in here" it implies that they want to ask another in the room to turn off the air conditioner. Table 6 is an example of off record strategy used in *the Clueless* movie.

Table 6. Off Record

Off the record; give hints	
Josh	I can't tell you how much I enjoy these little chats of ours, but in the interest of saving time, why don't you just tell me what you want?

Cher	OK. So, I have a permit, and I can drive and all, but Daddy says I can't take the jeep out without a licensed driver, and since you're not doing anything and all, you know?

The context of the dialogue above is that Cher wants to go out with her jeep, but she is not allowed except accompanied by a licensed driver. Since Josh is a college boy with a licensed driver, Cher goes to him asking but not directly. Instead, she says words that Josh has to interpret by himself. Here, Cher applies off record strategy because she is indirect. She gives hints by saying the sentence. For the hints, it can be found in words like "Daddy says I can't take the jeep out without a licensed driver" and "and since you're not doing anything and all, you know?". She gives a cue to Josh to look for an interpretation of the possible relevance of her statements. By providing the hints, Cher wants Josh to accompany him because he is a college boy with a licensed driver and does nothing when Cher asks him.

Conclusion

Based on the analysis above, it can be concluded that four types of politeness strategy applied by the characters in the *Clueless* movie. The four types of politeness strategies used by the characters are bald on record, positive politeness, negative politeness, and the paper. The context that influences the decision of the characters to use the types of politeness strategies is mostly the relationship between the speaker and the hearer and the background setting. Moreover, norms and moral values are the basic things that people should know. People would speak in a formal way when they talk to those who have higher status in society and are older than them. People tend to speak in an informal way when they talk to someone who is close to

them and comfortable. For that reason, different ages, social statuses, and social environments
are the aspects people use for politeness strategies in interacting with others.

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AN ANALYSIS OF COMPOUND WORDS FROM SELECTED LYRICS OF 5 SECONDS OF SUMMER'S *YOUNGBLOOD* ALBUM

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Abstract

Language is something that is learnt from the moment someone is brought into this world. There are three common topics that are covered when learning a new language, and one of them is linguistics. In the process of studying linguistics, the term word formation process is commonly used to elaborate on the process of how words are able to obtain new meanings once they are combined and made into another word. Compounding is one of the processes of forming two words into one word. The result of this process can generate three types of new words: open compound word, closed compound word, and hyphenated compound word. Compound words, as results of Compounding, are found in every aspect of human lives, including in the entertainment world. The purpose of this research is to further emphasize how compound words can be found in everyday life. The researcher chose selected song lyrics from 5 Seconds of Summers' Youngblood album with the consideration of how every song in the album is written in English and how well known 5 Seconds of Summer is as a musical artist. This research is conducted using qualitative methods. Observation is chosen as a method to analyze compound words that are found in the album. Of thirteen songs in the Youngblood album, there are thirty compound words found in twelve out of thirteen songs. From the observation made by the researcher, the researcher is able to note down twenty-two open compound words, seven closed compound words, and one hyphenated compound word.

Keywords: Linguistics, Word Formation Process, Compound Words, Song Lyrics, 5 Seconds of Summer

Introduction

A language is a key tool for communication. As mentioned by Yule (2006), when a person tries to communicate something, that person tends to leave both communicative signals and informative signals. A communicative signal is given when someone is intentionally communicating something. Meanwhile, an informative signal is given when someone is unintentionally communicating something (Yule, 2006). There are three subjects that are commonly linked with language by people who are actively studying in this field. These three subjects include literature, linguistics, and translation. In learning linguistics, morphology is a term used to describe the study of word structure (Anderson, 1992). It is also used to describe how each word's structure correlates to one and another, whether it is a phrase, a clause, or a full sentence.

Morphology also covers the topic of how words can be transformed into brand new words with different meanings. This process is known as the word formation process. Plag (2018) describes this process as "dealing with the formation of words." He made further comments by mentioning that this process "deals with morphologically complex words." One example of the word formation process is compounding. Scalice and Forza (n.d.) describe this process as a process of forming a new word by combining two bases into one. The result of this process is called compound words. Compound words are categorized into three types: open compound words, closed compound words, and hyphenated compound words.

The aim of this research is to show the readers that morphology studies can be found in everyday life, specifically in song lyrics. Song lyrics are chosen as the object of this research because of how often people listen to music. Research conducted by IFPI in July 2021 shows that the average time of people listening to music reaches 18,4 hours each week. This implies that many people are already familiar with song lyrics in their everyday lives. The researcher chose selected song lyrics containing compound words because the study of compound words can be easily understood by people who either have a background in language studies or do not have a background in language studies. The researcher chose selected song lyrics from 5 Seconds of Summer because they are widely known artists. 5 Seconds of Summer is an Australian band, with one of their notable awards being given the title of *Outstanding International Achievement Award* by the Australasian Performing Right Association (APRA) Awards in 2019.

From the data collected in assembling this research, the researcher found a total of thirty compound words. These words are taken from thirteen tracks listed in the album. The researcher notes that there are twenty-two open compound words, seven closed compound words, and one hyphenated compound word. The researcher also takes data from books and other related studies to back up the data in assembling this research.

Methodology

This research is conducted through qualitative methods to further elaborate on the topic of this research. Lapan, Quartaroli, and Riemer (2012) mentioned that research that uses qualitative methods emphasizes an event from one person's point of view, and it can be obtained by making observations from the selected event. There are several steps that the researcher took in order to collect data for this research. First, the researcher chooses an album that contains songs written in English. Second, the researcher listens to every song listed in the album. Third, the researcher observes and notes down compound words that are found in the lyrics of the songs. Fourth, the researcher categorizes each compound word to determine whether they are listed as an open compound word, closed compound word, or hyphenated compound word. Fifth, the researcher collects external data that can support the assembly of this research.

Findings & Discussions

In this section, the researcher will present both findings and discussions that were found. After listening to thirteen songs from the *Youngblood* album, the researcher is able to make these claims:

1. There are twenty-two open compound words that were gathered from twelve out of thirteen songs.
2. There are seven closed compound words that were gathered from six out of thirteen songs.
3. There is one hyphenated compound word that was gathered from one out of thirteen songs.

Open Compound Words

An open compound word can be described as two entities that are combined with a space to create a new entity with a meaning that differs from its original meaning.

The first compound word that the researcher found is "Dead man." This word originated from the word "Dead" and the word "Man." As an adjective, the word "Dead" carries a meaning of no longer being in a state of living. As a noun, the word "Man" has a meaning of a human being who physically possesses masculine attributes. When these words are combined into "Dead man," the meaning differs to a person with a masculine appearance who is no longer alive. This word can be used to deliver both literal and metaphoric meanings depending on the given context.

The second compound word that the researcher found is "Wake up." The word is formed from the word "Wake" and the word "Up." The word "Wake" means to (cause someone to) become awake and conscious after sleeping. The word "Up" can be described as moving into a higher position, place, or value. Combining these two words create a new word, "Wake up." This word is often described as being awakened from slumber.

The third open compound word that the researcher found is "Moved on." This word comes from combining the words "Moved" and "On" into a single entity. The word "Moved" is used to describe a state or a process of something, or someone, being in a different position than its initial position. The word "Moved" also indicates that this process happened in the past. The word "On" carries a meaning of showing positive progress from an act that has been done before. When these words are combined, the word "Moved on" means resetting an action or progress from the very beginning.

The fourth open compound word that the researcher found is "Brand new." This word is created by forming the words "Brand" and "New" together. The word "Brand" has a meaning of a mark that is used to identify a specific product. Meanwhile, the word "New" means has never existed before. When combined, the word "Brand new" means something in the most recent creation that is completely original.

The fifth open compound word that the researcher found is "Egyptian gold." The word is made by putting the word "Egyptian" and "Gold" into one word. The word "Egyptian" is commonly used to describe a person who descends from Egypt. The word "Gold" carries the

meaning of a chemical element that is associated with yellow, and it is also associated with accessories, such as jewelry. Combining this word is going to put a further emphasis on the gold being a product that comes from Egypt.

The sixth open compound word that the researcher found is "Cherry pie." This word is made by combining the words "Cherry" and "Pie." The word "Cherry" means a small, red-colored fruit that usually grows on trees. The word "Pie" means a type of food made with meat, vegetables, or fruit covered in pastry and baked. The word "Cherry pie" means a baked food that contains cherry filling and is covered with pastry.

The seventh open compound word that the researcher found is "Chocolate eclairs." The word is made by combining the word "Chocolate" and the word "Eclairs." "Chocolate," as a word, has a meaning of a type of food that is made out of cacao seeds. The word "Eclairs" is often used to describe a type of pastry that is shaped resembling a log and is filled with cream filling. The plural form of the word also suggests that the value of the item is more than one. "Chocolate eclairs," as a new entity, means a type of log-shaped pastry that is filled with chocolate-flavored cream.

The eighth open compound word that the researcher found is "Every day." This word comes from the combination of the word "Every" and "Day." The word "Every" is usually associated with a process that is repeated frequently. The word "Day" is often used to describe a specific twenty-four hours time period. The word "Every day" means ordinary, typical, or usual.

The ninth open compound word that the researcher found is "Talk fast." The word comes from combining the word "Talk" and "Fast" into a new word. The word "Talk" carries the meaning of having a conversation in spoken words. The word "Fast" is often described as rapidly moving at a high pace. When combined, these words form a new word, "Talk Fast," which means communicating in spoken words at high speed.

The tenth open compound word that the researcher found is "Knitted sweater." This word is made from the word "Knitted" and the word "Sweater." The word "Knitted" means combining either wool or yarn to form a fabric. The word "Sweater" means a wearable garment with long sleeves that cover the upper body parts. New meanings can be formed by combining these words together. "Knitted sweater" carries the meaning of a wearable, long-sleeved garment that covers the upper body made by stitching yarns or wool together.

The eleventh open compound word that the researcher found is "Last call." The word comes from combining the word "Last" and "Call." The word "Last" is often associated with being in the final order. The word "Call" means using a phone to communicate with someone. The word "Last call" means the final attempt of someone to contact another individual in order to give information.

The twelfth open compound word that the researcher found is "Empty beds." This word is made by combining the word "Empty" and the word "Beds." The word "Empty" is usually associated with a state in which nothing is present. The word "Beds" is used to describe a type

of furniture that is usually used for sleeping. The plural form of the word suggests that there is more than one bed involved in the given context. The word "Empty beds" means unoccupied pieces of furniture that are commonly used for sleeping.

The thirteenth open compound word that the researcher found is "Better man." The word is a combination of the word "Better" and the word "Man." The word "Better" means an upgraded quality from the previous quality. As mentioned above, the word "Man" means a human being who physically possesses masculine attributes. The word "Better man" carries a new meaning of a man who has an upgraded quality from the previous quality.

The fourteenth open compound word that the researcher found is "New friends." This word is created by combining the word "New" and the word "Friends." As previously mentioned, the word "New" means has never existed before. The word "Friends" carries a meaning of a person who is associated with another person in a positive connotation. The word "New friends" is used to describe newly made acquaintances.

The fifteenth open compound word that the researcher found is "Wild heart." This word is created by combining the word "Wild" and the word "Heart." The word "Wild" means uncontrolled, violent, or extreme. The word "Heart" can be described as an organ of the human body whose function is to generate blood to the human system by pumping it frequently. The word "Wild Heart" means a heart that is untamed. This meaning is often taken metaphorically.

The sixteenth open compound word that the researcher found is "Bad man." The word comes from the formation of the word "Bad" and the word "Man." The word "Bad" carries a meaning of being in poor condition. As mentioned above, the word "Man" means a human being who physically possesses masculine attributes. The word "Bad man" can be used to describe a man who possesses poor qualities. The meaning of this word can be taken either in literal or metaphorical meaning.

The seventeenth open compound word that the researcher found is "Empty home." This word is made by putting the word "Empty" and the word "Home" together. As previously described, the word "Empty" means a state in which nothing is present. The word "Home" means a place where a person stays for an amount of time. The word "Empty home" can be described as a home that has nothing on the inside. This meaning can be interpreted literally or metaphorically.

The eighteenth open compound word that the researcher found is "Bedroom wall." This word is made by combining the word "Bedroom" and the word "Wall." The word "Bedroom" carries a meaning of a chamber that is used for someone to rest. The word "Wall" means a separator that is usually made out of brick to set two rooms apart. The word "Bedroom wall" can be described as a structure that is used to separate a bedroom from another room.

The nineteenth open compound word that the researcher found is "Airplane mode." This word is a combination of the word "Airplane" and "Mode." The word "Airplane" carries a meaning of a transportation vehicle that is used for air travel. Meanwhile, the word "Mode"

means a certain manner of operating. The word "Airplane mode" gains a new meaning of a gadget feature that prevents messages from being delivered to the gadget.

The twentieth open compound word that the researcher found is "Morning news." This word combines the word "Morning" and "News" into a new entity. The word "Morning" means a period of time that is indicated by the rising sun. The word "News" means important information that has never been received before. Combining these words makes a new word, "Morning news," which means new information that is received in the morning.

The twenty-first open compound word that the researcher found is "Empty wallets." The word is a combination of the word "Empty" and "Wallets." As previously mentioned, The word "Empty" is usually associated with a state in which nothing is present. The word "Wallets" means a small folding case for carrying paper money, credit cards, and other flat objects that can be carried in a pocket and are used especially by men. The plural form of the word suggests that there is more than one wallet involved in the given context. When combined, the word "Empty wallets" means folding cases that carry no money.

The twenty-second open compound word that the researcher found is "Ran away." This word is made by putting the word "Ran" and "Away" together. The word "Ran" means moving at a higher speed than walking. The word "Away" means to stay at a distance from someone or something. When combined, these words create the word "Ran away," which means to avoid someone or something by leaving in a hurry.

Closed Compound Words

An open compound word can be described as two entities that are combined without a space to create a new entity with a meaning that differs from their original meaning

The first closed compound word that the researcher found is "Youngblood." This word consists of the word "Young" and "Blood." The word "Young" is often associated with not having much experience in terms of age. The word "Blood" can be described as a red liquid that is pumped throughout the human body. When combined, the word "Youngblood" means a young person with little experience. This word can be used to deliver both literal and metaphoric meanings depending on the given context.

The second closed compound word that the researcher found is "Overnight." The word is made by combining the word "Over" and the word "Night." The word "Over" means increasing to further than a particular limit or point. The word "Night" is used to describe a period of time that is indicated by the appearance of the moon. The word "Overnight" is used to describe something that happens for the duration of one night.

The third closed compound word that the researcher found is "Moonlight." This word is made by putting the word "Moon" and "Light" together. The word "Moon" means a natural satellite that hovers around a planet. The word "Light" means the brightness that comes from the sun, fire, etc., and from electrical devices that allow things to be seen. The word "Moonlight" has a new meaning of a glowing source that comes from the moon.

The fourth closed compound word that the researcher found is "Forever." This word comes from the word "For" and "Ever." The word "For" means with the object of. The word "Ever" means under any conditions. The word "Forever" means at any time and under any conditions.

The fifth closed compound word that the researcher found is "Breakfast." The word is made by combining the word "Break" and the word "Fast." The word "Break" is often used to describe an interruption in the form of a pause. As mentioned above, the word "Break" can be used to describe as rapidly moving at a high pace. When these words are combined, the word "Breakfast" has a new meaning of a meal that is eaten in the morning.

The sixth closed compound word that the researcher found is "Doorway." This word is made by putting the word "Door" and the word "Way" to form a new word. The word "Door" means a flat object that is used as an entrance to a building or a room. The word "Way" means a route, direction, or path. The word "Doorway" means an entrance that can be passed through a door.

The seventh closed compound word that the researcher found is "Lipstick." The word is a combination of the word "Lip" and the word "Stick." The word "Lip" means two edges that form at the mouth. The word "Stick" means something that is long and thin. The word "Lipstick" is a type of beauty product that is used to give color to the lip.

Hyphenated Compound Word

A hyphenated compound word can be described as two entities that are combined with a hyphen to create a new entity with a meaning that differs from its original meaning.

The researcher found one hyphenated compound word from the observation of song lyrics in the *Youngblood* album. The hyphenated compound word that the researcher found is "Sugar-coated." The word is a combination of the word "Sugar" and the word "Coated." The word "Sugar" means a crystal-like substance that tastes sweet upon tasting. The word "Coated" means lacing something on top of another thing. The past participle form of this word suggests that the act has already been done beforehand. The word "Sugar-coated" means to make something appear more presentable to the mass.

Conclusion

This research is conducted to strengthen an example of how morphology studies can be found in everyday lives, specifically the study of how the word formation process works. The researcher focuses on one technique used when forming a new word. This chosen technique is known as Compounding, and the result of this technique is labeled as compound words. The researcher chose song lyrics as the object of observation for the reason that the average time of people listening to music reaches 18,4 hours each week. Thus, implying that people are familiar with song lyrics in their everyday lives. Out of thirteen songs from the *Youngblood* album, twelve songs contain compound words in their lyrics. The researcher managed to find thirty

compound words from the selected song lyrics. Twenty-two of them are categorized as open compound words, seven of them are categorized as closed compound words, and one of them is categorized as a hyphenated compound word.

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Appendices

Open compound	Closed compound	Hyphenated compound
Dead man	Youngblood	Sugar-coated
Wake up	Overnight	
Moved on	Moonlight	
Brand new	Forever	
Egyptian gold	Breakfast	
Cherry pie	Doorway	
Chocolate eclairs	Lipstick	
Every day		
Talk fast		
Knitted sweater		
Last call		
Empty beds		
Better man		
New friends		
Wild heart		
Bad man		
Empty home		
Bedroom wall		
Airplane mode		

Morning news		
Empty wallets		
Ran away		

AN ANALYSIS OF LANGUAGE STYLE USED IN THE OFFICIAL INSTAGRAM ACCOUNT OF INSTAGRAM

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Abstract

The pandemic took place for almost three years, and the government issued policies to reduce human contact by limiting people's activities in their homes, like working, studying, and other activities. Since everyone is at home, online users for many platforms, like Instagram, Twitter, TikTok, and WhatsApp, have increased like never before. Although we are currently in a post-pandemic period, many people will still use those online platforms in the future. Those big online platforms have been making many adjustments to satisfy their users. For example, Instagram is an online platform that is well-liked by its users. They use a certain language style that the users easily accept. There are five styles of language, which are oratorical, formal, casual, consultative, and intimate style. This study aims to find out the language style used by Instagram and to know the effects of using the language style. The writer uses a qualitative method to gain data. The writer observed and found out what language style is used by the official Instagram account of Instagram. The writer concluded that Instagram uses casual language as their language style to appear more friendly and follow the trends since the majority of the users and creators on Instagram are the younger generation.

Keywords : Instagram, Language Style, Casual Language

Introduction

An identity is needed to make a brand stand out. By sticking to an identity, their customer targets are clear and have their own uniqueness from other brands. Those brands cover offline and online shops, live streaming platforms, to social media. Instagram is no exception. Instagram is a platform for people to share their moments in photos or videos, build community, make friends with the same interest, and keep up with their friends and relatives. On this platform, not only users can post photos and videos, they can make "stories," a photo or video that only lasts for 24 hours. In the pandemic period, the platform's online users have increased like never before. Although we are currently in a post-pandemic period, many people will still use this online platform in the future. Instagram is considered young, but it successfully garners much attention from the public. Instagram first launched in 2010, making it 12 years old this year. The popular platform has evolved considerably ever since its launch after making many adjustments to satisfy the ever-growing users. Instagram is the second most downloaded application after the famous social media, tik tok, with a billion users logging in each month. It is clear that Instagram is popular, especially for people in their teen and early adult age. Making it the favorite social platform for Gen Z.

The identity that Instagram uses is seen through the language style used in their official account. The captions on their posts consistently use a certain language style. According to Keraf (2010), language style can be seen in many ways, such as in word choices, sentence structures, and meaning. Meanwhile, Martin Joos (1976) stated that language style means "the

form of language the speaker uses which is characterized by the degree of formality." Language style is a way for people to communicate. It is different on many occasions and conditions. Each style has its own characteristic. People use language style to fit in with the social rules in their current place and situation. The speaker's society, knowledge, and environment also play a part in their language style.

In Joos's book The Five Clock (1976), he stated that there are five types of language styles, namely oratorical, formal, casual, consultative, and intimate style. Oratorical style or frozen style is intended to be used in a very formal situation, like in church celebrations, official ceremonies, and other similar occasions. Oratorical style has the highest formality, and oftentimes no question to the speaker is allowed. Formal style is also a one-way conversation with no feedback, oftentimes used in a graduation speech. The formal style has complex sentences that repeatedly use the word "may." The consultative style is different from the two previous styles. It happens in two-way conversations because it needs to be consulted. It is a semi-formal way of speaking and is used in negotiating between colleagues or strangers. The next style is the casual style, a style that is used between friends and family. It has little to no formality and does not have a strict and proper way of speaking. The last style is the intimate style. Intimate style is used when conversing with family members and close friends. This style has no formality and can also be done in nonverbal communication, such as body language.

This research aims to find out what language styles are being used in the caption on several posts on the official Instagram account of Instagram and the most dominant style being used. By understanding what language style is being used, we can understand why Instagram is a popular social platform among the younger generation.

Some related studies previously conducted are being mentioned and discussed to help support the analysis and arguments being made in this research. The first related study is a journal titled *The Analysis Of Language Style On The Campaign Speech Of Barack Obama* by Rahel Sion Ayu Tarihoran and Tiara K Pasaribu (2014). This study analyzes the campaign speeches by former president of the United States, Barack Obama, in 2007 and 2008. This study aims to classify sentences into types of language styles and concludes the most dominant type is being used. This study believes that in order to have the audience's interest, an appropriate and suitable language style is needed. The writers used a descriptive method to analyze 25 sentences from both speeches, making it a total of 50 sentences. After conducting the research, the writers concluded that formal style is the most dominant language style. This happened because the campaign speeches were designed to inform the audience. The similarity between Tarihoran and Pasaribu's (2014) study and this study is that both use the same language style theory by Martin Joos (1976) in his book "The Five Clocks." The difference between both studies is the object being analyzed. Tarihoran and Pasaribu (2014) study analyzed the campaign speech of Barack Obama, while this study analyzed Instagram captions of the official account of Instagram.

The second related study is a journal by Nilawati Pangaribuan, Rezeki Laia, and Gongsar Silaban entitled LANGUAGE STYLE IN INSTAGRAM COSMETIC ADVERTISEMENT (2020). The study focuses on the language style in the selected Instagram cosmetics advertisements. The selected brands are *Make Over, Revlon, and Maybelline.* The study aims to find out the many kinds of language styles in Instagram cosmetics advertisements and the most dominant style used. In doing the research, library research was applied as well as a qualitative method. The main theory being used is Martin Joos's theory on language style. The result of the study revealed that there are five kinds of styles used in the selected Instagram cosmetics advertisements, and the most dominant style is the consultative style. This study stated that these advertisements use a consultative style because they use semi-formal language to appear friendly. By taking an approach to the reader without talking directly, the advertiser is making an indirect approach. An indirect approach also becomes an indication

that it is categorized into the consultative style. The similarity between both studies is that both use the same theory, the language style theory by Martin Joos. The other similarity is the subjects being analyzed are found on the social platform Instagram. While using the same theory and social platform, both studies have different focuses. One analyzes the language style of cosmetics advertisements on Instagram, while the other analyzes the language style in the captions of the official Instagram account of Instagram.

Methodology

In order to complete this study, the researcher applied a qualitative method to analyze the language style used in the caption on several posts on the official Instagram account of Instagram. This study is classified as descriptive qualitative because the data being analyzed are in the form of words and utterances, and the idea behind this study is to research what language style is used. In collecting the data, the researcher gets the data from the Instagram application itself, in the official account of Instagram with the username @instagram. In this research, the researcher takes the caption of the posts uploaded to the official Instagram account of Instagram from March 2022 to May 2022.

The steps taken by the researcher to conduct this research are reading the caption from March 2022 to May 2022 and taking notes on the captions with words or sentences that are defined as language style. What is defined as language style is based on the theory of language style by Martin Joss (1976). In taking notes, the researcher excludes the quoted caption because those are not the words from the account itself but rather the person in the posts that are being interviewed. After that, the researcher categorizes the language style found in the captions. In categorizing the style, the researcher wrote down the sentence or words or mentioned them in the appendices of this research. The sentences or words are also written with the date it was uploaded. After the captions, the researcher gave an explanation of the reason it is a language style and why it belongs to a type of language style. After each caption that contained language style explained, the researcher concluded the most dominant language style used in the caption of the official Instagram account of Instagram. The last step is to draw a conclusion based on the aim of the study mentioned before.

Findings and Discussions

The researcher analyzed the types of language styles in the data and explained the reason. There are ten pieces of data that indicate language style. In the data, there are three types of language styles based on the theory of language style by Martin Joos (1976), namely, consultative style, casual style, and intimate style.

1. *Consultative Style*

no	*Instagram Caption*	*Explanation*
1	Available today in more than 30 countries, you can create fundraisers and donate to nonprofits directly in Reels. Tap our story to see fundraisers from creators around the world. Then start your own to honor Earth Day.	The data is classified into consultative style because the wording in these sentences aims to engage the reader to do something. According to Joos's theory, the defining feature of the consultative style is that the speaker gives information on a subject and the listener/reader participates.

		In this caption, @instagram gives information about how readers can donate through Reels, and the reader participates by either donating, checking the stories or starting their own fundraisers. Although Instagram claims not to take any profit from donations, they still advertise its features in Instagram applications such as "Reels" and "Story." This was seen in "you can create fundraisers and donate to nonprofits directly in Reels" and "Tap our story to see fundraisers from creators around the world." Thus, making this a consultative style.
	(Instagram, April 15)	

2.   *Casual Style*

no	*Instagram Caption*	*Explanation*
1	Cat-puccino time. #WeeklyFluff (Instagram, March 12)	This data is classified as casual style because the words are not formal. Unlike formal and frozen styles, the grammar or the words are ignored. According to Martin Joos, casual style is found when friends are conversing. This caption's context is not serious and somewhat trying to be funny. And so, making this a casual style.
2	Although her performances have gone from her kitchen to the global stage, they have not lost their sense of joy. (Instagram, March 25)	This sentence is classified as casual style because the tone of the sentence is light and casual. It is not serious and formal. The words "from her kitchen to the global stage" have a casual style and humor discourse, as it is not to be taken literally.
3	Nature Boy. Walk into the weekend with Willi, a wild, adventurous, and affectionate wire-haired dachshund who absolutely LOVES carrying things around. #WeeklyFluff (Instagram, April 15)	These data are classified as casual style because the emphasis on the word "LOVES" with using capital words means it is not formal. By using all capital in the word "LOVES," it does not follow the proper English grammar. Another reason for it to be classified as casual style is the description of the dog. The words "wire-haired" have a playful tone. A formal sentence would never use these words as a description. Therefore, it used a casual style.
4	"Earth wins" for Earth Day? Yes, please. (Instagram, April 22)	This data is classified as casual style because it takes a more informal way of approaching the readers. It has a sassy and playful undertone, seen in the way they answer their own question with "yes, please." By questioning and answering on their own, it comes out as casual to the viewers or readers.

5	Let the cat out of the bag…? Bogie, aka Bo, can't resist climbing inside his humans' bag to shake things up. (Instagram, April 23)	This data is classified as casual style because it uses informal ways of talking. First, it uses three periods before the question mark. Second, it abbreviated the word "as known as" to be, "aka." Both things indicate that this is not formal, making it classified as the casual style. On a formal occasion, these ways of speaking are not fit to be used.
6	Glam fam. (Instagram, May 3)	The sentence "Glam fam" is classified as casual style because it abbreviated the word "glamorous" to "glam" and "family" to "fam." It signifies an informal style of talking or writing. These words are often found when friends are chatting and are called *slang words*. Nowadays, young people often use these in daily conversation. The use of *slang words* is suitable for Instagram because the majority of the users are young, and it has become a way for this platform to follow the trend in a natural way.
7	Casual lil dancey dance. (Instagram, May 20)	This data is classified as casual style because it abbreviated the word "little" to "Lil." It also uses a word that sounds playful or fun, "dancey." While the word "casual" at the beginning of the sentence itself could indicate the casual tone, the other words such as "Lil" and "dancey" are more prominent in classifying this data as a casual style. Just as explained before, abbreviated words like that could be called *slang words*, a casual way of talking. Often used by young people.

3.   *Intimate Style*

no	Instagram Caption	Reason
1	Here's to you, and all the women cheering you on. (Instagram, March 9)	This data is classified as intimate style because, in this caption, @instagram uses the word" you" to address the reader in an intimate way indirectly. It is indirectly because they did not know who would read it in the future. By using the word "you," they are talking as if the other person knows them well enough to talk in an informal way. In Martin Joos's theory, intimate style is often used between close friends or family members.
2	Here's your daily reminder to shoot your shot!	This data is classified as intimate style because it uses the word" you" to address the reader in an intimate way indirectly. The sentence has the purpose of reminding other people about

(Instagram, March 29)	something. A stranger in a formal situation would not say something like this as this would not fit in the current situation and condition. This sentence is much more suitable to be used between friends or family members. It feels familiar, so @instagram will feel closer to the reader, and the reader will feel more comfortable taking action, like commenting on the post.

From the data above, the writer found three language styles based on the theory of language style by Martin Joos, which are consultative style, casual style, and intimate style. The most dominant style used is the casual style.

Conclusion

Based on the findings and discussions of this study, some conclusions can be drawn. The writer concludes that there are three language styles found in the ten captions on the official Instagram account of Instagram. There are consultative styles, casual styles, and intimate styles, with the most dominant style used is the casual style. There are one consultative style, seven casual styles, and two intimate styles found. This happened because the social platform Instagram is trying to be relevant to its most significant users, younger people. By using a casual style, their users will feel more comfortable using Instagram, and Instagram will be seen as friendly and relaxed. Not rigid and formal.

With this study concluded, the writer hopes that this study will help more people to understand and broaden their knowledge about Instagram and their language style.

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ANALYSIS OF DERIVATIONAL NOUN IN "A STUDY ON DIGITAL TRANSFORMATION AND ITS IMPACT ON EDUCATION SECTOR"

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Abstract

During the COVID-19 pandemic, people's lives have changed. With the existence of technology, humans are helped by the development of technology. The COVID-19 pandemic greatly affects the development of technology. Technology is developing with the times. Technology is increasingly being created and used to make it easier for humans to carry out their activities. Importantly, to understand the use of technology, someone needs to understand English. The use of English is generally used because English is an international language. The importance of knowing and studying good and correct English writing to know the exact meaning. The derivation process can determine the process of word formation that produces new lexemes. The derivation process is one of the lexical morphemes. It has the prefix and Suffix. It also may have more than one derivational affix in a word. This process changes the part of speech of a word, the meaning, orthographic, and also phonological. In this research, the researchers used the qualitative method to explain the details of this research. The data is taken from journal research titled "A Study on Digital Transformation and its Impact on Education Sector," by Dr. Megha Sharma. The researcher found 25 nouns that used a derivational process.

Keywords: Derivational, Technology, Transformation

CHAPTER I

INTRODUCTION

A. Background of the study

Language is prominent in our life. The use of language cannot be separated from people's daily life. People use language as a form of interaction with each other. Language has an important role in people's life because language is a means of communication. With language, a person can convey ideas, thoughts, and feelings to others, both in writing and orally. Language is used in most human activities. Without language, humans cannot express their feelings, convey desires, or give suggestions and opinions, even to the level of one's thoughts related to language.

Language skills are assessed from the language system, manners, and understanding of the turn to speak. The success of someone's language skill is when s/he is able to speak formally, and other people can understand it. In order to make a good language, people have to know the words of the language that they use. Nowadays, with increasingly sophisticated technology, the use of language is increasing as well. In addition, the use of language plays an active role in Digital Transformation, including English which has become commonly used as the language of technology.

The smallest unit of language is the word. According to Fromkin, Rodman, and Hyams (2013), words are an important part of linguistic knowledge, and thus words are part of our grammatical component (p.32). In addition, without understanding the grammar and structure of the language, you will not be able to convey the concepts that will be conveyed through language, and communication now will not happen again. We need morphology to recognize word classifications. Morphology helps us understand the process of word formation and the origin of the word or the internal structure of a word (Bauer, 1983, p.13). We have to know what happens when a word is added with a suffix.

Inflectional and derivational help us to understand the prefix and or the Suffix in a word. By combining the Suffix, the word will change the construction, and even the meaning can also change. The derivational changes the meaning, while the inflectional does not. Inflectional only details or clarifies the meaning of a word.

In this study, the researcher focuses on morphological processes of inflectional and derivational in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by Dr. Megha Sharma. This research serves to help Indonesians who are new to digital transformation. Therefore understanding Inflectional and derivational structures is needed to help understand digital transformation well through this paper.

B. Problem formulation

Based on the background of the study above, there are two questions as the problem formulations, they are:

1. What are the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by *Dr. Megha Sharma*.
2. What are the types of inflectional and derivational morphemes from the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by *Dr. Megha Sharma*.

C. Objectives of the study

According to the problem formulation, the researcher would like to identify two points. The first one is the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector," a journal written by *Dr. Megha Sharma*. The second one is the types of inflectional and derivational morphemes from the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by *Dr. Megha Sharma*. In this study, the researcher wants to classify the base of the affixes which exist in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by *Dr. Megha Sharma*.

CHAPTER II

METHODOLOGY

This chapter is divided into two parts, namely, the object of the study and the method of the study. In the first part, the researcher will present the description of the object of the study used by the researcher in the second part. Finally, in the last part, there will be two sections, namely, Data Collection and Data Analysis. In Data Collection, the researcher will explain how the researcher collected the data, while in Data Analysis, the researcher will explain the steps done to analyze the data.

A. Object of the study

The objects of the studies are the words containing morpheme and affixation. Type categories of the word in the afflictions that are used in this study are nouns from inflectional and derivation. The words are taken from *Oxford Learner's Dictionary* (2022) and *Cambridge Free English Dictionary and Thesaurus* (2022). The researchers limit research; researchers use "A Study On Digital Transformation And Its Impact On Education Sector" journal written by *Dr. Megha Sharma*. In this study, the researcher found 24 words that receive the affixes, which also helps the researcher to analyze the words clearly.

B. Method of the study

Based on Brinton's theory of morphology (2020), "Morphonology is the study of the structure or form of words in a particular language and their classification. While the concept of a word is intuitively clear, it is not easy to define it objectively". Brinton also says, "Morphonology is a subset of derivation, derivation is the process of forming words by attaching affixes to stems. Forms are bound to make new words or create words from different grammatical categories of stems." Researchers can find two formula problems that can be discussed.

This part consists of two sections, namely, Data Collection and Data Analysis. In this part, the researcher will present how the data were collected and analyzed.

1. Data collation

Data are taken from "A Study On Digital Transformation And Its Impact On Education Sector" journal. The researcher selected the inflectional and derivation collected from "A Study On Digital Transformation And Its Impact On Education Sector" journal. The researcher collected twenty-five words to be analyzed in this study. The data collected comes after researchers read "A Study On Digital Transformation And Its Impact On Education Sector," a journal written by Dr. Megha Sharma. In this study, the researcher found one type of word category in the afflictions that are used in this study, which also helps the researcher to analyze the words clearly. The data collected is based on most suffixes that follow the alphabetical arrangement and are continued by prefixes.

2. Data analysis

In this study, the researcher takes some steps to analyze the data. First, the researcher collects and classifies one type of word category in the afflictions that are used in this study. Before choosing the words, the researcher should know, check, and ensure the base word changes after adding the affixation. The data collection found the researcher used one type of category word in affixation in this study nouns. In order to help the researcher determine categories of words in affixation, the researcher uses Oxford Learner's Dictionary (2022) and Cambridge Free English Dictionary and Thesaurus (2022). Researchers also study various derivation formations in the book The linguistic structure of English by Brinton.

In the second step, the researcher uses tables to help research to make a classification of categories on the word. By categorizing the data classification, the researcher finds out how many words are found in the category of words in the derivational morphemes of the research. After knowing the category, the researcher is able to understand the classification of the derivation from this research. The researchers use 3 tables to make it easier to collect data so that it is neatly arranged and easy to analyze. Therefore, researchers can compare and analyze any affixation of derived morphemes in this study.

CHAPTER III

FINDING AND DISCUSSION

In this chapter, there are two problem formulations discussed. This chapter contains the analysis and results from the two problem formulations. The first problem formulation is What are the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by Dr. Megha Sharma. The researcher read and collected the inflectional and derivational words in "A Study On Digital Transformation And Its Impact On Education Sector," journal written by Dr. Megha Sharma. The data collected takes after researchers read "A Study On Digital Transformation And Its Impact On Education Sector ."The data collected uses tables to help research for make classification of categories on the word. The data collected is based on most suffixes that follow the alphabetical arrangement and are continued by prefixes. The second problem formulation is What are the types of inflectional and derivational morphemes from the inflectional and derivational words found in "A Study On Digital Transformation And Its Impact On Education Sector" journal written by Dr. Megha Sharma. In this study, the researcher used one type of word category in the affixions that are used in this study, such as Noun.

1. **Finding**

In this study, the researchers limit research from pages one to seven in "A Study On Digital Transformation And Its Impact On Education Sector," a journal written by *Dr. Megha Sharma*. The researcher found 25 words that receive the affixes. Researchers found 25 inflectional and derivational noun words, which are 13 inflectional and 17 derivational. The data is listed below:

The classification can be seen in *"Table 1. Finding", "Table 2. Inflectional", and "Table 3. Derivational".*

Table 1. Finding

No	Word-Formation	Total
1	Inflectional	8
2	Derivational	16
Total		**24**

Table 2. Inflectional

No	Type of Word-Formation	Words
1	Inflectional Plural -s	Schools
2		Issues
3		Details
4		Computers
5		Smartboards
6		Imparting
7	Inflectional Progressive -ing	Speaking
8		Demonstrating

Table 3. Derivational

No	Type of word-formation	Affixes	Words

1		Suffix -ion	Innovation
2			Communication
3			Cooperation
4			Education
5		Suffix -ation	Digitalization
6			Implementation
7			Transformation
8			Publication
9		Suffix -ment	Achievement
10			Development
11			Commitment
12			Movement
13		Suffix -ance	Guidance

14		Suffix –ity	Availability
15			Reality
16		Suffix -ship	Relationship

1. **Discussion**

From the table above, the researchers find two inflectional suffixes and 6 derivational suffixes that are used in "A Study On Digital Transformation And Its Impact On Education Sector." Here are the explanations:

1. Inflectional Suffixes

i. Suffix –*s*

The meaning of Suffix –*s* is to indicate or mark noun plurals. The example is in the word *laptops*. In this word, the Suffix –*s* is added after the word laptop. The root of *laptops* is the laptop. It aims to indicate that the laptop is not just one, but more than one.

ii. Suffix –*ing*

The aim of Suffix –*ing* is to inflect a present verb to the present progressive verb. It can be seen in the word changing. The Suffix –*ing* means to inflect the verb change. Change is the present verb.

And also, the researchers found

2. Derivational Suffixes

i. Suffix –*ion*

This suffix function is to form Noun, which denotes a verbal action. The Suffix –*ion* in word *information* is to form a noun which is from root *inform*.

ii. Suffix –*ation*

The Suffix –*ation* is used to indicate an action. For example, -*ation* in word *anticipation* is to indicate an action. The root of that word is anticipated.

iii. Suffix –*ment*

The Suffix –*ment* is added at the end of a root word. The function is to form a noun. Mostly, this Suffix is added if the root is a verb. For example, *excitement* is derived from the verb *excite* to the noun *excitement*.

iv. Suffix –ity

The purpose of adding this Suffix is to denote a quality or condition. It occurs in the word humanity. The Suffix –shows the quality of human as the root word.

v. Suffix –ship

The aim suffix –*ship* is to form abstract nouns. Word *friend* becomes abstract if it is added the suffix –*ship*.
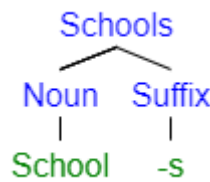
vi. Suffix –ance

The meaning of this Suffix is to indicate a state or quality. *Attend* becomes *attendance*. It occurs if someone wants to indicate the quality of the attendance of the other.
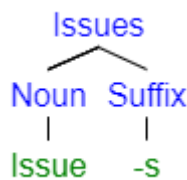
1. Inflectional Words

i. Schools

Figure 1. The structure of the word *Schools*

The process that occurs in word *Schools* is inflectional. It is because this word contains Suffix –*s*. The root of the word *School* is *school.* Before joining with Suffix –*s*, the word *Schools* belongs as a noun. After suffixation, it changes into a plural noun. And the word *school* becomes *Schools*.
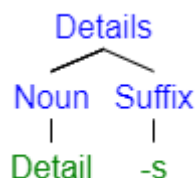
ii. Issues

Figure 2. The structure of the word *Issues*

Word *issues* are a noun. It becomes a noun through an inflectional process. The root of these words is *the issue*, then joins with Suffix *–s* so that they can be nouns. The result of this process is word *issues*.
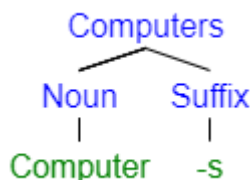
iii. Details

Figure 3. The structure of the word *Details*

This Noun is derived from the inflectional process. The root of word *details* is *the detail* which is a noun. Then, it is added suffix *–s*; it becomes *details* which is a plural noun.

iv. Computers

Figure 4. The structure of the word *Computers*

Word *computers* become *Computers* through an inflectional process. *A computer* is a noun and also the root. After joining with Suffix *–s*, *a computer* becomes *computers* which are plural nouns.

v. Smartboards

Figure 5. The structure of the word *Smartboards*
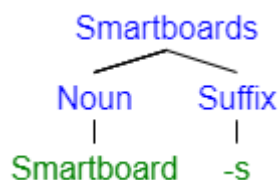
The process that changes the result into *smartboards* is inflectional. The mark of this process is the addition of the Suffix *–s*. That addition changes the grammar, which is from a noun into a plural noun.

vi. Imparting

Figure 6. The structure of the word *Imparting*

The word *imparting* derives from the present verb build and Suffix *–ing*. The grammar of this word changes from a verb into present progressive. It happens because it undergoes the inflectional.

vii. Speaking

Figure 7. The structure of the word *Speaking*
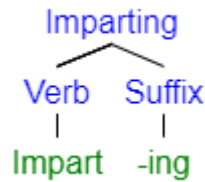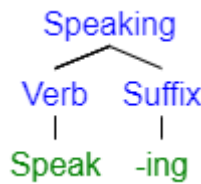

The word *Speaking* is formed from the root word speak and suffix *–ing*. At first, speak belongs to the present verb. Nevertheless, it changes into a present progressive verb because of the addition of the Suffix *–ing*.

viii. Demonstrating

Figure 8. The structure of the word *Demonstrating*
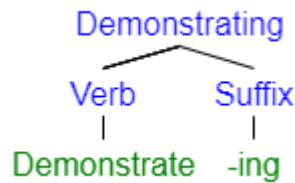
This word is derived from a word *demonstrating* that undergoes the inflectional. Because of inflectional, the grammar is also changed. Before it inflects, it is a verb fund; then, it becomes present progressive verb funding. It is because there is an adding suffix *–ing*.

1. Derivational Words

i. Innovation

Figure 9. The structure of the word *Innovation*
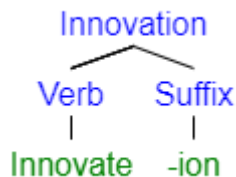
Word *innovation* is a noun. It becomes a noun through a derivational process. The root of this word is innovated, which is the present verb, then joins with the Suffix *–ion*. The result of this process is the word *Innovation*.

ii. Communication

Figure 10. The structure of the word *Communication*

This Noun is derived through the derivational process. The root of the word *communication* is communicating, which is a present verb. Then, it is added Suffix *–ion*; it becomes *communication* which is a noun.

iii. Cooperation

Figure 11. The structure of the word *Cooperation*
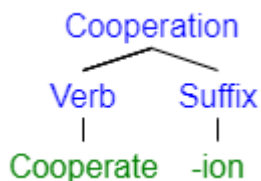
Word *cooperation* is a noun. It becomes a noun through a derivational process. The root of this word is cooperated, which is a present verb, then joins with Suffix *–ion*. The result of this process is the word *cooperation*.

iv. Education

Figure 12. The structure of the word *Election*
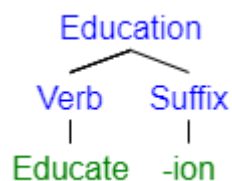
The word *education* derives from the present verb *education* and Suffix *–ion*. The part of speech of this word changes from a present verb into a noun. It happens because it undergoes the derivational.

v. Digitalization

Figure 13. The structure of the word *Digitalization*
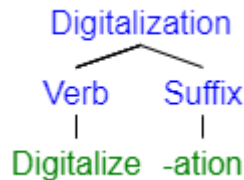
Word *digitalization* is a noun. It becomes a noun through a derivational process. The root of this word is digitalized, which is a present verb, then joins with the Suffix *–ion*. The results of this process are the word *Digitalization*.

vi. Implementation

Figure 14. The structure of the word *Implementation*
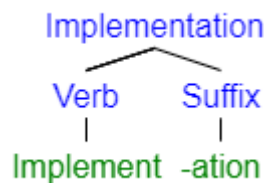
The word *implementation* is categorized as derivation. It is because adding the derivational Suffix *–ation* after the root word is implemented. It changes the part of speech also, which is from a present verb into a noun.

vii. Transformation

Figure 15. The structure of the word *Transformation*
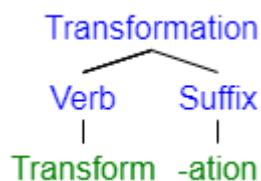
The noun *transformation* undergoes two derivational processes. It begins with the addition of Suffix *-ation* to the root, *transform*. At first, the word social belongs to the verb. When Suffix *-ation* is added to *transform*, the word part of speech changes from a verb into a

Noun. The next process is adding the Suffix -*action* to the word *transform*. Finally, the word transforms into *transformation*. Therefore, after the suffixation, the word part of speech also changes from the present verb into Noun.

viii. Publication

Figure 16. The structure of the word *Publication*
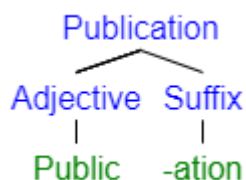
The noun *Publication* undergoes two derivational processes. It begins with the addition of Suffix -*ize* to the root, *the public*. At first, the word *public* belongs as an adjective. When Suffix -*size* is added to *the public*, the part of speech changes from an adjective into a present verb. The next process is the addition of Suffix -*action* to the word *publicize*. Consequently, the word transforms into *Publication*. Therefore, after the suffixation, the part of speech changes again from a verb to Noun.

ix. Achievement

Figure 17. The structure of the word *Achievement*
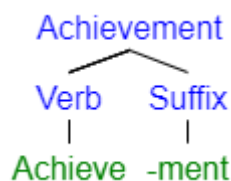
The word *achievement* is categorized as derivation. It is because adding the derivational Suffix –*ment* after the root word is achieved. It changes the part of speech also, which is from a verb into a noun.

x. Development

Figure 18. The structure of the word *Development*
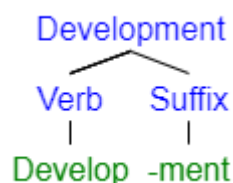
The word *development* is categorized as derivation. It is because adding the derivational Suffix *–ment* after the root word is developing. It changes the part of speech also, which is from a verb into a noun.

xi. Commitment

Figure 19. The structure of the word *Commitment*
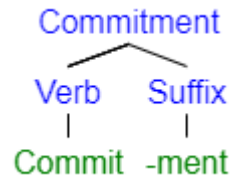
The word *commitment* is categorized as derivation. It is because adding the derivational Suffix *–ment* after the root word is committed. It changes the part of speech also, which is from a present verb into a noun.

### xii. Movement

Figure 20. The structure of the word *Movement*
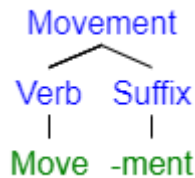
The process that occurs in word *movement* is derivational. It is because this word contains Suffix *–ment*. The root of the word *movement* is *move*. Before joining with Suffix *–ment*, the word *move* belongs to a present verb. After suffixation, it changes into a noun. And the word *move* becomes *a movement*.

xiii. Guidance

Figure 21. The structure of the word *Guidance*
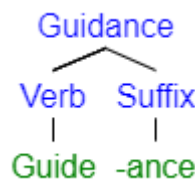
The process that occurs in word *Guidance* is derivational. It is because this word contains the Suffix *–ance*. The root of the word *guidance* is *a guide*. Before joining with the Suffix *–ance*, the word *guide* belongs to a present verb. After suffixation, it changes into a noun. And the word *guide* becomes *guidance*.

xiv. Availability

Figure 22. The structure of the word *Availability*
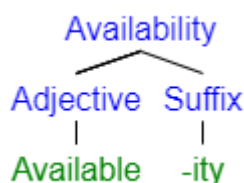
The noun *Availability* undergoes derivational processes. It begins with the addition of Suffix -*able* to the root, *available*. At first, the word *avail* belongs as an adjective. When suffix -*ity* to the word *available*. Consequently, the word transforms into *Availability*. Therefore, after the suffixation, the part of speech changes again from an adjective into Noun.

xv. Reality

Figure 23. The structure of the word *Reality*
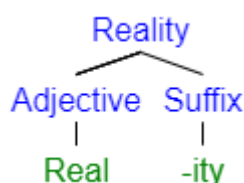
The process that occurs in the word *Reality* is derivational. It is because this word contains the Suffix –*its*. The root of word *reality* is *real*. Before joined with Suffix –*ity*, the word *reality* belongs as an adjective. After suffixation, it changes into a noun. And the word *real* becomes a reality.

xvi. Relationship

Figure 24. The structure of the word *Relationship*
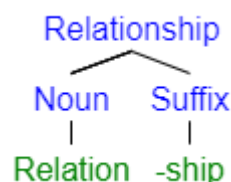
This word came from the derivational process. It is added the Suffix -ship at the end of the word "relation ."Part of the speech of this word is not changed. It is still a noun.

xvii. Resistance

Figure 25. The structure of the word *Resistance*

Resistance

Verb   Suffix
| |
Resist -ance
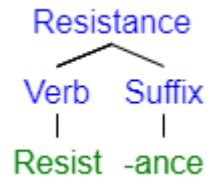
The process that occurs in word *resistance* is derivational. It is because this word contains the Suffix *–ance*. The root of the word *resistance* is *resistance*. Before joining with the Suffix *–ance*, the word *resistance* belongs to a present verb. After suffixation, it changes into a noun. And the word *resist* becomes *resistance.*

CHAPTER IV

CONCLUSION

The results of the first problem, the researchers found 24 words that occur the inflectional and derivational in "A Study On Digital Transformation And Its Impact On Education Sector ."It also shows there are only two inflectional affixes which are one Suffix and 2 affixes of derivational, which are Suffix and multiple derivational. Inflectional Suffix –*s* occurs 5 times. Inflectional Suffix –*ing* occurs 3 times. Derivational –*ion* occurs 4 times. The Suffix –*ation* occurs 4 times. The Suffix –*ment* occurs 4 times. Suffix –*ance* occurs 1 time. The Suffix –*ity* occurs 2 times. Suffix –*ship* occurs 1 time.

It is also evident that inflectional does not have a prefix. This research did not find any prefix in inflectional.

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COMPOUND WORDS ANALYSIS OF DEAD SHARK IN CORNWALL HAD MENINGITIS IN 'WORLD'S FIRST' CASE ARTICLE

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Abstract

This paper is entitled "Compound Word Analysis of Dead Shark in Cornwall Meningitis In 'World's First Case Article". This study aims to identify and classify the types of compound words on the BBC News Website and to find the meaning of compound words that appear on the BBC News Website. The source of this research data is taken from the BBC News Website, a website that allows users to get news, videos, audio, and other actual articles. The method used in data collection is the method of documentation with recording techniques. The qualitative descriptive method is used in analyzing the data that has been collected. The theory that researchers use to analyze the data is the theory of compound words Yule (2006) and Lieber (2009); Fan (2014). The purpose of this paper is (1) to determine the form of compound words and the meaning of compound words contained in BBC news articles and (2) to determine the process of compound words.in BBC News. To achieve the analysis results, the researcher used descriptive qualitative as a type of research. Data in the form of compound words uses a qualitative method whose steps are reading articles and selecting and collecting data system according to the form and meaning of compound words. The researcher found 7 compound word data in a BBC news article based on data analysis. There are three forms of compound words, namely Close Compound (4 data), Open Compound (1 data), and Contacted compound (2 data).

Keywords: Compound Words, Article Analysis, Qualitative Method.

Introduction

First, the topic that the researchers choose about the compounding process, which is a specific part of the word formation process and part of morphology. The compounding process is about the process of two separate words becoming one new word. Yule (2006) also says that various word-formation processes may occur in one word, one of which is compounding. Some of the words in the article have a single word that is made up of two words combined into one word, called a compound word. A compound word is where two or more root words are combined into a diverse word. There are three diverse sorts of compound words. There are open compound, closed compound, and hyphenated compound words.

The writers recognize that the goal of a writer is to communicate clearly and thoroughly. The researchers believe all writers want to provide as much information as possible to others. The researchers try to deliver perfect, complete, and accurate information to people. Accurate writing can be seen in sentences that refer to grammatical and structural word structures. Without us realizing it, every time, people get a lot of new words without them knowing it. The meaning of new words is influenced by the process of word formation. In addition, an article has many forms and types of compound words which are very helpful for English learners to learn about word formation. Based on the explanation above, that's what made us interested in conducting research related to compound words. Denker (The Office of Human Research Protections (OHRP) defines a descriptive study as "Any study that is not truly experimental." In human research, a descriptive study can provide information about the naturally occurring health status, behavior, attitudes, or other characteristics of a particular group.

The study of compound processes is worth it because, in this era, the researchers found that many words that have two words with different meanings become a word with a directed meaning. Therefore, the researchers realize that words can evolve; in this life, of course, the researchers must be sensitive to the development of the times, especially the development of language. This will continue to happen from era to era, especially considering that language is a very important unit for humans to communicate with each other in providing information, conveying news, and others. The researchers strongly support that learning about compound words should be understood by everyone, not only if given material at school, but everyone should take the initiative to learn from any platform, such as YouTube, Google, Instagram, and much more. People must be aware of language development so it doesn't get outdated. As the researchers already know that the compound process is essential from era to era, this is what made us interested in choosing this article from the BBC article Dead shark in Cornwall had meningitis in the 'world's first case to explore the compound process in today's articles.

From taking the data, it is supported by several journals as our reference. So, from some of that information, the researchers collected and analyzed it. This becomes the new information, and the researchers compare several other different information into a single unit so that data analysis can be fulfilled. So, the researchers found seven types of compound words in the article; where four of them are close compound, one is an open compound, two are hyphenated compound words, and seven analyzed compound words that the researchers found the researchers analyzed use syntactic patterns. The researchers will discuss the results of the syntactic patterns in the findings and discussion section.

Methodology

This study uses a "descriptive study" qualitative study. The descriptive method is one type of qualitative research whose data are in the form of written and spoken words. In other words, Qualitative research has several methods. One of them is the qualitative descriptive method. In this analysis, the researchers use a qualitative method which the researchers take from various sources, of course also journals that are related to the topics the researchers take. The reason that the researchers use qualitative methods is that the researchers think that with this method, the researchers can analyze topics regarding compounding from various journals so that the points the researchers want are also achieved. Among them can analyze a word that can be formed from several words, be it nouns, adjectives, or adverbs.

By using qualitative methods to collect data, it is stated that the use of methods is influenced by and represents a paradigm that reflects a point of view on reality according to one's own knowledge with the help of several sources and other points of view. In this topic analysis, the researchers use qualitative data collection by means of observation, visual analysis, and literature study. Researchers analyze processes of compound words, namely compound nouns, compound verbs, and compound adjectives, taken from an article (BBC News) Dead shark in Cornwall had meningitis in the 'world's first case. The final result is expected to be a deeper understanding of what and how one word is analyzed using compounding methods so that one can find out which words can be formed in a single word or a few words.

Findings and Discussions

DATA COLLECTED

Close Compound Words:

1. Outside = out + side

2. Cornwall = corn + wall

3. Undertaken = under + taken

4. Greenland = green + land

Open Compound Word:

5. Deep Sea = deep + sea

Hyphenated Compound Words:

6. Man-made = man + made

7. Deep-water = deep + water

Synthetic Word

A compound Noun can be firmed by combining a Noun

1.Cornwall= corn- wall

Corn (Noun) -wall (Noun) -> Cornwall (N)

2. Outside= out (Noun) - side (Noun) -> outside (Noun)

A compound noun can be formed by combining a Noun and a Verb, as in

Ex: N+V=V

1. Man (Noun) + made (Verb) -> man-made (Verb)

A compound noun can be formed by combining an Adjective and a Verb, as in

1. Undertaken= undertaken

Under (Adj) + taken (Verb) -> undertaken (V)

2. Green (Adj) + land (Noun) ->greenland (N)

3. Deep (Adj) + Sea (Noun) -> deepsea (N)

4. Deep (Adj) + water (Noun) -> deep-water (N)

 DATA ANALYSIS

In this part, the researcher describes the findings. This is the basis of this knowledge for problems covering different forms of compound words and the meaning of compound words. Based on data analysis, the researchers found that; seven data of compound words. Nouns are divided into three forms; Noun Compound (two data), verb compound words (one data), adjective compound words (four data) (BBC news)

For example:

1.   Noun Compound

Cornwall
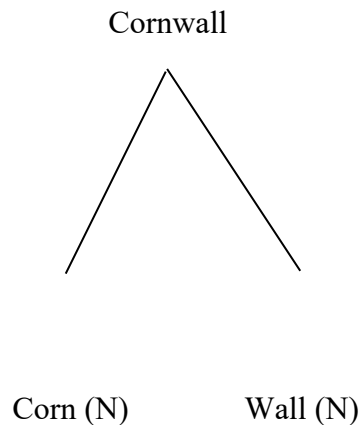
Corn (N)   Wall (N)

The word Cornwall is a compound noun formed from two words element. The elements of the two words are of the same category Corn (N) + wall (N). Both words are in the same category, namely nouns. The word corn means a plant that produces large grains, or grains, arranged in rows on the cob. The word wall means a vertical brick or stone structure that encircles or divides an area of land. The word Cornwall (N) means a county in England. This county is located in southwest England.

Outside(N)
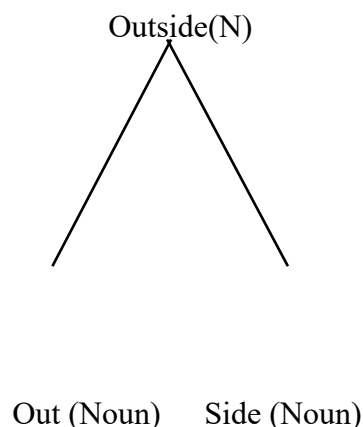
Out (Noun)   Side (Noun)

Second, in the noun compound section of the article, the word outside is found. Outside itself is formed from two syllables; it is out (noun) + side (noun). The explanation of the two-word elements is included in the type of noun based on the meaning itself. The word Out means a way of escaping from a problem or dilemma. The word side means a position to the left or right of an object, place, or central point. So, the word Outside (noun) means the external side or surface of something or the external appearance of someone or something.

2. Verb Compound

Man-made (Verb)
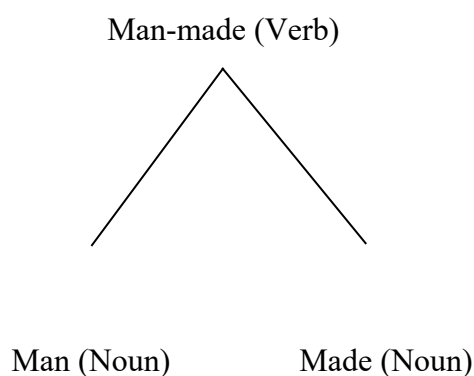
Man (Noun)   Made (Noun)

The word man-made is a compound Noun that is formed from two words element. The element of the two words is a combination of a Noun and a verb, Man (Noun) + made (Verb). Both terms are in different categories, there is a noun, and there is a verb. The word Man(Noun) means a human being of either sex; a person or an adult male human being. The word made(Verb) means past participle of make. By combining the two different categories of a Noun and Verb, a man-made is formed and generates meaning 'caused by human beings.

3.   Adjective compound

The word Undertaken is a verb compound that is formed from two-word elements. Those two-word elements are the different categories under (Adj) + taken (V). The word under means is denoting the lowest part or surface of something. The word taken means to lay hold of (something) with one's hands, and the word Undertaken (V) means to commit oneself to and begin (an enterprise or responsibility).

Undertaken (Adj)

Under (Adjective)   taken (verb)
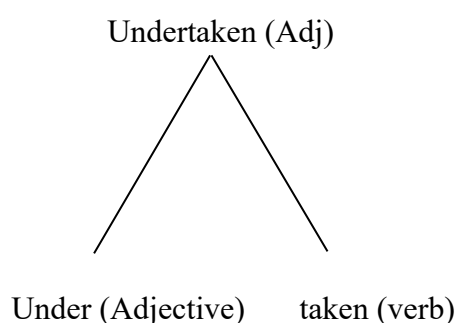
The word Greenland is a noun compound that is formed from two-word elements. Those two-word elements are the different categories green (Adj) + land (N). The word green means a color between blue and yellow in the spectrum. The word land means the part of the earth's surface that is not covered by water, and the word Greenland (N) means an island country between the Arctic and Atlantic Oceans.

Greenland (Adj)

Green (Noun)   land (Noun)
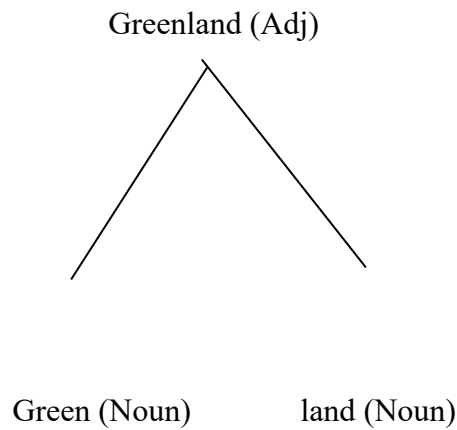
The word Deep-sea is an adjective compound that is formed from two-word elements. Those two-word elements are the different categories deep (Adj) + sea (N). The word deep means going or being a long way down from the top or surface. The word taken means the salty water that covers a large part of the surface of the earth, and the word Deep sea (Adj) means relating to the deep parts of the sea.

Deepsea (Adj)

Deep(Adj)   Sea(Noun)
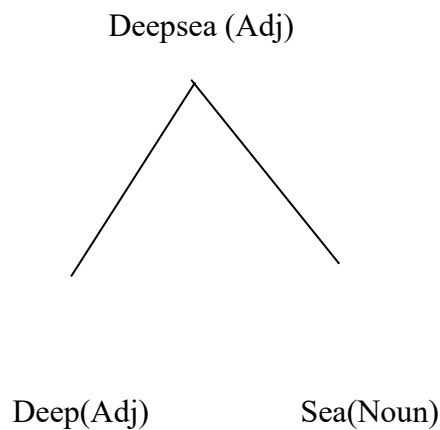
The word Deep-water is an adjective compound that is formed from two-word elements. Those two-word elements are the different categories deep (Adj) + water (N). The word deep means being of a particular distance from the top to the bottom. The word water

means a clear liquid, without color or taste, that falls from the sky like rain, and the word Deep-water (Adj) means happening or found in deep water in the sea, lakes, or rivers.

Deepwater (Adj)

Deep (Noun)   Water(Noun)
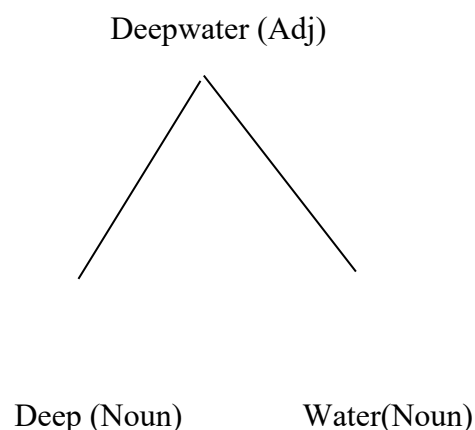
Compounding is a kind of process from a coined word that is often used in articles or magazines, and even news. The results of the analysis show that it was carried out by researchers who found compound nouns, compound verbs, and compound words. The author of the article from BBC article Dead shark in Cornwall had meningitis in the 'world's first case prefers to use a compound noun instead of a compound verb or compound adjective to make words in articles like outside, man-made, Greenland, and so on (it belongs to the compound noun when viewed from the formula for the formation process). That's why the noun process becomes the dominant process. For this reason, the noun process looks like this: Dominant. This English newspaper can contribute to shaping lessons. Instructors can use English newspapers as a medium for morphology, especially for teaching materials about compounding. In some examples, one word can be formed from 2 different words if we dissect, and from the combination of words into one, each word has a different meaning; it can also come from nouns, verbs, and adjectives which, when combined later, will form the meaning of formation different too. There are several words that the researchers want to analyze there are Outside, Cornwall, Undertaken, Greenland, Deep Sea, Man-made, and Deepwater. In the analysis, the researchers divided into several categories to be analyzed including close compound, open compound, and hyphenated compound:

Close form Compounds

1)   Outside

"The female found just outside Newlyn Harbour in Cornwall in March is thought to be 100 years old by marine biologists."

(https://www.bbc.com/news/uk-england-cornwall-61035887)

In data 1, morphologically, outside is a compound word. The compound word process in the term outside is formed by combining two free morphemes and one bound morpheme. The morphological process of the outside is formed from 2 syllables; it is out (N) + side (N). After the two words are combined outside, the term has a new meaning from the previous meaning. Outside is a compound word written in close form compound because outside is written as a single word. Based on its form, outside does not have a core word; to find out the meaning there, the researchers must look for the meaning of each identified syllable. The word Out means a way of escaping from a problem or dilemma. The word side means a position to the left or right of an object, place, or central point. So, the word Outside (noun) means the external side or surface of something or the external appearance of someone or something, in addition to the form, which can determine the meaning of the compound word outside. The world outside can be studied in terms of the word category. Based on the word category, outside has a noun category because it is formed from the word out, which has a noun category, and the word side, which has a noun category.

2)   Cornwall

"Veterinary pathologist James Barnett of the Cornwall Marine Pathology Team, said the brain was "discolored and congested", while the fluid around the brain was cloudy."

(https://www.bbc.com/news/uk-england-cornwall-61035887)

In data 2, morphologically, Cornwall is a compound word. The compound word process in Cornwall is formed by combining two free morphemes and one bound morpheme. The morphological process is formed from the two words that are of the same category Corn (N) + wall (N). After the two words were combined to form Cornwall (N), the term took on a new meaning from its previous meaning. Cornwall is a compound word that is written in the close form compound because Cornwall is written as a single word. To find out the meaning there, the researchers must look for the meaning of each identified syllable. The word corn means a

plant that produces large grains, or grains, arranged in rows on the cob. The word wall means a vertical brick or stone structure that encircles or divides an area of land. The word Cornwall (N) means a county in England. This county is in southwest England. In addition to the form, which can determine the meaning of the compound word Cornwall. The word Cornwall can be studied in terms of the word category. Based on the word category, Cornwall has a noun category because it is formed from the word corn which has a noun category, and the word wall, which has a noun category.

3)   Undertaken

"The autopsy by the Cornwall Marine Pathology Team is thought to be the first of its kind undertaken in the U.K."

(https://www.bbc.com/news/uk-england-cornwall-61035887)

        In data 3, morphologically undertaken is a compound word. The compound word process undertaken is formed by combining two free morphemes and one bound morpheme. The morphological process undertaken is formed from the two words that are of the different categories, under (Adj) + taken (V). After the two words were combined to form undertaken (V), the term took on a new meaning from its previous meaning. Undertaken is a compound word that is written in the close form compound because undertaken is written as a single word. The word under means is denoting the lowest part or surface of something. The word taken means to lay hold of (something) with one's hands, and the word Undertaken (V) means to commit oneself to and begin (an enterprise or responsibility). In addition to the form, which can determine the meaning of the compound word undertaken, the word undertaken (V) can be studied in terms of the word category. Based on the word category, undertaken has a verb category because it is formed from the word under, which has an adjective category, and the word taken, which has a verb category.

4)   Greenland

"But it is still considered a "juvenile" because Greenland sharks can live to more than 400 years old."

"Ultimately, like most marine life, deep-sea species such as Greenland sharks may also be impacted by human pressures on the ocean, but there is not enough evidence at this stage to make any connections."

(https://www.bbc.com/news/uk-england-cornwall-61035887)

In data 4, morphologically, Greenland is a compound word. The compound word process in the term Greenland is formed by combining two free morphemes and one bound morpheme. The morphological process of Greenland is constructed from 2 syllables, and it is Green (Adj) + land (N). After the two words are combined into Greenland, the term has a new meaning from the previous meaning. Greenland is a compound word written in close form compound because Greenland is written as a single word. Based on its form, Greenland does not have a core word; to find out the meaning there, the researchers must look for the meaning of each identified syllable. The word green means a color between blue and yellow in the spectrum. The word land means the part of the earth's surface that is not covered by water, and the word Greenland (N) means an island country between the Arctic and Atlantic Oceans. In addition to the form, which can determine the meaning of the compound word Greenland. The word Greenland can be studied in terms of the word category. Based on the word category, Greenland has a noun category because it is formed from the word Green which has an adjective category, and the word land, which has a noun category.

Open form Compounds

1)   Deep sea

"Ultimately, like most marine life, deep-sea species such as Greenland sharks may also be impacted by humans…."

https://www.bbc.com/news/uk-england-cornwall-61035887)

A compound word is a combination of several words that form a new word with a different meaning. The open compound is taken as two words to combine to create a whole new word that has a different meaning from the original words that were taken. Open compound words; put two words together to make a meaningful word but use a space to separate them. One example of a compound word that will be discussed is "deep sea .". "Deep sea consists of two basic words: namely "deep" and "sea ." And as a compound word, deep sea

has its meaning, regardless of the constituent words. Some compound words can change shape depending on the context of the sentence in which they are used. Space or open compound words write the elements of the word separately; For example, "deep sea ." Some open compound words are a combination of a noun (verb) with an adjective (adjective) to form a new word.

In these words, the deep sea is formed with the words deep, which means extending far down from the top or surface. Also, the sea means the expanse of salt water that covers most of the earth's surface and surrounds its landmasses. So, the deep sea means the deeper parts of the ocean, especially those beyond the edge of the continental shelf.

At first glance, these compound words will look similar to nouns modified or described by adjectives. The way to tell the difference is to look at the meaning of the combination of words, if the construction gives birth to a new word, then it is a compound word. In addition, another rule that must be considered is when changing the form of a compound word into a plural or plural form. In pluralizing a compound word, what needs to be changed to plural is the root word.

Hyphenated form Compounds

1.   Man-made

"Scientists said there was insufficient evidence to link the disease to man-made stressors, such as pollution."

(https://www.bbc.com/news/uk-england-cornwall-61035887)

One of the words from the data that the writer analyses are in the hyphenated compound category, one of which is the word man-made. This man-made word is actually two words that are combined into one with the addition of a hyphen so as not to cause ambiguity or double the meaning of the sentence itself. As is well known, man means (laki-laki) in Indonesian, while made means past and past participle of make. Suppose these two words are combined into one word to be used in the article. The two words are a combination of a Noun and a verb, Man (Noun) + made (Verb). Both words are in different categories, there is a noun, and there is a verb. They will have different meanings or meanings; with notes, it is necessary to add a hyphen (-) to connect them so that there is no ambiguity in the sentence. In a sentence in the article,

the man-made word "Scientists said there was not enough evidence to link the disease to man-made stressors, such as pollution" This emerging disease cannot be proven that humans are the cause, actions carried out by humans.

2.   Deep-water

"Scientists believe the brain infection explains why the shark was out of her natural deep-water habitat and the cause of her stranding and eventual death."

https://www.bbc.com/news/uk-england-cornwall-61035887)

On the Hyphenated compound, there is an essential rule of thumb to remember that in most cases, compound adjectives are hyphenated when they come before the noun being modified but are not written with a hyphen when they come after the noun. Just like the previous artificial word, one of the words formed from 2 words in the same element is from a noun, but the deep sea is included in a hyphenated compound—deep-water means being in deep sea waters. The word deep means a certain distance from top to bottom. The word water means a transparent liquid with no color or taste. In the article, the word deep-water identified that actually brain infection that occurs because sharks leave their natural habitat in the deepest waters is the leading cause sharks become stranded and eventually die. If it is in front of a noun, this word phrase with the noun is called a noun phrase. Based on the Merriam-Webster dictionary that the researchers found, deep water has many definitions. The first is that "deep water means reaching far below the surface." Deepwater also means "reaching far inward or back from the front or outer part a deep cut a deep closet," or "located well below the surface or well within the boundaries of deep in the ground."

Conclusion

The results of this study can be concluded that compound words in the text of the April 2022 edition of the BBC article are based on their forms divided into close compounds, open compounds, and hyphenated compounds. After analyzing the article, researchers make conclusions based on the problem statement as follows:

1.   Compound words found

In the article on BBC News, there are three, namely close compound, open compound, and hyphenated compounds.

2. The process of compound words

Found article i.e. close compound with syntactic word N + N = N Corn (Noun) -wall (Noun) -> Cornwall (N); Outside= out (Noun) - side (Noun) -> outside (Noun). Then there is Open compound N+V=V, Man (Noun) + made (Verb) -> man-made (Verb). Hyphenated compound formed from Ajd+V= V or Adj+N= N :Deep (Adj) + Sea (Noun) -> deepsea (N) ;Deep (Adj) + water (Noun) -> deep-water (N).

In the form of writing in this study, it was found that the closed state was noted as one word, and the forthcoming paper was written as a separate word. The words that were hyphenated were formed in two different words, which were joined together with the help of an additional hyphen (-) to form one word. Based on the category, it was found that the compound word category is in the noun or noun + verb or verb + noun category and the verb category consists of noun + verb. The adjective category consists of adjective or verb + word adjective or noun.

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STUDENTS' OPINIONS ON THE USE OF VIDEO CALL CONVERSATION IN IMPROVING SPEAKING SKILL

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Abstract

The development of increasingly sophisticated communication and information technology has been widely used in the world of education. It can make easier for teachers and students in teaching and learning activities, especially in English classes. One of these advances is the existence of video call technology, where users can communicate by capturing images (video) and sound (audio) at the same time. Therefore, this study aims to determine students' opinions on the use of video call technology in communicating to improve English speaking skills. The method used in this research was qualitative research through a descriptive approach to describe students' opinions in using video calls to improve English speaking skills. In making video call conversations, teachers and students can use various platforms, one of which is by using Whatsapp. Data were obtained through interviews and questionnaires regarding the use of video call conversations to improve English speaking skills. The results showed that students had a positive attitude and were confident in communicating using English when using video call conversation media. In addition, students feel that by using video call conversation media, they are more brave to speak English than not using it.

Keywords: Video Call Conversation, Speaking Skill

Introduction

The increasing sophistication of technological advances has various impacts on human activities. This is because the purpose of developing technology is to facilitate human work(Afsyah, 2019). Because of the large number of technologies that have emerged in this era, it is not only limited to one particular technology. Lots of technology and application developers flock to create the advantages of the technology products they make. Sophisticated technology is certainly widely chosen by the community because it functions to facilitate various human activities (Prayudha, 2021). One of the benefits of the advantages of technology is that it can be used in the field of education or teaching. Teachers can apply various technologies or at least useful applications to encourage students to be active in learning. Perhaps better known as motivation for students to always want to improve their learning understanding. Moreover, in this era of intense global competition, everyone must be able to use technology so that they are not left behind by other countries.

To be able to compete globally, students must be able to communicate globally, where English is used as the most widely used international language. Students must be able to master the use of English so that they can follow and understand information globally. Especially if they want to build international relations, the use of English must be understandable. However, looking at the existing conditions, there are many students who do not have a good mastery of the use of English as the language of international communication. Even though they have been taught English from school, some may have started from elementary school, but their mastery of English is still low. This should be the main point for every English teacher to be able to find a solution so that students are able to use English. Teachers must be able to encourage students to practice communication using English in the classroom, so in this way, students

will get used to saying words in English. Here, the role of an English teacher really determines the success of language teaching, where if the teacher only gives mediocre teaching, then don't be surprised that students have standard abilities or maybe below standard or low.

So to deal with this problem, English teachers can apply various teaching methods, techniques, or learning media that attract students' interest in learning so that they are willing to continue learning to improve their English skills. The teacher, as the big boss in the learning class, must be able to manage students as well as possible to get used to doing conversations using English. The teacher also encourages students to dare to speak in English. Here, it may not only be a problem of students' low understanding of English but there could be other factors that do not support students not wanting to develop their English skills. It could be that it comes from the student's lack of confidence every time they try to speak in English, where a sense of insecurity or shame makes them not want to use English in communicating. These kinds of things are the teacher's job to find a way to solve the problem. Teachers can use a variety of interesting learning resource references so that they can be applied in learning. Besides, that teachers can determine what learning patterns should be applied in English classes.

Therefore, in this study, the researcher tried to overcome this problem by providing English language teaching through the use of video calls. Video calling is a technology where users can make phone calls with a video screen and are able to capture video as well as transmit sound. In other words, the user can communicate by looking at the direct image of the interlocutor. This technology is found in several applications on social media, such as Whatsapp, Facebook, Instagram, and so on. Where to do this, users only need a gadget such as a smartphone or a laptop that is connected to the internet for video chat communication to occur. The use of video calls is not something new in this era. Maghfira (2021) states many users have accessed and used this technology to communicate with friends, family, or anyone from a long distance. However, the use of video calls for learning English is very rarely applied, especially for learning to communicate in English with English, it is very rare. Finally, because of the ease of using this technology, the researcher wanted to find out students' opinions on the use of video calls in improving their English communication skills. The research questions in this study are 1). What are students' opinions regarding the use of video calls in communicating in English? The opinions will be explored in more depth about students' understanding and opinions on the use of video calls in the practice of communicating English through the video call feature.

Methodology

This study will explore students' opinions related to the use of video call technology in learning English. The research design uses qualitative, while the approach uses a descriptive approach. Qualitative research was chosen because it wanted to get data based on real events in the field. Here the researcher will work in real-time without having to change the events that occur during the research. The descriptive approach was chosen because the data presented will be described in detail in the form of real statements from various respondents. The study was conducted on 35 respondents who are learning English. Data were obtained through questionnaires and interviews regarding the use of video calls in learning English. However, before conducting interviews, students will learn English by conducting practical conversations through the use of Whatsapp video calls. The use of this application is used because the user is familiar and easy and practical to use in everyday life. After the data is collected, the data will be analyzed through descriptive speech understanding. The data will be displayed, and conclusions will be determined based on the answers they have given during the interview

process. All data collected will be presented and explained descriptively regarding students' understanding and opinions on the use of video call technology.

Finding and Discussion

This research was carried out for two months through the practice of learning to speak using English through the use of video calls. The application of video call technology is one of the advantages of technology in this century that can be used as a medium for improving students' English speaking skills. Students are trained to speak through the use of video call technology by understanding various types of conversations in English. In addition, students also practice providing two-way communication with peers using English. The results of this trial provide various results, which can be seen in the following table.

Table 1. Questionnaire result

Impact	Score	Percentage
Positive	32	91,4%
Negative	3	8.57%
Total		**35**

Students' perceptions of the use of video calls in improving students English skills have become a concern in this study. Utilization of communication technology to improve communication skills in English is a good way to improve students' speaking skills. Especially at this time when the emergence of communication technology is one of the advantages felt in this era. Almost everyone has technology or even feels communication technology in their daily lives (Prayudha, 2022), so it is certain that students today are accustomed to using technology like this. So, through the use of familiar goods or media, it will be easier for students to use and ensure that they improve their English skills.

The use of video call technology has become one of the things most often done by students. It is proven through the results of the question and answer observation that all students have used this technology to communicate. Thus, in its application to learning, there are no more obstacles. The majority of students said that they were very familiar with and could run the technology. In fact, some of them often use technology in their daily communication. However, for use in communicating in English, they are very rarely used in daily communication. Some students said that using video calls was only to provide news to friends, parents, or distant relatives, but to practice communicating using English was very low. However, there are some students who have used this technology in communicating using English. Usually, they practice using English if students have new friends from foreign countries, so they inevitably try to speak English through video calls.

In addition, in practicing using English through video call technology, students have relatively good enthusiasm (Noni & Basri, 2020). Where they are more confident in expressing their ideas when talking via video calls. Students tend to feel freer and less pressured to communicate using English through this technology (Suadi, 2020). They also said that practicing communicating or speaking is not only done with the teacher, but students are asked to practice speaking using English among their classmates. So this will continue to make students practice speaking in English. Students can even make group video calls so that they can practice with more than one person in one group so that the atmosphere and learning English is even wider if only done in one direction. Furthermore, students can more freely

express their expressions or ideas when speaking in English. It is possible that they can be more daring to speak in English when compared to not using video call technology. However, there are about three students who feel that the use of video call technology does not have a positive impact. They assume that talking via video calls will not make them accustomed or dare to face real situations in communicating directly because students will only communicate behind the screen of a cellphone or gadget. They. Therefore, they argue that the best way to improve or practice speaking is to meet face-to-face.

Finally, from the answers given by the students in the questionnaire, it was clear that they were very open and receptive to learning by using video call technology in order to improve their English speaking skills. They also seem to be better at conveying messages or language in English because they feel less pressure if they have to communicate directly with their teachers or friends. Furthermore, the results of the interviews can be described as follows.

"*I feel more confident when speaking in English..*"

"*I can look up the right vocabulary before speaking..*"

"*I feel better using video calls..*"

"*Talking using a video call, no one bothers me, I don't feel shy, and I'm free to express the ideas that are in my head.*"

From the answers given by the students above, it is explained that the majority of them are very enthusiastic about learning and improving their English by using video call technology. They have a good view of improving their English by using video call technology. This could be due to the fact that this technology has become a part of students' daily lives. They are very familiar with using various gadgets that provide video call features so that it is easy to run and use the application. In addition, students can use and communicate English from anywhere that is not limited by space and time, and even they can do or practice speaking English with native people they meet. Because of this unlimited convenience, students should be able to independently use a variety of practical technologies to improve their English. Thus, the use of video calls can make it easier for students to learn and practice speaking in English compared to not using it.

Conclusion

Technological advances can be used by everyone to make it easier to carry out various daily activities. This technology is one of the results of the hard work of today's humans, who highly uphold the values of developing and creating technological innovations. Various kinds of technology were created to facilitate human activities, one of which is technology in communication. There are many technologies available that can make it easier for humans to communicate, one of which is video call technology. This technology presents a way of communicating, not just sending messages in the form of audio but also being able to send messages in the form of images directly when communicating. This, of course, can be used for the purpose of learning English because there is an element of ease of use so that users don't have to worry about running it. In this study, the use of this technology was used to determine

the extent of students' opinions on improving English speaking skills. The results show that they have an interest in learning English using this technology. In addition, they tend to be more confident and have better speaking potential when compared to those not using this technology. Even so, the limitations in this study cannot ensure that students are really able to communicate in real terms because, seen from the implementation, students tend to be unable to speak spontaneously if direct communication is carried out. Therefore, the suggestion for further research is to be able to find solutions so that students can easily and confidently communicate well without having to prepare texts or materials in advance.

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THE WORD FORMATION PROCESS OF COMPOUNDING, COINAGE, AND INITIALISM OF SELECTED ARTICLES FROM THE JAKARTA POST NEWSPAPER APRIL 2022 EDITION

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Abstract

Morphology is a branch of linguistics that deals with words. In morphology, there are many other branches, and one of the branches of morphology is the word formation process. The word formation process is a linguistic method that can produce and construct new words that have never existed before in a dictionary. There are many kinds of word formation processes, and in this paper, we will discuss three kinds of word formation processes, namely compounding, coinage, and also initialism. Compounding is the process of creating new expressions by combining more than one different expression into a single unit to produce a new word that has never existed before. Coinage is a technique of constructing new expressions to refer to current resources, such as trade names for certain commercial products. And also, initialism is often used to generate the identity of new scientific discoveries related to inventions and innovations. By reading this paper, the reader will discuss the material of the word formation process in great detail, along with a direct application of the material of the word formation process. The purpose of writing this paper is so that the reader understands and can also distinguish the various processes of word formation (compound, multiplication, and initialization). Readers are also expected to be able to analyze literary works and be able to show the process of word formation in the literary work. To facilitate understanding, the researchers collected, selected, and analyzed the data using articles published by The Jakarta Post in the second week of April 2022. After that, the researchers saw whether the news contained a word formation process, namely compounding, coinage, and initialism, or not.

Keywords: Word Formation, Compounding, Coinage, Initialism

Introduction

Morphology is a linguistics field that the English Department students must understand since it is critical to the teaching and learning of the English language. Linguistic abilities, as well as linguistic components (vocabulary and grammar), are enhanced (reading, speaking, and writing). Morphology, with its rules, is a good way to help students to enhance their language skills. Some people, on the other hand, believe that Morphology has less to do with understanding English and thus neglect it. Morphology is the study of words, including underlying internal structure (affixes) and word formation. Morphology is also a study of word formation processes. George Yule, the author of The Study of Language, describes word formation process as a linguistics method that can generate also construct new words that have

never existed before in the dictionary. There are many varieties of methods of word formation processes. Some of which are compounding, coinage, and initialism. Compounding is a process of creating a new expression by merging more than one distinct expression into a single unit to bring new words that have never existed before. The process of producing new terms by adjoining some lexemes is known as compounding, as claimed by Laurie Bauer on English word-formation. Meanwhile, the coinage process is defined as the technique of establishing a new expression to allude to the most current resources, such as trade names for specific commercial products. Hans Marchand (1969) stated that initialisms are often used to produce "identities" of new scientific discoveries that are related to inventions and innovations.

As language evolves through time, new languages and terminology arise in society on a daily basis. A recent language employs fresh expressions, which are linked to the morphological linguistics aspect, namely the word generation process. There are certain basic mechanisms by which new words are generated, such as derivation, prefixes, and suffixes, etc., being explored in the process of word formation.

Morphological awareness is a sort of linguistic awareness that helps people to comprehend the features of language so that they can be replicated and modified. Since it is a branch of linguistics, English Morphology is one of the courses addressed to English Department students.

Several students, on the other hand, appear disengaged and unmotivated about learning English Morphology. They claim that English Morphology is tough as they must learn a large number of theories. Unfortunately, most individuals believe that English Morphology has little relevance for them to look at it another way; students study English Morphology just to meet a course requirement. It appears that they are unaware that English morphology plays a significant part in their everyday communication. A word is a tiny language unit constrained by spaces. No matter how complicated the sentences in the paragraphs are, they must begin with a word. A word can be defined as the sentence's component in this circumstance. Words come in a number of different forms. Simple, complicated, and compound words are all possible. Complex and compound words are inherently linked to morphological features. Compounding, coinage, and initialism are some of the word creation ideas used in Morphology to construct complicated and compound words.

The word formation processes can be found in words used in online news platforms, namely The Jakarta Post. The Jakarta Post is one of the Indonesian information media that provides articles in English which are widely accessed by Indonesian citizens. This is a fantastic method to expand our vocabulary. Then we may use those words to talk or write. In some cases, we can infer the meaning of words, particularly those that are complicated or compound.

Methodology

In writing this paper, we use qualitative research methods, in which the data we have will be analyzed based on the contents of several articles that we have selected. We, as analysts, are the main instrument in writing this paper because we ourselves collected, selected, and analyzed a number of 3 articles published by The Jakarta Post in the second week of April

2022. We used techniques to collect our data. First, we look for sources of articles that are categorized as entertainment articles as the focus of our research. Second, we choose articles that have some of the criteria we need, including having words formed through word formation processes (compounding, coinage, initialism). Then we make a list of words that are formed from the process of compounding, coinage, and initialism. Then we classify the list of words that we have created before to fit into the right category. After all stages are done correctly, we proceed to the next stage by analyzing the existing data. The aim of the research methodology that we use in this paper is for readers to understand the techniques and structure of our paper. Above all, we want to assist readers in broadening and improving their knowledge, particularly in the area of word construction (compounding, coinage, initialism).

Findings and Discussion

Article 1

Compounding

From the first article, the readers can see the words that have been categorized according to the type of word formation process. Basically, there are three types of compound words. There are closed compound words, open compound words, and hyphenated compound words used in this first article mostly are categorized as close compound words. These words are written in a single word, such as songwriting, footage, and yourself. They are formed from independent words that are combined to create a new word that has a new meaning. For example, we combine the word "Song", which means a short piece of music, with the word "Writing", which means the act or process of one who writes. By combining those words, they form a new single word, "Songwriting", which means the act or process of writing the music and words of songs. Another example is "Footage". This is formed by the word "Foot", which means the lowest part of the leg, and combined with the word "Age", which means a particular part of the time, and they form a new single word "Footage." Footage is part of a film showing a particular event. The last example of compounding in the first article we used is "Yourself". It is a combination of the word "Your", which refers to the belonging of the person or people being spoken) and the word "Self", which means the type of person you are. By combining those words, they form a new single word, "Yourself", which means the person or people being spoken to both causes and are affected by an action.

The second type, open compound words, are two different words that remain separated but create a more specific meaning. For example, "High" and "Court". Together, they form a specific noun, "High Court" which means a court that deals with the most serious civil cases in England and Wales. You could see this in the sentence, "The British singer-songwriter gave his first interview after a judge in London's High Court ruled Wednesday that his smash-hit

'Shape of You' did not lift musical phrases from another track." We have another example of open compound word from our list. It is "Fight back" that is formed by the word "Fight" and "Back". They are independent words that have meaning on their own. This is from the word "Fight" which means take part in a war or battle against an enemy and the word "back" which means the part of the human body that is on the opposite side to the chest, between the neck and the tops of the legs; the part of an animal's body that corresponds to this. The word "fight back" means to resist or to attack somebody or something.

The last type of compound words is the hyphenated form. This occurs when two separate words are joined together by a hyphen. We have "High-profile". This is from the word "High" which means measuring a long distance from the bottom to the top and combined with the word "Profile" which describes somebody or something that gives useful information, and they form a new single word "high-profile", which means receiving a lot of attention and discussion on media.

The next example is "Smash-hit". This is a combination of the word smash that has a meaning to break something and the word "hit", which means to bring your hand or an object you are holding against somebody or something quickly. It combines into one word, "Smash-hit." According to the free dictionary, the "Smash-hit" means an unusually successful hit with widespread popularity and huge sales. The next one is "Second-guessing". "Second" is a happening or coming word after the first in a series of similar things or people and it is combined with the word "Guessing", which means to try and give an answer or make a judgment about something without being sure of all the facts. And they form a new single word second-guessing which means to guess what somebody will do before they do it, to guess how you will feel in the future. Another one is "Co-writer". This word is a combination of the word "Co- "and "Writer". "Co- "is a forming noun and the "Writer" is a noun itself, which means a person whose job is writing books. By combining those words, they form a new single word, "Co-writer", which means a person who writes something together with another person.

Coinage

Coinage refers to the creation of entirely new, previously nonexistent words or terms in a language. We have three words from the first article that are categorized as coinage words. The first one is "Euphoria". The researcher has a word that has become popular recently, "Euphoria". The word has been listed in English dictionaries but has recently been mentioned and used more frequently due to a popular new movie on Netflix titled Euphoria, so many

people are now aware of the existence of the word "Euphoria" and use it in their daily communications or conversations. According to Oxford Dictionaries, "Euphoria" has a meaning of an extreme feeling of happiness that does not last so long. The second word included as coinage is "Grammy." This word is taken from the most popular awards or appreciation events focused on the music industry. According to Oxford Dictionary, Grammy is one of the awards for achievement in the music industry given every year by the US National Academy of Recording Arts and Sciences since it is so popular internationally and well-known by many people around the world as the most prestigious award ceremony.

Initialism

An initialism is a term formed by abbreviating a phrase by combining certain letters of words in the phrase (often the first initial of each) into a single term. We found two words that are categorized as an initialism. The first one is "BBC". It is an initial from the word British Broadcasting Corporation. This initialism is often used to simplify words in articles. And finally, we have "UK". UK is an initial from the word the United Kingdom. This well-known initialism word is commonly used because this word is sorter to be spoken.

Article 2
Compounding

As mentioned before, compounding has three types of form. The closed compound words, open compound words, and hyphenated compound words. Most of the compound words the researchers have in this article are categorized as close compound words. At the beginning of the second article, we found the word "Headliners". This word is formed by the word "Head". According to the oxford dictionary, "Head" means the part of the body on top of the neck containing the eyes, nose, mouth, and brain. However, according to the oxford dictionary, "Liner" means a large ship that carries passengers. Yet, if we combine those words as "Headliners", it has a different meaning that is the main performer or acts in a show. Next, we have the word "Shakeups". "Shake", according to the Oxford Dictionary, means to move or make somebody/something move with short quick movements from side to side or up and down while "Ups" is informal or humorous to suddenly move or do something unexpected. Moreover, when those words are combined as "Shakeups" means a situation in which a lot of changes are made to a company, an organization, etc. In order to improve the way in which it works.

"Bellwether", it is a combination of the word "Bell", according to the Oxford Dictionary, means a hollow metal object, often like a cup in shape, that makes a ringing sound when hit by a small piece of metal inside it; the sound that it makes and the word "Wether" means a sheep, which leads the flock which produces the word "Bellwether", which means something that is used as a sign of what will happen in the future.

"Setbacks", it is a combination of the word "Set", which means to prepare or arrange something so that it is ready for use or in position and the word "Back", which means the part of the human body that is on the opposite side to the chest, between the neck and the tops of the legs; the part of an animal's body which generates the word "Setbacks", which means difficulty or problem that delays or prevents something, or makes a situation worse.

"Subvariant", this word is formed by the word sub (next lower than or inferior to) and the word variant (a thing that is a slightly different form or type) into one word "Subvariant", which means a subsidiary variant.

"Nationwide", is from the word "Nation", which means a country considered as a group of people with the same language and from the word "Wide", which means measuring a large distance from one side to the other and they form a new single word "Nationwide". Nationwide means happening or existing in all parts of a particular country.

"Stagecoach" is a combination of the word "Stage", which means a period or state that something/somebody passes through while developing or making progress and the word "Coach", which means a person who trains a person or team into a new word "Stagecoach" which means a large carriage pulled by horses that were used in the past to carry passengers, and often mail, along a regular route.

"Spokesperson" is a combination of the word "Spoke", which means one of the thin bars or long, straight pieces of metal that connect the center of a wheel to its outer edge, and the word "Person", which means a human as an individual into a one-word "Spokesperson", which means a person who speaks for a group or an organization.

There are no compound words found in this article. To cut to the chase, we move to the hyphenated form of compound words. Here, we have "Ticket-sharing". This is a combination of the word "Ticket", which means a printed piece of paper to go to the bus, train, or theatre and the word "Share", which means to have, use or experience something at the same time as somebody else. They formed a new single-word ticket-sharing which means sharing tickets quickly and securely between agents.

Coinage

In the second article we use, there are two coinage words which are new words in the English language. First, "Coachella". Coachella is a misspelling of the valley's previous name, Conchilla, which originates from a Spanish phrase that means "Small Shell" and refers to the area's fossil shells. For a while, the valley was also known as Cahuilla, after the Cahuilla Indians who resided there. Because the word "Coachella" was formed from a mispronunciation of a word from a village, the word "Coachella" could not be found in the dictionary, so the word formed a new word. The last word is "Covid-19". The term Covid-19 (Corona Virus Disease or SARS-CoV-2) is a new term and has been widely used by the public and health workers since the Coronavirus first appeared in 2020.

Initialism

Initialism is a word formation process in which the first letters of a phrase, often a title, are strung together and formed into a new word. We have four examples of words that are categorized as initialism. They are "EDM", "AFP", "CDC", and "DJ". EDM is an initial of the word Electronic Dance Music. EDM identified as initialism because it contains letters that shorten. The letter "E" for Electronic. "D" for dance and "M" for music as mentioned in the second article. The other initialism example is "AFP" as known as Association of Fundraising Professionals is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable institutions. Similar with the previous example, the term "AFP" is used to make it easier to be spoken. The initial "A" stands for association, "F" for fundraising, and "P" for Professionals. The other example is "CDC" that stands for an initial of the word Centers for Disease Control and Prevention, and the last one is "DJ" the initial term "Disc Jockey" is a person whose job is to introduce and play recorded popular music, on radio or television or at a club or party. These initialisms for those words are used to make the words shorten, and also those terms in a well-known initial in our social environment and those initial words are easy to remember and to be spoken.

Conclusion

This study was a morphological analysis that focused on types and forms of compounding words found in two entertainment articles published in April 2022. To analyze the types of word formation process. In the Compounding process, the researchers have referred to the theory of Laurie Bauer, which states that Compounding is a process of creating a new expression by merging more than one distinct expression into a single unit to bring a

new word that never existed before. Coinage process is defined as the technique of establishing a new expression to allude to the most current resources, such as trade names for specific commercial products. While in the Initialism identification process, the researchers used Hans Merchand's theory which stated that initialisms are often used to produce identities of new scientific discoveries that are related to inventions and innovations.

Based on the analysis and discussion, the researchers have analyzed the types and the meanings of some forms of word formations (Compounding, Coinage, and Initialism) in two online news articles published by The Jakarta Post. There are 14 words that are categorized as compounding words, coinage, and initialism in the first news article, "Tape of You: Sheeran Films Songwriting Sessions After Court Case", which was published in April 11, 2022. Of which nine words fall into the category Compounding process, two words belong to the Process Coinage category, and two words belong to the Initialism category. Then the second article, "Coachella Music Festival Returns After Three-Year Hiatus", published by The Jakarta Post on April 16, 2022, has fifteen words that are categorized between Compounding, Coinage, or Initialism processes. Nine of them are in the compounding words category, two are in the Coinage category, and four are in the Initialism category. In those articles, there are a total of 29 words that are classified as Compounding, Coinage, and Initialism word formation processes.

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Appendix:

Article 1

Ed Sheeran says he now films his songwriting sessions to try to avoid future copyright claims after winning a high-profile court case this week. The British singer-songwriter gave his first interview after a judge in London's High Court ruled Wednesday that his smash-hit "Shape of You" did not lift musical phrases from another track. "Now I just film everything, everything is on film," he told BBC television in the interview shown Friday. "We've had claims come through on the songs and we go, well here's the footage and you watch. You'll see there's nothing there," Sheeran said. "I personally think the best feeling in the world is the euphoria around the first idea of writing a great song. "That feeling has now turned into 'oh wait, let's stand back for a minute'. You find yourself in the moment, second-guessing yourself." Judge Antony Zacaroli said that Sheeran "neither deliberately nor subconsciously" copied a phrase from British grime track "Oh Why", when writing "Shape of You". Sheeran's 2017 song remains the most-streamed song ever on Spotify, with more than three billion streams. It won Sheeran, 31, a Grammy for Best Pop Solo Performance. He, along with several others, has a writing credit on the track. But two other songwriters, Sami Chokri and Ross O'Donoghue, alleged that the song had musical similarities to their own composition "Oh Why", performed under Chokri's stage-name Sami Switch. Sheeran told the BBC that he regretted settling a prior plagiarism case in the United States over his 2017 song "Photograph", and said "there was no other choice" but to fight the UK claim. "Shape of You" co-writer John McDaid, of the band Snow Patrol, said the London court case had "got really heavy and it was consuming". "The cost to our mental health and creativity was really tangible," he said, while concurring with Sheeran that artists had to fight back against a mounting wave of copyright claims in the streaming age.

Compounding	Coinage	Initialism
Songwriting (from the word song+writing)	Euphoria (a new word that has become popular recently)	BBC (BBC is an initial of the word British Broadcasting Corporation)
High-profile (from the word high+profile)	Grammy (an event that has become popular nowdays)	UK (UK is an initial of the word United Kingdom)

High Court (from the word hight and court)		
Smash-hit (from the word smash+hit)		
Footage (from the word food+age)		
Yourself (from the word your+self)		
Second-guessing (from the word second and guessing)		
Co-writer (from the word co+writer)		
Fight back (from the word fight and back)		

Article 2

California's Coachella will kick off Friday for the first time since 2019, with hundreds of thousands of people flocking to the premier desert music festival, as the United States sees Covid-19 cases edge up. The mammoth event that takes place over two three-day weekends -- and this year features Billie Eilish, Harry Styles and the Weeknd with EDM stars Swedish House Mafia as headliners -- traditionally kicks off the year's summer concert circuit. Coachella's 2020 edition was scrapped as the coronavirus pandemic came into full force, and two years of chaotic cancellations, rescheduled shows and lineup shakeups ensued. As it returns after a three-year hiatus, Coachella is considered a bellwether for the multi-billion-dollar touring industry that's still on shaky ground after persistent pandemic setbacks. After other large-scale festivals including Lollapalooza last year required proof of vaccination or a negative Covid-19 result, Coachella this winter announced it would not require any such mitigation measures, including masks or social distancing. The festival is held mostly outside, welcoming some 125,000 revelers daily from all over the nation and abroad, many of whom camp and fill up hotels nearby. There will be two testing sites on festival grounds. Jose Arballo -- a senior public information representative for the public health department of Riverside County, where Coachella takes place -- said there also would be bolstered testing facilities

nearby. "Any time you have large groups of people gathering in public settings there's some issues there -- but we're hoping that more people will be vaccinated... and that more people will wear masks anyway," he told AFP. "If people aren't feeling well, even if it might cost them something financially, we hope they can forgo going." Arballo said that case numbers in the county had "plateaued in the last couple weeks," but "other people will be coming in from all over the country and other places in the world where maybe the case rates aren't that low." He also noted that unreported at-home testing has possibly skewed case rate data downward, and anticipated the county would be able to assess the festival's public health impact by the middle of next week -- just ahead of the festival's second string of dates. Nationwide, Covid-19 cases are down sharply from where they were in January but recently have started picking up, with the United States averaging approximately 38,000 cases a day, according to the Centers for Disease Control and Prevention. The vast majority of new cases stem from the highly transmissible Omicron subvariant, known as BA.2, according to the CDC. Some universities have reinstated mask mandates as has the city of Philadelphia, but for the most part regulations nationwide, including in California, remain relaxed. 'Everybody misses this' Major acts playing sets at Coachella include Megan Thee Stallion, Phoebe Bridgers, Doja Cat and Brazil's Anitta. The Weeknd and Swedish House Mafia were last-minute additions after chaos agent Kanye West unceremoniously pulled out of his headliner spot. Travis Scott pulled out after a deadly concert stampeding tragedy at his Astroworld show in Houston last year, while 2020's anticipated headliner Frank Ocean is set to return to the desert in 2023. Also on deck are French rockers L'Imperatrice, superstar DJ Stromae, recent Grammy winner Arooj Aftab, Palestinian DJ Sama' Abdulhadi and South Africa's Black Coffee, who made Grammy history last week after winning a Grammy for Best Dance/Electronic Album, the first African act to do so. And in a last-minute surprise, Arcade Fire will play a set Friday evening. Coachella is a major draw for Indio, the city where it takes place, a desert municipality of just under 95,000 people whose slogan is "The City of Festivals." Along with Coachella, Indio also hosts major concerts including the folk and country event Stagecoach. According to Indio spokesperson Brooke Beare, the city receives roughly $3 million each year in direct revenue from the festivals, including ticket-sharing dollars and transient occupancy taxes from campers. Beare told AFP the area "benefits greatly" in every sector, from hospitality to restaurants and gas stations -- and from the festivals themselves, which she said "bring a vibrancy and energy that is unparalleled." Mason Fouad, owner of the liquor store Mirage in Palm Springs, where many Coachella attendees stay, told AFP that business at his shop was already up 30 percent. "Liquor

business blooms in any festival," Fouad said. "Everybody is expecting this Coachella will score a way higher record than all the other Coachellas, because everybody misses this."

Compounding	Coinage	Initialism
Headliners (from the word head+liners)	Coachella (a new event so it is a new word)	EDM (EDM is an initial of the word Electronic Dance Music)
Shakeups (from the word shake+ups)	Covid-19 (a new word about the pandemic)	AFP (Association of Fundraising Professionals)
Bellwether (from the word bell+wether)		CDC (CDC is an initial of the word Centers for Disease Control and Prevention)
Setbacks (from the word set+backs)		DJ (DJ is an initial of the word Disc Jockey)
Subvariant From the word sub+variant)		
Nationwide (from the word nation+wide)		
Stagecoach (from the word stage+coach)		
Spokesperson (from the word spokes+person)		
Ticket-sharing (from the word ticket and sharing)		

THE WORD FORMATION PROCESSES OF CAPTION ON @menantea.toko INSTAGRAM ACCOUNT IN 2021-2022

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Abstract

Morphology is also one of the main linguistics about words. In morphology, we study about the arrangement and relationships of the smallest units of meaning in a language. Word formation process is usually known as the process events or morphological process that is close and often used in human life. The word formation process is a way how to make new words from basic words to combine, add, or reduce the composition of the word. It can be seen on Instagram's captions @menantea.toko. The reason why the researchers chose the data is from some captions on Instagram @menantea.toko because the researchers found several applications of word formation that are used as a marketing tool or to communicate digitally with target consumers. A qualitative research method to design this paper because it presents the data by explaining the word formation processes involved in the formation of new words. Moreover, this methodology was chosen for this paper to find out which process is more productive in the process experienced in word formation for new English words found. In this research, the researchers found word formation processes such as shortening (initialism and clipping), blending, and compounds. The application of word formation on the Instagram account is used to make readers or visitors to the Instagram account more interested in buying their products.

Keywords: ***Morphology, Word Formation Processes, Menantea, New English Words***

Introduction

English morphology is one of the subjects taught in English Department because it is a field of linguistics. Morphology is also one of the main linguistics about words. In morphology, we study about the arrangement and relationships of the smallest units of meaning in a language. Every human language depends on sound. Sentences can be made based on certain sounds that are put together in a certain way, words, and phrases. It is the way in which messages are sent and received. To learn more about the smallest unit of a word, we need to know about the morpheme, which is the smallest unit of a word. In daily life, humans use words to communicate. Morphological awareness is one of the linguistic awareness abilities belonging to human beings. Carlisle in Tong et.al (2011,4) state that morphological awareness

is an individual attentive knowledge of the morphemic structure of certain words and the ability to reproduce and employ that structure. Word is the smallest independent unit, or in other words, every independent unit that is able to stand alone and already has a meaning which can be realized in the unity of feelings and thoughts that can be used in language. Words depend on the language used. Therefore, a language using a word is interpreted as an item, so in a different language, the word can be interpreted as an activity. In choosing the words used, there is a process called the word formation process.

Word formation process is usually known as the process events or morphological process that is close and often used in human life. The word formation process is a way how to make new words from basic words to combine, add, or reduce the composition of the word. While from Hacken and Thomas (2013), we can know that the word formation process is how to produce the new words with the same rules. Word formation process has some aspects of the formation of new words which are often accompanied by the process of forming new words which generally prioritizes a good pronunciation or pleasing to the ear. It can be seen on Instagram's captions @menantea.toko, because there are a lot of new words created. The researchers use this account to analyze the new words as the topic. It can be related to morphology because the researchers analyzed the word formation processes in @menantea.toko Instagram account.

As mentioned above, new words are often accompanied by the process of forming new words. Therefore, the researchers need to know how the new word is formed. One of them is through word-formation processes. An example can be taken from the topic that the researchers chose, which is some application of word-formation processes on the caption of the @menantea.toko Instagram account. Word formation is worth it to study because it has an important role in expanding the vocabulary that helps us communicate very smoothly. In addition, the researchers can make long words more effective by shortening but not reducing or eliminating the meaning of the original words. In the word-formation process, there is also explained how the new word is formed to create a new word that has a certain meaning.

The reason why the researchers chose the data is from some captions on Instagram @menantea.toko. We found several applications of word formation that are used as a marketing tool or to communicate digitally with target consumers. In addition, the use of words in the @menantea.toko caption can be analyzed using several word formation processes so that it makes the process of making this paper easier.

Methodology

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The researchers chose a qualitative research method to design this paper because it presents the data by explaining the word formation processes involved in the formation of new words. Moreover, this methodology was chosen for this paper to find out which process is more productive in the process experienced in word formation for new English words found. In this paper, the researchers use the selection of several new words as a design to analyze the word formation process in new English words in the @menantea.toko Instagram account.

The researchers used Menantea's Instagram account as an object for our paper. In this paper, the researchers analyzed some captions of Menantea's Instagram account by choosing some new words from the year 2021-2022. The researchers took some new English words as the data and collected them by capturing the caption. Afterwards, the researchers analyze those new words by using word formation processes. Some processes of word formation that the researchers found in the caption are shortening, blends, and compounds.

Besides that, the researchers also found some new words and categorized or grouped the new words based on their word-formation processes. For example, there are some new words included in the shortening word formation processes and the researchers decided to categorize each word; initial and clipping. It also applies to other new words that have word formation processes. Then, the researchers connect them with the theory of word formation processes that relate to this paper. In the last step, the researchers made a conclusion.

Findings and Discussion

Shortening is a process of making a term become shorter than the original word(s). There are three types of shortening: initialisms, acronyms, and clipping. Initial is a word formation process in which the first letters of a phrase, often a title, are strung together and formed into a new word and can't be read or pronounced as a word itself. For example, the word a.k.a can analyze the shortening initialism. The word a.k.a has meaning also known as which in Indonesian means *'juga dikenal sebagai'*. The first "a" is taken from the word "as", the letter "k" is taken from the word "known", and the last "a" is taken from the word "as". The a.k.a abbreviation is used when a person or thing has another name.

Besides that, the word "BTW" from menantea's account also can be analyzed using initialism theory. The word BTW is an abbreviation of the word, by the way. The letter "B" is taken from the word "by", the letter "T" is taken from the word "the", and the letter "W" is taken from the word "way". "BTW" is a slang abbreviation of "by the way", which in Indonesian means *'ngomong-ngomong'*. The word "BTW" is usually used when someone has

a conversation either directly or in writing in an informal situation. Another example is the word "FYI". The word "FYI" in menantea's account can be analyzed using initialism because 'FYI" has meaning for your information. In Indonesian "FYI" has meaning *'untuk informasi anda'*. The letter "F" is taken from the word "for", the letter "Y" is taken from the word "your", and the letter "I" took from the word "information". The information delivered using FYI is non-binding to the recipient to act on the information. It is only used for recipient information. The abbreviation FYI is often used in business or departmental communications. However, the word FYI is also used as slang and is often used by young people.

The second shortening that the researchers discussed is clipping. Clipping is the process of shortening long words. This occurs when a long word has common usage while the shorter word form becomes simpler and easier to understand. These forms can be found in informal conversation, but some of them are also used in standard English. A clipping is a result of deliberately dropping part of a word.

From menantea's Instagram account, the words collabs and apps are examples of clipping. The word "collabs" is an abbreviation for "collaboration". The words "collab" and "collaboration" have the same meaning, which is to collaborate or work together. The word "collab" is often used by people who are active in the visual arts, including video creators. The word collab is often used in the caption or title of menantea's account because it is considered more interesting and simpler. Meanwhile, the word "apps" are an abbreviation for "application". Like the previous explanation, the word "application" is shortened to "apps" to make the word simpler and more attractive for the readers.

Blending is one of the word formation processes that involves two processes of word formation, compounding and "clipping". Blending is combining two words into one, usually the first part of one word with the last part of the other, so that the resulting blend consists of the two original meanings. Blending is also known as the mixture of clipping and compounding wherein new phrases are created through the overlap of phrases or fragments of present phrases, such as "Mintea" from admin and tea and "Congraduation" from congratulation and graduation. There are three types of blends: Word 1 (full) + Word 2 (clipped, used the back part), Word 1 (clipped, use the front part) + Word 2 (clipped, use the back part), Word 1 (clipped, use the front part) + Word 2 (full), and Word 1 (Clipped, use the back part) + word 2 (full) Based on the Menantea's Instagram account, there are three kinds of words that are experiencing word formation blending.

The first word is Mintea. It consists of two words: "Admin" and "Tea", Word 1 (clipped, used the back part) and Word 2 (full). Therefore, the word "Mintea" can be formed.

The word "Mintea" is used to mean an employee that handles the social media of menantea.toko. Meanwhile, the second word is "Congraduation". The word "Congraduation" also consists of two words: "Congratulation" and "Graduation", Word 1 (clipped, used the front part) and Word 2 (full) so that the word Congraduation can be formed. "Congraduation" is used to mean congratulation and graduation when the owner of Menantea graduated. The last word is "Baristea". This word has the same type as the word "Congraduation". The word "Baristea" consists of two words: "Barista" and "Tea". "Baristea" is used to mean an employee who prepares and serves the drinks in Menantea.

The last category of word formation that the researcher analysis is compounds. Wibowo (2014) stated that compound words are formed by combining two or more words into one unit with a perceptible meaning. Compound words are formed by combining two or more words into one unit with a perceptible meaning. These compound words can be made of many combinations, but the most frequent combination is those of noun and noun. This is the largest sub-grouping of compounds. Many types of semantic relationships can be isolated within this grouping (Bauer, 1983: 202). In the compound, there are two ways to analyze, by semantics and syntax. Based on our research on Menantea's Instagram caption, there is the word "Comfortea". If the word "Comfortea" is analyzed by the syntax on the compounds, it will become two noun words consisting of "Comfort" (N) and "Tea" (N) which will also produce a noun: "Comfortea" (N). This word has a compound process that produces a compound noun because it consists of combining two noun words. Meanwhile, if the word "Comfortea" is analyzed by the semantics of the compounds, there will be two different meanings: Comfortea and Comfort Tea. Comfortea means comfort in general that used in the context of word selection on the Menantea' Instagram caption or terms used by Menantea. Then, Comfort Tea means tea that can give comfort.

Conclusion

Based on the previous discussion, the researchers can see that there are several word-formation processes. Changes in words in everyday language are possible. The researchers took some new English words as the data and collected them by capturing the caption. Afterwards, the researchers analyze those new words by using word formation processes. Some processes of word formation that the researchers found in the caption are shortening, blends, and compounds. Shortening is a process of making a term become shorter than the original word(s). For example, the word a.k.a can analyze the shortening initialism. Blending is known as the

mixture of clipping and compounding wherein new phrases are created through the overlap of phrases or fragments of present phrases, such as "Mintea" from "admin" and "tea", and "Congraduation" from congratulation and graduation. Compound words are formed by combining two or more words into one unit with a perceptible meaning. In the compound, there are two ways to analyze, semantics and syntax. Based on our research on Menantea's Instagram caption, there is the word "Comfortea". If the word "Comfortea" is analyzed by the semantics of the compounds, there will be two different meanings: Comfortea and Comfort Tea. If the word "Comfortea" is analyzed by the syntax on the compounds, it will become two noun words. Likewise with collaborating one word with another and creating new word meanings which are blend and compound. In some captions on the Instagram account, there is the application of the word formation. The application of word formation on the Instagram account is used to make readers or visitors to the Instagram account more interested in buying their products.

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Appendix

The word "BTW"

The word "Mintea"

The word "Menantea"

The word "Apps"

The word "Comfortea"

The word "Baristea"

The word "a.k.a"

The word "Congraduation"

UTILIZATION OF YOUTUBE AS A DIGITAL LEARNING MEDIA FOR PUBLIC SPEAKING IN INCREASING STUDENTS' LEARNING MOTIVATION.

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Abstract
In the millennial era, educational learning cannot be separated from digital-based learning. Many sources can be accessed both visually, in audio, and video for free or paid that can be used in the learning process. One of the lessons that can be optimized using digital-based learning is public speaking. One of the digital media that is often used is YouTube. Youtube is an effective learning medium because it can be accessed anywhere and anytime. This study uses the library study method to collect the data. In addition to library studies, the researchers used quantitative methods in the form of a questionnaire to collect data. This study aims to find out YouTube's role as a medium for optimizing learning tools and also to find out the influence of YouTube on the public speaking learning process. This journal also aims to analyze how much the use of Youtube as a teaching medium plays a role in increasing and helping students' learning motivation in learning Public Speaking. The results of this study show that (1) Youtube acts as an additional learning resource in the teaching process, (2) The use of YouTube can motivate students to improve their public speaking skills, and (3) The use of YouTube improves students' skills in public speaking classes to learn independently. In conclusion, YouTube is one of the effective media that can be used as additional learning media that can increase students' learning motivation.

Keywords: Digital Learning Media, Youtube, Public Speaking.

Introduction

Technological developments have certainly experienced an increase from time to time; it can be seen from the rapid growth of technology in the 21st era that has begun to fill essential aspects of life. The rapid development of advanced technology demands changes, one of which is in the process of world science and education today. With the invention of the Internet, the digital era began to take over conventional methods, placing humans in the civilization of revolution 4.0. The influence of the digital age has also penetrated the education aspect, where teachers and students are now using technology-based learning and online materials in the learning process.

The use of technology-based learning is also supported by the situation where the COVID-19 pandemic hit, where all educational institutions were prohibited from holding face-to-face learning. This situation inevitably encourages educational institutions to provide alternative learning media that can support educational facilities and create creative fields for students to learn independently and easily. For this reason, distance learning cannot be separated from the use of various digital platforms such as YouTube, Zoom Meeting, Google Meeting, etc. The previous study found that students preferred to practice their receptive English skills through digital platforms, indicating that digital-based learning has a significant role in the development of students' learning skills.

During the millennial era, many online-based applications are starting to appear that can be accessed easily by internet users. As a website-based application for uploading videos, YouTube allows users to upload, watch and share videos. Moreover, YouTube displays a wide variety of user and creator-generated video content, including movie clips, TV clips, and music videos. Apart from that, amateur content such as video blogs, short videos, and educational videos are also available on this site. As an application that supports educational videos, YouTube has become an essential learning support tool for all students of all ages because of the innovative visual learning concept. YouTube can also facilitate the learning process by adding a new dimension to the existing system. With the help of YouTube, educators can raise students' enthusiasm for learning. Learning English on YouTube was considered to be more flexible and interactive than formal learning in the classroom. YouTube has become a learning medium that provides space for students to improve their English skills. One of the skills that must be possessed when using a language, especially English, is the public speaking ability (Wang & Chen, 2020).

Public Speaking is one of the essential skills in the use of language where an oral communication activity is carried out directly in public. Public speaking skills are not only useful for public-speaker careers, the skill is also useful for casual people. Besides that, choosing the right words is an essential value in public speaking, since it will make the brains work more actively and stimulate the brain to think more critically. In general speaking skills, everyone needs to learn, train, and increase their language skills. Therefore with the availability of multiple educational channels on YouTube, this can be an option for all students who want to improve their language skills.

There are two previous journals that discussed digital-based learning and literary culture. The first related journal, Digital Based Learning During the Covid-19 Pandemic at Indonesian Islamic State University, by Uswatun Hasanah, was published in 2021. This journal used a survey-based quantitative methodology with the purpose of finding out which digital-based Islamic learning can be implemented and developed in Islamic Higher Education. After determining the research methodology, the researcher concludes that digital-based in Islamic knowledge is less useful in the pandemic era. The ineffectiveness of digital platforms is influenced by many factors, both in practice and in technical implementation.

The second related journal, Digital Literature Culture for the Millennial Generation in the World of Education, by Afri Muryati, was published in 2019. This journal used one methodology, which is descriptive research, namely using library research methods. The result shows that literacy culture is vital in today's millennium for reading and writing activities with the aim of obtaining and using information efficiently. However, the literacy culture that has been abandoned by humans is reunited with the existence of a digital literacy culture that aims to re-increase literacy culture in the world of education, even though with different methods. The first related journal mainly focused on digital Based learning during the pandemic era; meanwhile, the second related journal mainly focused on digital Literature for the millennial generation.

The first related journal and this journal have the same object of research, namely, the utilization of digital-learning media in the pandemic era. Regardless of the similarity of research objects, both have different topics and study approaches. The journal written by Uswatun Hasanah uses digital learning to show the effectiveness of Islamic study and uses one methodology, which is a survey-based quantitative methodology. While in the utilization of YouTube as public speaking learning media, the researchers focused on YouTube's role as a medium for optimizing the public speaking learning process with two methodologies, namely descriptive qualitative and library research. The second related journal has the same methodology, which is the library research method. Regardless of the similarity in the procedure, both have different topics. The journal written by Afri Muryati uses digital literacy

culture effectiveness in today's millennials. While in the journal, the researchers focused on YouTube's role as a medium for optimizing the public speaking learning process.

In this study, the researchers focused on finding Youtube's role as a medium for optimizing learning tools and its influence on students' communication skills, especially public speaking skills. The influence and fulfillment of YouTube's role are reviewed through an evaluation form given by students who watch and use YouTube shows as one of the additional learning media. This study aims to analyze how much the use of Youtube as a teaching medium plays a role in increasing and helping students' learning motivation in learning Public Speaking.

Methodology

This study uses a descriptive qualitative method. Sugiyono (2013, p.9) describes qualitative research methods as "a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization."

This study also uses a literature study design which is conducted through an in-depth study of data related to the issues from various library materials. According to George (2008), library research is a method of collecting data by studying and understanding data related to issues from books, theories, and documents taken in the form of primary data. This study deals with text and library materials that are ready to use so that it is not bound by time and space.

The data collection technique was done through a questionnaire. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2013, p.142). Data collection techniques using questionnaires are used to obtain data efficiently with a scale of respondents who are widely spread in the regions of Indonesia. This questionnaire contains four questions, such as:
1. Apakah anda sudah pernah mendapatkan mata kuliah Public Speaking?
2. Bagaimana sistem pembelajaran di kelas Public Speaking yang anda ikuti? Jelaskan!
3. Apakah anda menggunakan media lain seperti YouTube untuk membantu proses pembelajaran Public Speaking?
4. Apakah anda merasa terbantu dalam melatih skill Public Speaking dengan menonton tayangan video di YouTube? Jelaskan!

Finding and Discussion

This section displays the results of data analysis obtained from interviews through questionnaires distributed using google form media. The data obtained are the results of interviews filled out by ten anonymous students of Sanata Dharma University who have taken public speaking classes that are held online. The results of the data analysis show that YouTube is one of the media used to fulfill other independent learning processes due to the limited space to practice these abilities in online classes.

Finding

The rapid development of the use of the Internet and its media and the pandemic situation has made using digital platforms one of the alternative learning media. Due to the difference in the distance caused by the prohibition of face-to-face meetings, the study space becomes minimal. It results in a lack of communication between teachers and students, which ultimately hinders the progress of students' abilities in learning. This also happened in the public speaking class, which students at Sanata Dharma University attended. The transition

from offline classes to online courses that occurred in a short time caused several obstacles encountered by students.

One of the obstacles encountered in public speaking class is the lack of interaction between teachers and students. Due to differences in the interaction space between teachers and students, the lecturer cannot provide direct feedback and also correct students' mistakes, especially in grammar and pronunciation. In this case, the

Internet connection and the time limit owned by a number of digital platforms are also some of the factors why interaction in online classes is limited.

The next obstacle found in online public speaking classes is that there is a lot of theory given but limited practice. Providing theory on how to carry out public speaking is often given by teachers as an initial provision in attending lectures. Still, as the class progresses, practical implementation becomes more needed to hone public speaking skills in depth. The transition from offline to online courses makes students lose their opportunity to hone these skills in front of their classmates.

Implementing online public speaking classes also slightly reduces students' motivation to hone their skills. This is because the assignment system is considered closed, so it interferes with feedback that should be done simultaneously. In addition, the reduction in motivation is also caused by assignments that require students to take videos and make edits to the videos, which drain their energy and motivation.

In overcoming obstacles often faced, students must rack their brains to find alternative media that can support their learning in mastering public speaking skills. In this case, the researchers found that most students who took public speaking classes chose YouTube as their learning medium to practice their public speaking skills independently.

Discussion

Public speaking is the act or process of making speeches in public or also commonly understood as a formal, face-to-face speaking event of an individual to a group of listeners. Public speaking is a general assessment type in higher education and serves to measure a student's capacity to create and deliver an engaging, informed, and persuasive argument (Nas et al., 2016).

However, several problems were found in implementing Public Speaking, especially during the Covid-19 pandemic, because the interaction between teachers and students becomes distant since the regulation reduces direct social activity. The dullness of the learning system is also encountered, as is the imbalance of diverse theories and lack of practice. In addition, the implementation of online public speaking classes also slightly reduces students' motivation to hone their skills since the assignment system is closed. Hence, it interferes with feedback that should be done simultaneously. This reduction of inspiration is also caused by assignments that require students to take videos and make edits to the videos, which drain their energy and motivation.

In unraveling these problems, students must have ways to adapt themselves during the covid-19 pandemic, which has changed the learning system a lot, one of which is the use of YouTube. There are millions of people who access YouTube, so YouTube has the potential to be used as an interactive learning medium (Snelson, 2011). YouTube does not make the requirement for the audience to register an account so that everyone can access it anytime.

Based on a questionnaire form conducted on ten Universitas Sanata Dharma students, ten respondents approved that YouTube successfully helped them adapt an online learning system for public speaking courses.

Manageable and instantaneous access to YouTube has helped many students determine the topics to be presented. In addition, interesting audio and visual presentations successfully

show the general speaker's gestures that can be easily seen by students and serve as examples to improve their English skills. Moreover, YouTube also presents materials and tips for taking public speaking classes, which are not necessarily taught when teaching and learning activities are carried out online. In its application in the Public Speaking course, YouTube has succeeded in helping students adapt to a drastically changing new learning system. In addition, the use of YouTube can also provide a new dimension to the online learning system; since the pandemic conditions are starting to improve, teaching staff and students can use YouTube during offline classes because the audio and visuals can make it easier for students to understand the material and complete their assignments.

Conclusion

The rapid development of advanced technology demands changes, one of which is in the process of world science and education today. The use of technology-based learning is also supported by the situation where the COVID-19 pandemic hit, where all educational institutions were prohibited from holding face-to-face learning. This situation encourages educational institutions to provide alternative learning media, such as YouTube, for students to learn independently and quickly. As an application that supports educational videos, YouTube has become an essential learning support tool for all students of all ages because of the innovative visual learning concept. With the help of YouTube, educators can raise students' enthusiasm for learning, especially in Public Speaking classes.

However, several problems were found in implementing Public Speaking, especially during the Covid-19 pandemic. The distant interaction between teachers and students, the imbalance amount of diverse theories and lack of practice, and the learning system dullness are also encountered in online public speaking classes that reduces students' motivation wince the assignment system is considered closed, which is also caused by assignments that require students to take videos and make edits to the videos which drain their energy. In overcoming these obstacles, students are required to find alternative media that can support their learning in mastering public speaking skills. Most of the students in public speaking classes choose YouTube as their learning medium to practice their public speaking skills independently. Ten respondents of Universitas Sanata Dharma students approved that YouTube successfully helped them in the adaptation of an online learning system. Manageable and instantaneous access to YouTube has helped many students determine the topics to be presented. The outstanding audio and visual presentations successfully show the general speaker's gestures that students can easily see and serve as examples to improve their English skills. In addition, YouTube also presents materials and tips for taking public speaking classes, which are not necessarily taught when teaching and learning activities are carried out online. In its application, YouTube has succeeded in helping students adapt to a drastically changing new learning system. YouTube can also provide a new dimension to the online learning system since the pandemic conditions are starting to improve.

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Appendices

No. of Interviewees	Apakah anda sudah pernah mendapatkan mata kuliah Public Speaking?	Bagaimana sistem pembelajaran di kelas Public Speaking yang anda ikuti? Jelaskan!	Apakah anda menggunakan media lain seperti YouTube untuk membantu proses pembelajaran Public Speaking?	Apakah anda merasa terbantu dalam melatih skill Public Speaking dengan menonton tayangan video di YouTube? Jelaskan!
1.	Ya	Sistem pembelajaran di Kelas Public Speaking bertujuan agar mahasiswa dapat dengan lancar menyampaikan informasi kepada audiens dalam Bahasa Inggris. Dalam public speaking ini pula, mahasiswa dilatih untuk menyusun materi berisi informasi, melihat contoh dari public speakers yang lain, berproses seperti menghafal skrip dan mencari informasi tambahan, kemudian mengembangkannya dengan cara menyampaikan pidato.	Ya	Tentu saja. YouTube membuat saya sangat terbantu dalam meningkatkan kemampuan saya dalam Public Speaking karena aksesnya yang mudah dan beragamnya konten yang disediakan. Terdapat banyak contoh video dari orang-orang ternama yang melakukan public speaking sehingga dapat menjadi acuan, bahkan YouTube menyediakan banyak informasi terkait tips

				dan trik untuk menarik audiens ketika kita menyampaikan informasi. Maka dari itu, YouTube sangat membantu dalam pengembangan kemampuan public speaking saya.
2.	Ya	Hanya dijelaskan secara teori saja namun prakteknya kurang	Ya	Saya cukup terbantu karena melalui Youtube saya semakin paham terkait dengan praktek secara langsung dan penerapan tips tipsnya
3.	Ya	Kelas public speaking yang saya ambil waktu itu berjalan secara online karena adanya covid19. Pada waktu itu, dosen saya memberikan tugas atau kegiatan berupa berbicara didepan kamera dan merekamnya.	Ya	Ya, sangat membantu. Dengan youtube saya bisa belajar metode-metode public speaking yang fasih dan benar.
4.	Ya	Sistem pembelajarannya menuntut kita untuk aktif berbicara dalam bahasa inggris dan mendengarkan pembicaraan teman agar kita semakin fasih mendengar dan berbicara dalam bahasa Inggris. Selain itu juga banyak tugas yang menuntut kami untuk membuat video video yang bercerita mengenai topik tertentu. Kami juga di ajari untuk menggunakan pemilihan kata yang tepat sesuai dengan target audience.	Ya	Ya karena menurut saya Youtube sebagai media yang memiliki interaksi audio dan juga visual mampu memberikan experience bagi pendengar maupun penontonnya dalam melatih skill piblic speaking. Menurut saya dengan menonton sekaligus mendengarkan tayangan video di youtube mampu memotivasi kita untuk lebih aktif mendengar dan melalui mendengar kita mendapat ilmu untuk latihan berbicara.
5.	Ya	Karena saat itu covid, maka kebanyakan diminta membuat video tanpa di edit. Jujur itu sangat menguras tenaga dan harus penuh usaha	Ya	Iya, saya menjadi terlatih berbicara bahasa inggris khususnya mengenai hal hal yang lebih krusial

6.	Ya	Sistem pembelajaran di kelas Public speaking yaitu melalui penjelasan secara teori dan juga melalui video interaktif yang di suguhkan oleh dosen. Selain itu, latihan berupa membuat video pidato singkat juga diberikan oleh dosen agar mahasiswa/mahasiswi paham akan teori serta materi yang diajarkan di kelas.	Ya	Menurut saya sendir, saya merasa terbantu. Karena beragam contoh tersedia di Youtube terkait Public Speaking, yang dimana para konten kreator public speaking memberikan tips dan trick ketika berbicara di public.
7.	Ya	Sistem pembelajaran yang saya dapatkan adalah pada saat kelas kami diberi arahan bagaimana cara menyampaikan arah pembicaraan dengan baik dan benar. Kami juga diberi latihan dengan cara mengangkat tema atau isu yang sedang beredar di sosial media lalu dibuat video.	Ya	Menurut saya pribadi, saya sendiri suka mengamati hal - hal yang berada di sekitar. Contohnya dengan melihat YouTube saya dapat mengakses berbagai macam isu secara fleksibel dan lebih efisien.
8.	Ya	Pembelajaran Public speaking yg saya ikuti online, dan kebanyakan dikelas kami, kami diminta untuk membuat video mengenai satu topik yang dipilih, kemudian kami membicarakan topik tersebut selama beberapa menit sesuai dengan ketentuan. Kemudian kami juga diminta untuk menilai dan menanggapi video teman2 kami, kemudian kami diminta untuk membuat video tanggapan tersebut selama beberapa menit	Ya	Sangat membantu, karna dari tayangan tersebut saya mendapat masukan ataupun referensi2 lain yg tidak saya dapat dari media lain dan itu sangat membantu saya untuk mengembangkan kemampuan berbicara saya.
9.	Ya	Di kelas Public Speaking yang saya ikuti, semua mahasiswa dan mahasiswi akan mendapat giliran untuk berbicara di depan secara langsung dengan topik bebas (ditentukan oleh mahasiswa/i sendiri). Selain itu didatangkan juga native speaker, mrs. Amy, untuk melatih kemampuan berbicara bahasa Inggris	Ya	Ya, saya merasa terbantu dengan melihat YouTube. Karena YouTube dapat memperlihatkan gestur dan tata bahasa pembicara/public speaker secara jelas.

		yang lebih baik. Saat pandemi, pembelajaran berpindah ke sistem daring, lalu mahasiswa/i matakuliah PubSpeak mendapatkan tugas untuk mengupload video ke platform pembelajaran.		
10.	Ya	Saya menggunakan sistem online karena pada saat itu kelas sedang dilakukan dalam keadaan pandemi covid 19. Di kelas, saya diajarkan mengenai dasar-dasar public speaking dan bagaimana cara mempresentasikan diri ke depan orang lain. Saya tidak mendapat banyak contoh dan diharuskan untuk mencari contoh sendiri dan memperbanyak latihan mandiri. Selain itu, sistem penugasan dilakukan dengan mengunggah video ke google drive dan penilaian secara tertutup sehingga interaksi dan feedback yang diberikan terasa kurang.	Ya	Ya, karena dengan melihat tayangan-tayangan tersebut saya menjadi tahu bagaimana saya harus memposisikan diri sebagai seorang speaker, apa gesture yang saya lakukan, bagaimana nada yang harus saya sampaikan, dan lainnya. Selain itu, tayangan dalam youtube membantu saya dalam brainstorming topik-topik yang akan saya bawakan dan juga memberikan saya tips dan trik untuk membawakan topik saya dengan baik.

IS THE DIGITAL TRANSFORMATION IN ENGLISH LANGUAGE AND LITERATURE IN POST-PANDEMIC IN INDONESIA GOING WELL?

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Abstract

This day, the Covid-19 pandemic in Indonesia is gradually getting better. Amid the disturbance to global education, the teachers and students face challenges in the e-learning system. According to several studies, during post-pandemic students, preferences for digital literature are increasing significantly. Numerous sorts of digital literature can be used by students, like e-books, video poems thatched on YouTube, etc. Not only that, language in digital platforms offers variety and provides enrichment in the teaching-learning process. Among these materials, separate digital platforms applications like Duolingo, Cake, Elsa, and so on constructed to improve writing, reading, speaking, listening, grammar, and vocabulary can be counted as the most used. The teachers and students have to be able to communicate with each other through digital technologies such as internet platforms, applications, social media, and so on. These innovative applications have brought about new requirements, such as the teachers and the students having digital literacy skills. However, as we saw on the field or its reality. Few opportunities at this time of a pandemic have been put to good use by society. Many are swept up in the pandemic, which forces us to be passive and makes us lazy, of course. At times like these, people should be able to use their time to create something or do something freely. For example, can acquire their skills, such as in the fields, arts or academics. Based on the intentions and consistency of the individual and learning without cost us money.

Keywords: Digital Literature, English Language, Global Education, Pandemic.

Introduction

Transforming from face-to-face instruction into distance education through online learning is formidable, but the educational transformation has not only occurred during the COVID-19 pandemic. Limited internet access, inadequate devices, the digital divide as well as teachers' struggles to adapt to a new way of learning all presented challenges and resulted in significant learning losses among students. There is an air of optimism at the school after the teachers and students had to face the difficulties of online learning post-pandemic. The teachers and the students both experienced the challenges of transforming instructional strategies that can be used, like Duolingo, Cake, Elsa, and so on, to improve English language and literacy ability.

It can also realize that from this digital change in learning, there must be positive and negative sides. Undeniably, some are unsuitable and find it challenging to adapt to changes in the conditions of the COVID-19 pandemic. On the other hand, not a few people have been able to adapt to digital transformations. Seeing the differences in this digital change, it is hoped that

we can find out what solutions and what needs to develop for learning. Therefore, this paper is expected to be one way to find out the impact and effects of digital changes in learning during the COVID-19 pandemic.

Methodology

Our group paper method used is with a step of qualitative research that namely literature review and focus group which related with our analyzes.

The literature review was used by analyzing a survey of other writers' work from the internet and focus group, analyzed based on our group experience.

Use of Digital Literature in the Learning World during a Post-pandemic

The Covid-19 pandemic has had a tremendous impact on the world of education. The Covid-19 pandemic has forced humans to continue to adapt, including students. As time goes by and the Covid-19 conditions are gradually improving, coupled with the ineffectiveness of lectures using the online system, the Ministry of Education and Culture provides a hybrid learning solution. So that the entire academic community must change learning strategies and educational arrangements in the post-covid-19 pandemic. Various approaches are needed at this time, especially in the hybrid learning process, as appropriate solutions and actions. This makes the smartphone a way out, which is used as a means of communication and information. Smartphones have become very attached and become a necessity for students and teachers in the post-Covid-19 era. Considering that learning with a hybrid system like this is implemented in the post-Covid-19 pandemic, teachers need to be aware of the challenges and negative impacts but do not forget to include solutions and problem-solving related to hybrid learning.

Lectures with a limited face-to-face learning system have succeeded in creating innovation and a new atmosphere for students to achieve effectiveness and efficiency in lectures. Therefore, the obstacles that arise must be minimized, especially in terms of facilities and infrastructure. The available facilities and infrastructure must be able to support lecture activities with this hybrid learning system. Advances in technology support students and students, especially in English and literature, to compete in a healthy manner using digital technology. The technologies that can be used to facilitate hybrid learning are WhatsApp, Google Classroom, Google Meet, and Zoom. At our own campus, we use the power of the Zoom application, where every day, we follow lessons on a mobile phone or laptop screen. Generation Z is able to apply all activities at one time (multitasking), such as: running social media using a cellphone, browsing the internet, and listening to music using a headset. Whatever is done is mostly related to the virtual world. Since childhood, Generation Z has been familiar with technology and is familiar with sophisticated gadgets.

1. The approach alternates between being a lecturer and being student-centered.

2. The government offers internet quota support to support educational facilities and infrastructure. In addition, some are from colleges or schools. However, for hybrid learning applications, lecturers instruct them to study in class or through Google Classroom, Zoom, and Google Meet, but the decision comes back to the agreement between lecturers and students.

PowerPoint presentations, voice memos, and screen recordings are examples of additional media to support hybrid learning.

But apart from that, the distribution of internet quota is also felt to be insufficient by parents who claim, for example, that the internet package cannot be used because the smartphone version, phone number, or SIM card does not comply with the provisions. Types of internet cards offered.

3. In our experience, we feel that internet access is inadequate. For example, some students are still limited by the network, some students may live in remote areas, and some other students have not mastered online learning tools such as Zoom or Google Classroom. The freshmen at that time, as well as some of our classmates, were still an element of how to use the Sanata Dharma University E-Learning program.

4. At the beginning of the semester, the percentage of student attendance was solid, but as the semester progressed, some of our friends sometimes skipped. In addition, students are more assertive or active in class, but some students who were previously active in class stopped being inactive after starting hybrid learning, especially those who attended online.

5. According to the level of benefits or drawbacks, going to campus needs to take a lot of time or money, and distance is different from online classes that are more flexible.

   a. The advantages of online classes: Can teach and learn anywhere and anytime without being bound by space and time.
   b. Disadvantages of online classes: Even though there are adequate facilities, such as the internet quota, the motivation, and enthusiasm for learning of students who attend online are decreasing.

   Therefore, motivation and enthusiasm for learning need to be grown from the beginning of the lecture. And also, instructors should send students a copy of the information they have recorded so that students can review it over and over again. As well as learning facilities and infrastructure in the classroom or online, as well as technical matters needed to support the course of lectures for students, must be improved. This is the task of the entire academic community and requires synergy for every element involved. Universities must prepare carefully and pay attention to the facilities and infrastructure to support the implementation of the hybrid learning system.

Using the digital platforms English language as learning when the post-pandemic

   Using the Cake and BBC Learning (British Council) platform, Duolingo's blended learning model, specifically learning English, aims to improve English language skills. This platform is an aid in acquiring integrated English language skills to sharpen and improve one's communication skills in English. From our point of view, based on our observations as new students at Sanata Dharma University, our instructors use the British Council platform, either for daily practice or classroom use. The platform we use is not only text-based but also has listening exercises accompanied by an exam syllabus. This platform has provided convenience for learning, which can make it easier for students to study on their own, in addition to studying in class or zooming in.

The online learning platform can be customized by adjusting the level according to the student's learning needs (Basic, Intermediate, and Advanced). Thus, students with different talents will also have different levels. In addition, this digital English language platform offers interactive elements and practical materials with the real-world practice for the six language skills of listening, speaking, reading, writing, viewing, and visually representing.

Findings and Discussion

Sub-part of Findings and Discussion

Table

1.	Education system	In our most recent news on unfinished learning, we found the effect of the COVID-19 pandemic on student learning and well-being and identified potential considerations for school systems as they support students in recovery and next. Universities' systems can react over numerous horizons, fitting their procedures based on preexisting instructive execution, the profundity and breadth of learning delays, and framework capacity and resources. One of the challenges in assessing the global effect of the post-pandemic on learning is the need for inspiration to think about the English language and literature. While some students may have learned more slowly than they would have absent the pandemic, others in this archetype may have slipped backward. Once students are back in universities, numerous may require back to recover from the post-pandemic English language and literature and social-emotional effects.
2.	Teaching and learning activities	Teaching and learning activities during the COVID-19 pandemic have fundamentally changed, including the strategies and media used by teachers in their classrooms. Upon learning that it was originally (in person) offline, it turned out to be entirely Internet-based. His work in teaching and learning during the COVID-19 pandemic has resulted in some changes for students, teachers, and even parents. Teachers said they usually provide help and inspiration to students during the

COVID-19 pandemic so that they do not feel exhausted when it comes to staying healthy. A high level of inspiration from teachers also inspires student learning. Teachers should be passionate about student learning and should provide content that inspires students well beyond the bare minimum by developing activities that help them learn. Engaged teachers can make a big difference in student motivation and engagement in learning. Teachers said that during the pandemic, educational activities were coordinated in their administrations as curricula and lesson plans. Present a lesson plan as a framework for skills. The curriculum is based on government guidelines and is administered by the Ministry of Education and Culture. Curriculum Highlights Integrate themes, etymological goals, sequences, and materials to address problems faced by specific students in specific settings. During the COVID-19 pandemic, teachers are conducting teaching and learning activities using only some of the basic skills of lesson planning, and it is unlikely that all teaching materials will be taught over the internet. It cannot be taught. To learn. During the pandemic, teachers used two of her teaching methods. Lectures and task-based learning strategies. The lesson strategy is conducted by the teacher, who gives instructions through Google Meet. Additionally, teachers use task-based learning strategies. Assigning students is the primary focus of learning, and teachers use this as evidence of participation and evaluation. Teachers' use of task-based learning strategies is consistent. He argues that task-based language learning or teaching (TBLT) has become an important topic in the field of second language learning, leading to the promotion of process-oriented curricula. With the emergence of Communicative Language Classes, the development of communicative Tasks improved the actual language use of learners. Interviewees said that the internet or informal learning strategies encouraged students to learn autonomously. This claim is consistent with Stickler's assessment.

		Learners are portrayed as autonomous, social actors who actively seek out the learning tools, resources, and opportunities available in their environment. Reviewing the materials, analyzing the materials, and taking notes given by the teacher should enable autonomous learning. This allows students to become familiar with collecting and monitoring Collected Data identified in the learning materials. The use of educational media during the COVID-19 pandemic is identified with his use of information and communication technology (ICT). Mobile learning complements both traditional approaches and e-learning.
3.	Digital literature concept	Digital literature is a collection of works with a significant literary component that makes use of the tools and settings made available by independent or networked technologies. Whomever you ask, the definition varies. Some claim that it is composed of computer-readable texts that were created digitally. A new literary format, digital literature also makes a place for trimming gadgets like smartphones and computers. To create and present a piece of writing, technology is used.
		There is a huge amount of digital literature available, and it comes in many different forms. It's also a field that is constantly expanding and adapting to new technological developments. The genres of digital literature are incredibly varied, encompassing all of the categories connected to print literature as well as ones that are exclusive to networked and programmable media. However, readers who are unfamiliar with the subject may likely associate it with hypertext fiction at first. Examples of what is currently regarded as electronic literature have existed for a lot longer than is often thought.
		The behavioral learning theory is discussed in terms of digital literacy learning elements. According to the principle, experiences help learners develop their knowledge and understanding. Due to the different backgrounds, experiences, and talents of

| | | learners, knowledge is developed on an individual basis when students try to comprehend the issues they are faced with.

By assisting students in meaningfully connecting prior knowledge with new information, educators facilitate and direct learning. Additionally, teachers encourage an interactive learning atmosphere by utilizing project-based learning and problem-solving techniques. As students and teachers integrate new knowledge with their personal experiences, social interaction is also necessary to help them comprehend the novel ideas being presented. Teachers should encourage a collaborative learning environment where students feel at ease discussing and expressing their thoughts.

The constructivism theory, in which students construct information and meaning from their experiences, is referred to concerning digital literary learning. There are many options for evaluating digital literature learning, at least regarding evaluating it with assessment, measurement, testing, and competitions. Types of test assessments and types of non-test assessments are two factors that must be taken into account. Because it's crucial to choose the appropriate assessment kind. The use of digital literature as a source of education and as a teaching tool is the next issue that needs to be taken into attention. |
|---|---|---|

Conclusion

This pandemic seems to erase learning from the world of education. Not infrequently, students also complain about this pandemic as if the teachers who teach are not there during the pandemic too. Then how to realize digital transformation in post-pandemic English language and literature in Indonesia? Students are still very young. However, there is little that students can do and may not have much impact on education globally, especially in the English language and literature. Well, the answer to that question is that although students are still very young and small, we can make such a big impact.

Behind the sadness of all parts of the world, we must be able to take lessons from this post-covid-19 pandemic. This post-covid-19 pandemic may come as a test for all of us on whether we can educate the nation's life even in conditions like this. This must not break the spirit of teachers in carrying out their duties as educators, must not break the spirit of students

in learning, and this post-pandemic moment must not break the spirits and hopes of all of us. This post-pandemic moment should make us move forward with a handful of motivations so that this moment makes digital transformation in the English language and literature in Indonesia more advanced along with the sophistication of technology that exists today. Hopefully, this simple stroke is useful. Thank you.

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LITERACY SKILL DECREASE DUE TO POST-PANDEMIC PERIOD OF ENGLISH LETTERS STUDENTS FROM SANATA DHARMA UNIVERSITY

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Abstract

This study aims to determine the differences and the impact of the pandemic on the literacy of English Literature students at Sanata Dharma University in the new normal transition period. Literacy cannot be separated from language skills, but on the other hand, literacy is an individual skill in reading, writing, and solving problems at a certain level that is needed in everyday life. According to UNESCO, Indonesia has a reading interest index which is only 0.001%, where the percentage is quite low. When the pandemic occurred in 2020, the policy to stay at home had begun and the rule reached teaching and learning activities, with circumstances that make most people unable to leave the house whether this affects a person's literacy level or not. Students are one of the learning groups affected by the pandemic, especially new students who are starting the first year of lectures. This research was conducted on Class 2020 students in the odd semester of 2020 until 2021 academic year. The proposed research method uses quantitative research methods using a google form which we will fill in with several questions containing literary texts from various categories for measuring students' knowledge about literacy due to the post-pandemic period. Google Form as a questionnaire media that we will distribute to each class of the Class of 2020 until 2021, taking into account the circumstances that require staying at home to grow interest in writing or reading as an indicator.

Keywords: Decreased Literacy Skill, College Students, Post-Pandemic, Literature

Introduction

Literacy has been a part of students for a long time. Literacy is very important for students to deepen their reading skills and become a measuring point for knowledge in terms of writing and non-verbal interpretation. This has become an absolute law in the world of education, so teachers are required to observe the ups and downs of the dynamics of student literacy knowledge with definite benchmarks. In essence, reading is a storehouse of knowledge or a window to the world. Because we read a lot, we can learn a lot of things we did not know previously. The more diligently we read, the more certain we will be that many know and many can. This means that if one has a lot of knowledge, then that knowledge will unconsciously help him in doing many things that had not even been mastered before. With a high literacy rate, the country's prosperity will also improve (Wibowo, 2020, p. 1). The effect of low reading interest or literacy that occurs in Indonesia is usually caused by several factors. First, there is no habit of reading from an early age. Second, educational facilities are still

minimal. And the last one is because there is still a lack of book production in Indonesia. One of the new problems being faced in the world of education is because the pandemic session in this world has taken a new turn of students' literacy to a more critical level.

There is a low level of critical thinking skills in students that usually occurs during the process of doing daily learning, considered less effective in developing an interest, talent, and potential in the students. Pandemic sessions just make it even worse because the students barely have time to read because they have no alert in their mind of what to do to accomplish the low level of literacy education. Knowing this matter, the measuring point of student literacy knowledge is experiencing a crisis during the pandemic session. According to UNESCO, Indonesia has an index presentation for reading knowledge of 0.001%, which is considered low. With the low presentation of the index, the crisis of knowledge literacy is also increasingly shaken by the ongoing pandemic in 2020, which causes Indonesian students to be unable to study and read literary texts properly and thoroughly. Researchers have a strong reason to raise this topic as an essay material so that essay readers can understand the drastic decline in students' interest in literacy. In this case, researchers took students who incidentally often dealt with literary texts.

The researchers hope that through this essay, college students will have more urgency and pay more attention to the decreased literacy skill and will work on it to prevent the decrease from continuing in the future. Decreased literacy skills will damage educational basics and it will also affect future jobs that require a lot of skills, especially literacy skills. This essay will indicate how many people admit their literacy skill to show the readers how critical literacy skill is among college students in Sanata Dharma, importantly in the English Letters Department.

Problem Formulation

In order to narrow the space for understanding, the researchers decided to fence off the topics to be discussed to keep them in clear focus. Therefore, the problem formulation is as follows:
1. Based on the survey, is the decline in literacy skills of Indonesian students really drastic?
2. How is the decline in literacy skills of Indonesian students affected after the pandemic?

Review of Related Studies

To continue this essay, the researchers also refer to research that is packaged in an essay to be a benchmark for us to make an essay. The essay is entitled Pengaruh Kurangnya Literasi serta Kemampuan dalam Berpikir Kritis yang Masih Rendah dalam Pendidikan di Indonesia' written by Azmi Rizky Anisa, Ala Aprila Ipungkarti, and Kayla Nur Saffanah. There are some differences that the researchers will point out between the essay and our essay to become a turning point in a new topic and also keep up with the times. First, in the essay, the writers chose to use a quantitative method where they went to the field for four days to get detailed data. This is inversely proportional to the researchers in this essay, where the researchers decided to use quantitative methods by spreading google forms to as many people as possible in order to get accurate data about the decline in literacy skills during the pandemic. The researchers decided not to go directly to the field, but asked for opinions from the forms that were distributed.

The next difference is the writers in the previous essay emphasized their topic on the factors inside and outside of school why students are declining. This indicates that the factor is not yet known, while in the current essay, the researchers already know the reason why literacy skills have decreased, namely due to pandemic sessions. This is the second point of difference between the previous essay and the current essay. However, there is one similarity between the previous essay and the current essay. The previous essay and the current essay are

both pointing out students with low levels of literacy skills and also aim for the readers to understand this serious matter to act on it quickly. Both essays are in two different timelines, but they show how similar the decreased literacy skill is no matter what the situation occurs around the students. Both essays show that the environment around the students affected them so much until the point where basic reading also became critical.

Methodology

The COVID-19 pandemic has brought about many changes in aspects of human life. On the economic side, the Covid-19 pandemic has disrupted an industry that has been 'old-fashioned and has indirectly digitized public needs. Apart from the economic side, pandemics have a special effect on human behavior, especially in changing human habits. According to research from the journal titled The Impact of Covid 19 Changed People's Habits, written by Asti Wahyuni and available through the ilmupustaka.id page, it can be concluded that humans can have a large tendency to change when faced with situations that are very different from before. This study aims to obtain data on how much impact the pandemic has had on student literacy activities that have been conveyed in the formulation of the problem.

This study uses a descriptive quantitative research approach, which is an approach that relies on collecting as much data as possible from students of the English literature study program at Sanata Dharma University, in batches 2020 and 2021. This study uses a descriptive approach, which is to find out in detail how the literacy habits of students or students of the English literature study program at Sanata Dharma University have changed due to the impact of the pandemic, which indirectly has a big role in the change.

The object of this research is 50 students of the English literature study program at Sanata Dharma University, batches 2020 and 2021, whom we randomly selected without knowing their literacy background. As for data collection techniques, we asked the respondents to fill out a Google Form which already contains questions about their respective literacy activities.

Findings and Discussion

In the post-pandemic literacy decline research on students and students of the English literature study program at Sanata Dharma University, the object of the research was 50 students. Questionnaires were distributed using google forms to various social media. A total of 50 questionnaires were distributed and all questionnaires could be processed. The results of distributing the questionnaires can be seen in the table below:

Batch
50 jawaban

2020
2021

42%

58%
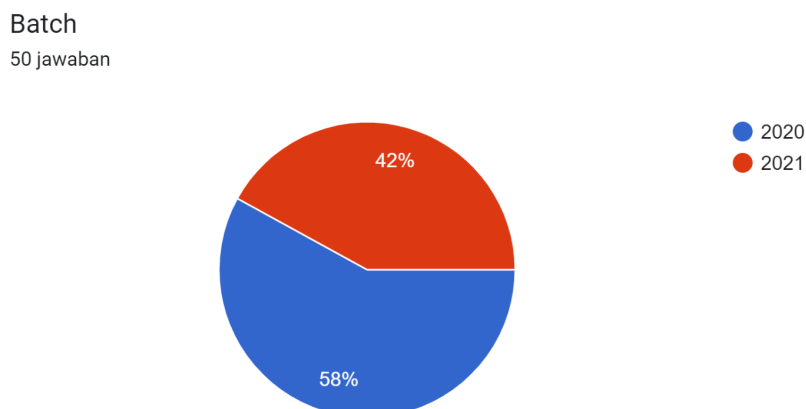
Picture 1.1 is a diagram of the number of respondents and their batch.

From the 50 respondents who have filled it out, we have a response rate of 50. This study involved 58% of respondents from the 2020 batch and 42% from the 2021 batch.

Descriptive Analysis

In the study, respondents' characteristics and responses are analyzed descriptively.

Description of Research Respondents

The main dataset gathered by the researcher is then analyzed. Respondent characteristics such as intensity, personal impact, literacy, and media are all examined.

Description of Intensity

Description The literacy intensity of the respondents consists of a linear scale from 1 to 5, with 1 never and 5 always. Graph 1.2 shows a description of literacy habits that represent at least the average respondent who almost frequently engages in literacy activities (writing and reading).

Respondent's literacy ability before the pandemic

Before the pandemic, how often did you do literacy activities (writing and reading)?
50 jawaban
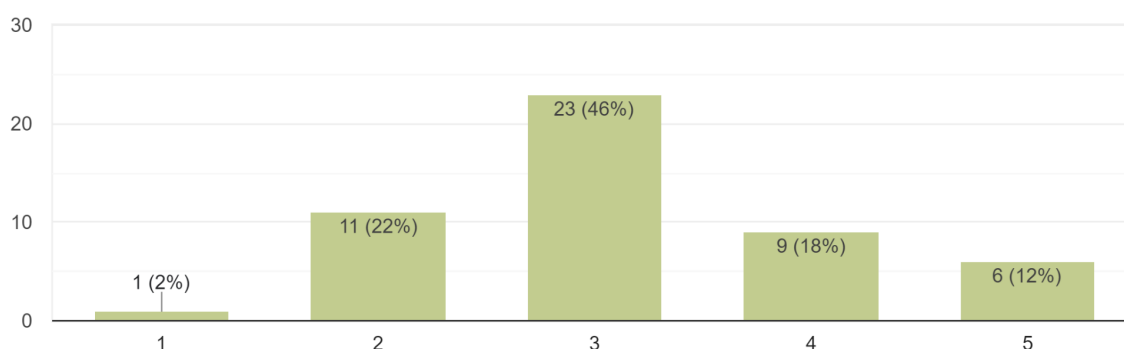
Picture 1.2 Respondent literacy level before the pandemic

In the graph above, a scale of 1 means never, a scale of 2 means once, a scale of 3 means never but not often, a scale of 4 means often, and a scale of 5 means always. Respondents who filled out these questions were given instructions on how to fill out the scale.

Graph 1.2 shows answers that are centralized on a 1 scale. Scale 1 means it has never been filled out by 1 respondent, scale 2 means it has been filled by 11 respondents once, 23 respondents (46%) have literacy habits that tend to be ordinary on a scale of 3, and only 6

(12%) of the total have the habit of always carrying out literacy activities before the Covid-19 pandemic. The data above indirectly shows the few respondents who carry out literacy activities. The data above is data on the literacy level of respondents before the pandemic. The next graph will show data on the literacy level of respondents after the pandemic.

Respondent's literacy ability after the pandemic

After the pandemic, how often do you do literacy activities (writing and reading)?
50 jawaban
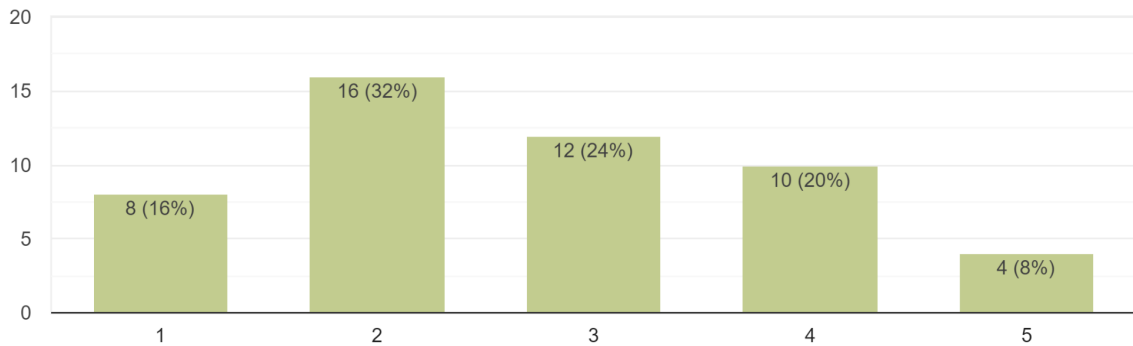
Picture 1.3 shows the impact on the intensity of respondents in post-pandemic literacy.

Based on graph 1.3, it can be seen that almost all respondents experienced a decrease in the intensity of post-pandemic literacy. This can be seen from graph 1.2, where initially 6 out of 50 respondents had the habit of always being literate, which had decreased to 4 out of 50 respondents, and scale 3, which became the largest scale to represent the literacy habits of respondents, decreased from the initial 23 respondents to 12 and increased the number of respondents who never did literacy from 1 of 50 respondents to 8 of 50 respondents. From the data shown in graphs 1.2 and 1.3, it can be concluded that the intensity of 50 respondents decreased after the pandemic. The characteristics of respondents based on personal impact on literacy are as follows:

How big is the impact of the pandemic on your literacy activities?
50 jawaban
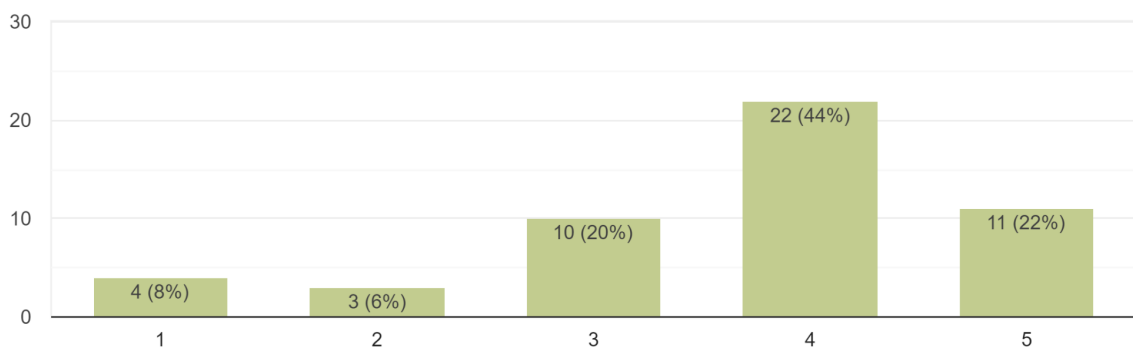
Picture 1.4 Characteristics of Respondents Based on Personal Impact

Based on graph 1.4, there are 4 respondents who feel that the pandemic has no impact on the sustainability of literacy activities, 3 respondents who feel that it is not too impactful, and as many as 22 respondents (44%) feel that the Covid-19 pandemic has an impact on literacy respondent aspect. This is one of the causes of the decline in the literacy rate of respondents, and as many as 11 respondents (22%) feel that the pandemic is very impactful.

The pandemic not only gradually changes people's habits in acting or responding to something, but the pandemic has an impact on how they maneuver the use of tools that make it easier for people to carry out daily activities. The literacy aspect is no exception. The pandemic has disrupted the industry from non-digital to digital. This is indeed only a transition from people who read or write using conventional media to digital, which is relatively simple, but this has a big impact on the feelings of the perpetrators. How big the impact of digitization on literacy experienced by respondents can be seen in graphs 1.5 and 1.6 below:
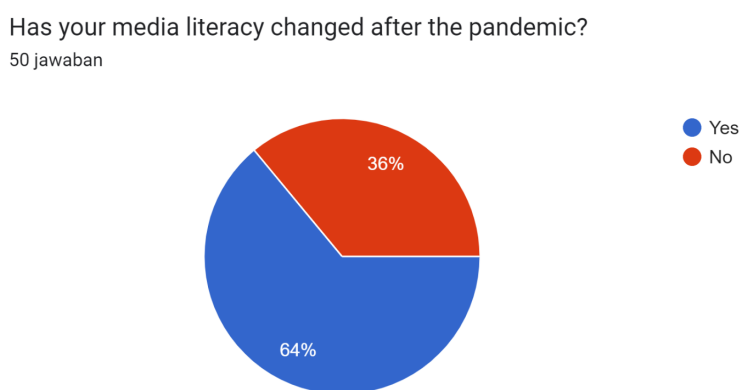
Graph 1.5 Characteristics of Respondents Based on Media
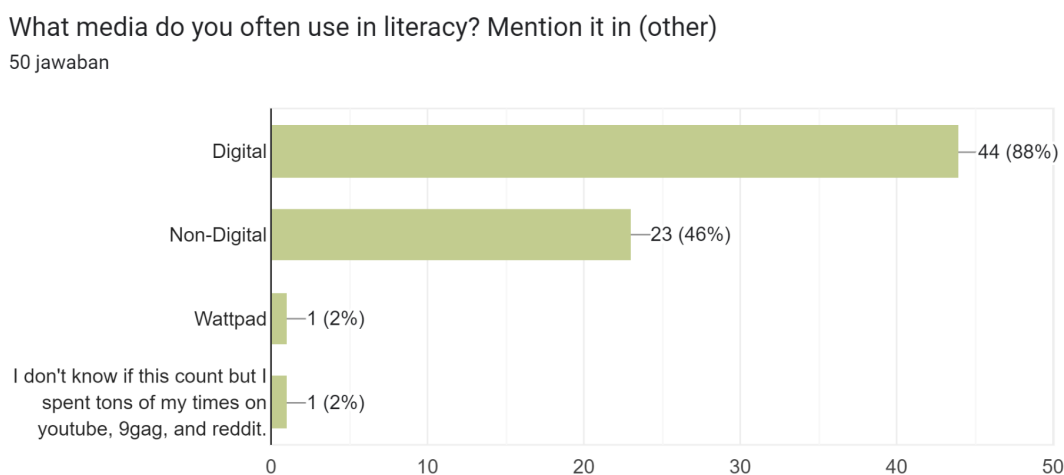
Graph 1.6 Type of media used by respondents

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From graph 1.5 and graph 1.6, it can be concluded that the pandemic also has an impact on the shift from non-digital literacy to digital. In graph 1.5, as many as 64% of respondents feel the pandemic "made" them change media literacy. In graph 1.6, there are specific figures for these changes. There has been an increase in the percentage of digital media use for literacy, from 64% to 88%, and the rest can be categorized as digital media as well. Here we can see that digital media has become a common and most frequently used media, besides making it easy for digital media to be considered as a practical medium.

Conclusion

The literacy level is equivalent to literacy activities. From the results of the analysis, it is known that respondents consisting of students majoring in English literature batch 2020 and 2021 at Sanata Dharma University experienced a decrease in the intensity of their literacy activities from before the pandemic to after the pandemic hit. This is indicated by how often they carry out literacy activities (writing and reading) before and after the pandemic occurs. However, the changes that occur are not only in the aspect of the activity. Changes in media literacy are also inevitable, such as during a pandemic, almost all aspects of life are 'maneuvered' towards digitization. We all know that the role of digitization is also the impact of a pandemic that is really felt. Although digitization of literacy has been carried out for a long time, the effects of these changes have only been felt during the pandemic when everyone had to stay at home to reduce the spread of the Covid-19 virus.

It can be concluded that the impact of the pandemic on the literacy of students and students of the English Literature Study Program at Sanata Dharma University batch 2020 and 2021 has decreased, indicating that repeated activities to protect themselves during the pandemic with the slogan "stay at home" does not have a "good" effect on increasing activities student literacy. By carrying out educational activities at home, students will feel more 'free' as well as their literacy activities, which to the data above can be said to be lazy to carry out literacy activities.

However, the aspects described in the research above are not the only things that can be used as references and cannot be concluded as the only reasons for the lack of public interest in literacy. The pandemic does have an impact on education and literacy, but it is not the main reason because, before the pandemic, it can be proven by the small data above that there were indeed many who did not have the habit of carrying out daily literacy activities. The effect of digitization also has pluses and minuses in the role of the world of literacy. If users can't stop themselves from continuing to be involved in the world of social media and digital games, they will not touch the realm of literacy either. We conclude that many factors influence the increase and decrease in public literacy interest, but the pandemic has had a significant impact in a short period of time in contributing to the decline in literacy interest.

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POST-PANDEMIC EFFECTS OF SONG PUBLICATIONS PROMOTIONS ON INSTAGRAM

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Abstract

Nowadays, digital platforms are transforming almost every industry. Why? People are aware that to gain exposure. Social platforms are one of the few options when trying to reach a large audience. Due to their distributed nature and interdependence with institutions, markets, and technologies, digital platforms present a challenging research object. The spread-out distribution of information through the media has raised an effect on the growing scale of the platform, the increasing of platform architectures, and the expansion of digital platforms into a wide range of businesses, including the creative industries. Moreover, the pandemic supports spreading digital platforms into more creative and innovative platforms. This paper will examine modern digital platforms' use in song promotion media through the Post-Pandemic era. The researchers will provide massive digital platform research, which is Instagram. Using Instagram, the researchers will provide detailed information about song publications and promotions from various artists. In song publications, the researchers found several differences between the period before the pandemic and post-Pandemic. Through this research, the researchers will provide the results and could be finding new data.

Keywords: Digital Platform, Instagram, Language, Post-Pandemic

Introduction

Social media has become prominent in people's lives as a result of the rapid advancement of mobile internet technologies worldwide. After years of growth during the pandemic, it has contributed in various ways to society. Social media is now used to offer various services to individuals, not just as a platform for mass communication but also as alternatives for finding entertainment. The fastest-growing social network in the world, Instagram, can be used as an example of how social media functions in contemporary culture (Sheldon and Bryant, 2016).

Instagram is a social program featuring functions for sharing, editing, and taking photos. Because of its capabilities to help people create social networking based on photographs, it can also be considered a new form of picture-based social media. In October 2010, this mobile application was formally released on the Apple Appstore. After the app's release, the number of users increased quickly; more than 100,000 people registered in just one week. On April 10, 2012, Instagram then came to the notice of the general public. On that day, Facebook paid $1 billion in cash and stock to acquire this startup, which had only been around for 551 days and had 13 workers (Jin et al., 2015).

1. Instagram

Instagram is a photo social application with photo shooting, photo beautifying, and sharing functions. It can also be seen as a new type of social media based on picture interaction because it assists people in building social networking based on pictures (Jin et al., 2015). This mobile app was officially published in Apple Appstore in October 2010. Its users overgrew after the app launched, with more than 100 thousand users registered in just one week. Afterward, Instagram became the focus of public attention on April 10, 2012. On that day, Facebook bought this company, which had only 551 days and 13 employees, for $1 billion in cash and stock.

In the present day, there are more than 1 billion Instagram users (Constine, 2018). With various maps and videos, it serves as both a platform for bloggers to work and a tool for social networking among friends. In the corporate world, it is a way for multinational corporations to communicate with customers and draw online traffic. Because of its distinct product positioning and significant benefits over other social media platforms, Instagram has successfully distinguished itself from the crowd as a social network.

2. Social Media

Boyd and Ellison (2007), who were among the first researchers to examine social media, defined a social network as a web-based service that lets users create their public web page as part of an interconnected system and browse and access the information of other users who were connected to them within that system. Their research indicates that this service has ushered in a new era for humanity due to digitalization and mobility trends.

In general, social media has several distinctive qualities. First of all, user-to-user interactions and user-generated material are both covered by social media (Boyd and Ellison, 2007). People may communicate their ideas and emotions on social media, which encourages deeper social connections through platform interaction. Additionally, it creates and maintains user relationships through a wealth of user-generated material. People can create information, share information, and filter and spread information through review and conversation with the use of social media. Social media is also a technologically dependent information channel (Shirky, 2011). On the one hand, technological advancement guarantees the efficiency and promptness of information distribution; on the other hand, it guarantees user data privacy.

The evolution of information technology over the past few decades has greatly increased the number of users for all types of network applications. Social media has undergone a lengthy era of development and innovation against this backdrop. Social media's growth and transformation have altered how information is shared, gradually creating a new information ecosystem that permeates people's social interactions and influences their behavior. The quick growth of social media also serves to show its broad market value.

3. Digital Music

Albums and singles have changed significantly, especially for indie artists. Independent artists are suddenly taking control of their destiny by abandoning companies, submitting their work to online streaming services, and interacting directly with followers on social media (Sean Cole, 2019).

Online stores like Bandcamp give musicians the chance to sell their music for pre-determined or donated prices, websites like Landr enable artists to master

their tracks (significantly improving the sound quality), and websites like Patreon enable fans to donate a monthly sum to their favorite independent musicians (Sean Cole, 2019).

The most prominent artists worldwide are also affected by this change, not just those in the independent music industry. Billboards, press tours, and interviews were formerly the only methods of record promotion. Today, artists like Drake, Beyoncé, Ed Sheeran, and Rihanna use Instagram and Spotify to promote their new albums.

4. Indie Artist

Artists who are not signed to a record company are referred to as independent artists, sometimes known as unsigned artists. This indicates that the artist receives direct financial support from their fan base rather than from a record label. Independent artists are responsible for funding their own recording, marketing, and other artistic endeavors (Andrews, 2006).

The music industry has experienced a significant change over the previous few decades as a result of new technology. The earliest tangible means of listening to music was on vinyl, which was rapidly followed by listening to music on recordings. After cassettes, discs saw a gradual transition. Music enthusiasts may now share their MP3 music files with other listeners thanks to the online sharing service "Napster," which was created by Sean Parker, John Fanning, and Shawn Fanning. As a result, there were eventually issues with music piracy and complaints from record companies and artists about how their music was being streamed without them receiving any money for it. Since then, the music industry has advanced significantly, and today's musicians actively encourage their listeners to use streaming services.

Methodology

The researcher used the data from Instagram on Charlie Puth's posts. The data are limited to several periods; during-pandemic and post-pandemic. The during-pandemic period is taken from the beginning of the pandemic to the middle of 2020. Meanwhile, the post-pandemic period is taken from the beginning of June 2022. However, the researcher could not find the specific date from the Instagram posts due to difficulties collecting the data. As the alternative, the researcher used a range of time to arrange the data validly.

This experimental research has the purpose of knowing the effects of digital platforms on indie artists during and post-pandemic effects. In this study, the researchers used a quantitative research design and descriptive to analyze the data.

Since the research is about the distinction of pandemic effects on song promotions through Charlie Puth's Instagram posts in two different periods, the researcher is comparing each period. During the during-pandemic period, the researcher used three (3) posts from Charlie Puth's Instagram, while four (4) posts were in post-pandemic condition. In this research, the researchers choose to use Instagram posts, and the researcher will find new data and the fact behind the pandemic effect on song publications through Instagram promotion.

Findings and Discussion

During-Pandemic Period

Chart 1. During-Pandemic Views Chart

Total Views (in Million)
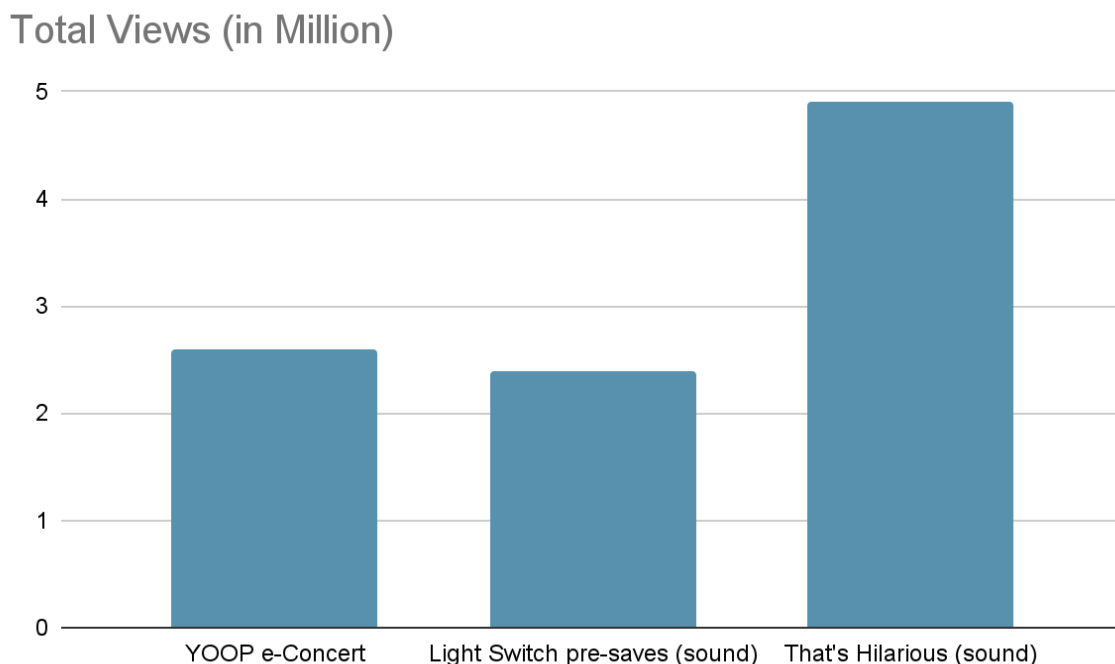
Table 1. Complete Information for During-Pandemic Period

No.	Video Title	Release Date	Views
1.	YOOP e-Concert	February 2021	2.6 m
2.	Light Switch pre-saves (sound)	September 2021	2.4 m
3.	That's Hilarious (sound)	October 2021	4.9 m

There are three (3) promotional videos that have been made in the span of 2021. Charlie Puth uses the minimal duration of the content in his Instagram videos in order to keep his audiences hooked with the anticipation for the songs with teasers and occasional tweets that are later shared on Instagram.

As explained and shown in the chart and the table above, there are some differences as time passes. The gap between "YOOP e-Concert" and "That's Hilarious (sound)" can clearly be seen. It is shown that the difference is 2.9 m views. "That's Hilarious (sound)" has more views since it is posted near the end of 2021. As time passed, the views also got an impact indirectly.

Post-Pandemic Period

Chart 2. Post-Pandemic Views Chart

Table 2. Complete Information for During-Pandemic Period

No.	Video Title	Release Date	Views
1.	Light Switch (Official Video)	January 2022	4.4 m
2.	Loser (sound)	April 2022	3.6 m
3.	That's Hilarious (Official Video)	May 2022	2.8 m
4.	Left & Right (ft. Jung Kook of BTS) (Official Video)	June 2022	40.2 m

There are four (4) videos that the researcher chose as examples of the effect through the post-pandemic period. As the chart and table are shown, from "Light Switch (Official Video)" until "That's Hilarious (Official Video)", a decay happened. The first example (Light Switch (Official Video)) has 4.4 m views until it reduces to 2.8 m views. This circumstance happens because people are bored with ordinary work. With his creative thinking, then, Charlie Puth created a song featuring Jung Kook, a member of a super-popular Korean boyband, BTS. This group has many audiences that help in spreading the video so that the video has the most viewers on Charlie Puth's Instagram account.

Conclusion

Social media has grown quickly in response to technological advancements on the Internet, which encourages the development of complex social network ecologies. It is conceivable that social media will alter people's communication habits in the near future, which would afterward alter their way of life. Through its precise target audience positioning, flawless features, and straightforward user interface, Instagram, a new social network smartphone application, draws a sizable following of devoted users. This essay provides an overview of the viewer ratings on Instagram with an emphasis on the data collection and analysis techniques that have been employed by academics.

Following the completion of the data collection, the characteristics of Instagram that lie behind the gathered data and information are analyzed using both the quantitative methods—such as data modeling, regression analysis, and so forth—and the qualitative methods—such as textual analysis and context analysis method. What can be inferred from the data above is that viewer rating, specifically indie artist Charlie Puth's viewer count rating, has been rising until post-pandemic. The reason for the last hike on his recent song is due to the viral influence from BTS cover Jung Kook which brought many followers worldwide.

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Appendices

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REPRESENTATION OF ECOCENTRISM: RELATIONSHIP BETWEEN HUMAN, NON-HUMAN, AND NATURE IN ROBERT FROST'S SELECTED POEMS

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Abstract

This research aims to find the representation of coexistence between humans and nature in Robert Frost's selected poems. Robert Frost is known for his masterpiece, expressing his concerns mainly for wildlife from his viewpoints, using his poetic style and simple language to simultaneously make his verse fascinating, profound, and arousing. The poems used in the research are Stopping by Woods on a Snowy Evening, The Road Not Taken, and After Apple Picking. Robert Frost has beautifully described the three of them and, in addition, also specifically told the contrast between anthropocentric and ecocentric views in his poems. Three of the selected poems reflect human values and responsibilities towards their world. The research method used is descriptive qualitative, which is a research procedure that focuses on descriptive data in writing or text, and the analysis technique used is based on qualitative data analysis methods, with collecting data by reading and observing the text in the selected poems, and explaining it based on ecocriticism studies and drawing a conclusion from the data that has been explained in detail. The theory of Lawrence Buell and Greg Garrard will be the main theories used in this research, which expresses the interconnection between humans and non-humans in nature and the environment. The result shows that the selected poems tell the readers about the relationship and the contact between human beings and nature through the ecocriticism theories used.

Keywords: Ecocriticism, Human, Nature, Poems, Robert Frost

Introduction

Nature has been one of the critical elements in the writing of authors, from the earliest literary pieces to the contemporary ones (Islam, 2021). However, when it comes to the way the perception of nature emerged has been different across different genres of literature (Culajara, 2016). Nature is beyond human beings' control but significantly influences literary creation (Shrestha, 2020). Overall, the representation of nature in literary works is an important issue nowadays, mainly due to environmental degradation and climate change. It is known that nature is one of the crucial elements of living things, including human life, which depends on nature as it provides most of the resources for every living thing in the world. Generation by generation, humans have had an intimate relationship with nature and depend on it for subsistence and production (Calvin et al., 2021). Nature gives sources to humans and protects and conserves nature; that relationship is just like a circle (Janiswara & Christinawati, 2012). However, even though humans depend on nature and are its provider, nature still faces countless cruelty caused by the human themselves due to their greed and excessive desire to conquer all of nature's properties. Even though nature has been forgotten and destroyed by humans because of industrialization, the importance and influence of nature in human life cannot be ignored. In such an industrial and mechanical world, ecocriticism is an area of study that deals with the relationship between literature, nature, and the environment (Jamili &

Khoshkam, 2017). Therefore, there is undoubtedly a reciprocal relation between them, so the components affect each other. As a result of such a connection, the representation of coexistence between humans and non-humans in nature exists.

As an area of study which deals with the relationship between literature, nature, and environment, ecocriticism explores the role of 'place' in literature and other cultural texts, thus considered an approach to studying the relationship between the human and non-human world in literature (Grover & Kaur, 2017). Environmental concerns started to emerge among literary critics starting from the early 1980s. It began to take environmental issues in literature as a significant project. As a result of these actions, the environmental literary study started to grow in the 1990s and birthed countless theories. Three of the most well-known theories commonly used are from Cheryll Glotfelty, Greg Garrard, and Lawrence Buell. The founding mother of ecocriticism, Cheryll Glotfelty, defines ecocriticism as the study of the relationship between literature and the physical environment (Glotfelty,1996). At the same time, Greg Garrard defines ecocriticism as the study of the human and the non-human relationship throughout human cultural history and entailing critical analysis of the term 'human' itself (Garrard, 2004). On the other hand, Lawrence Buell defines ecocriticism as a study of the relationship between literature and the environment conducted in a spirit of commitment to environmentalists' praxis (Buell, 2001).

Thus, using literary works, several authors have taken literature to the next level by celebrating and glorifying every piece of nature in their writings to raise awareness of the importance of keeping nature and the environment. One of the authors that are well-known for her masterpiece in representing nature is Robert Lee Frost (1874-1963), an American poet born in San Francisco. Frost's poems were full of sentimental expressions about his personal life and love of nature (Adi, 2020). Although Robert Frost once claimed that 'He is not a nature poet' during his past interviews, his works mainly used nature as a background and humanity as its subject. Frost treated man and nature as separate prime realities to explore the gulf between man and nature (Bellarmen & Valarmathi, 2019). Because of that, the author is highly motivated to further analyze the selected poems of Robert Frost from an ecocritical point of view to break down the components representing the coexistence between humans and non-humans in nature.

Based on the background illustration, the author formulates the problem, which is the representation of coexistence between humans and non-humans in nature inside three selected poems written by Robert Frost. The poems analyzed in this research are Stopping by Woods on a Snowy Evening, The Road Not Taken, and After Apple Picking. The features of these poems revolve around the same thing: the representation of coexistence between humans and non-humans in nature. The research aims to find the representation of coexistence between humans and nature in Robert Frost's selected poems. The significance of this research is mainly focused on the academic aspect and contributes to acknowledging the ecocriticism theories used in the poems. As a response to such a condition, the research questions formulated by the author are (1) what is the representation of coexistence between humans and non-humans in nature inside Robert Frost's selected poems? and (2) How is ecocentrism as a form of human and non-human relationship depicted in the selected poems by Robert Frost? Therefore, to break down the components, the author used two main theories of ecocriticism from Lawrence Buell and Greg Garrard, which focused on interrelation, coexistence, and the relationship between humans and non-humans in nature.

Literature Review

Ecocriticism

The word ecocriticism consists of "Eco" from the Greek root 'Oikos,' which means "house" it can be concluded that "ecology" is the study of the house. Ecocriticism, then, is the criticism of the "house," the environment, represented in literature. Ecocriticism is the interdisciplinary study of the connections between literature and the environment, and it analyses the role that the natural environment plays in literary works (Joshua, 2008). It draws on contributions from natural scientists, writers, literary critics, anthropologists, and historians in examining the differences between nature and its cultural construction. Ecocriticism emerged in the 1960s with the start of the environmental movement and the publication of Rachel Carson's Silent Spring in 1962 but began to take off in the 1980s – 1990s. The practice of ecocriticism had its nascence in the environmentalist movement of the late 1960s and 1970s. Literary ecocriticism is motivated by environmental activism and is mainly focused on the representation of the environment (Ambika, 2011). In the early stages of development, ecocriticism focused primarily on what was known as "nature writing." Ecocriticism is the youngest of the revisionist movements that have influenced the humanities over the past few decades. It was only in the 1990s that it began to gain momentum. Until now, ecocriticism has developed across various historical periods, literary and artistic genres, cultural histories, theoretical frameworks, and research and teaching methods. From the beginning of the second wave and third wave during the 1990s to the early 2000s, ecocriticism emphasized and focused more on the mutual relationship between humans and nature and continued to deconstruct the relationship between humans and nature and explore a broader range of ecocriticism (Kashikar, 2016). For instance, the aspects of ecocriticism are rural setting, emotions, non-human, nature, weather, seasons, element of modern society, and its impacts on texts (Shah, 2020).

Anthropocentrism and Ecocentrism

Anthropocentrism is the worldview where human beings are given the central position, and all other entities are pushed to the margin (Grover & Kaur, 2017). In response to such a view that has dominated the entire western discourse, there is a different view than the environmentalist propounded, and this view is called ecocentrism. Therefore, anthropocentrism can be concluded as a perception that takes humans as the center or norm. Meanwhile, ecocentrism denotes nature as the center of the world and copes with nature and the environment as the central and essential parts of the world (Jamili & Khoshkam, 2017). It represents the essential part of the world as a web and a system wherein all components and parts are related and connected to the point that they cannot live and exist separately. Ecocentrism, thus, deals with the relationship between humans and everything in our ecosystem and environment. It signifies that each entity is a part of an ecosystem, a vast place called an organization, consisting of all of them and thus creating a significant connection between them. Human, however, is regarded as part of an entity in the world and part of an extensive network; inside this network exists a relation to other entities (Buell, 2001). As a result, human is not separate entity without any relation to the system. Humans and non-humans are associated with each other, and none of them can be separated and exist from each other.

These two ideologies, anthropocentric and ecocentric, are always in their dynamic in the human world. Even though one cannot exist if the other one does not exist, it is bounded to be a contact to connect the two of these ideologies. For instance, the materialistic and anthropocentric ideology overpowers all of the sensible tendencies of human beings. In order to appreciate nature's work, it requires humans to be idealistic and ecocentric. While it is indeed true that ecocentric places importance on the ecosystem as a whole, and thus, through the selected poems of Robert Frost, one can see the clash between the anthropocentric and

ecocentric ideologies, as it is always there, and the dilemma of choosing between two options of ideologies (Grover & Kaur, 2017; Jamili & Khoshkam, 2017).

Previous Studies on The Relationship Between Human and Nature on Robert Frost's Poem

Several researchers have examined studies related to human beings and nature relationships throughout the past few decades. However, only a few studies are closely related to the current study. Those researchers are Nitika Grover and Zameerpal Kaur (2017) and Yi Huang (2021).

First, Nitika Grover and Zameerpal Kaur with research entitled Anthropocentrism versus Ecocentrism: An Ecocritical Analysis of the Selected Poems of Robert Frost and Elizabeth Bishop in 2017. Their research focused on depicting the relationship between humans to the land and other creatures of the earth. It outlooked the theory of anthropocentric and ecocentric to explore the dominant behavior toward the environment and to see how the mentioned poets depict and use the natural scenario and natural world in their poems (Grover & Kaur, 2017). All in all, this study revealed that the poets have beautifully described the contrast between anthropocentric and ecocentric views of their own. The two poets are similar in terms of concern for reflecting the free and autonomous nature of the world and, at the same time, reflecting the human values and duties towards the natural world.

Second, Yi Huang with research entitled The Natural Philosophy of Robert Frost's Poetry from the Perspective of Ecocriticism in 2021. His research focused on the interpretation of ecocriticism perspective as seen through Frost's three poems, The Road Not Chosen, Repairing the Wall, and Stopping by Woods on a Snowy Evening, to explain the relationship between man and nature in which the relationship between man and nature is the crucial expression of the ecological concept in Frost's poems. From the study, the author found that analyzing Frost's poems from a systematic and comprehensive perspective expounds the ecological criticism with transcendentalism and pragmatism, and thus as its side effect, arousing people's protection of the ecological environment and establishing people and nature in the form of literary poems. Hence, it creates a better understanding of the social and spiritual values brought by the poems, giving the understanding of the current status of human beings in nature and the environment (Huang, 2021).

Methodology

The research method used is descriptive qualitative, which is a research procedure that focuses on descriptive data in writing or text, and the analysis technique used is based on qualitative data analysis methods, with collecting data by reading and observing the text in the selected poems, reducing data that is considered relevant to the issues raised, presenting data systematically and explaining it based on ecocriticism studies and drawing a conclusion from the data that has been explained in detail.

Findings and Discussions

In 'Stopping by Woods on a Snowy Evening'

This poem reveals the contact, relationship, and interrelation between human beings and nature and is depicted beautifully. This poem starts with the narrator, the rider with a horse, passing through the woods covered with snow in the darkest evening of the year, the winter

season. The horse in the poem is confused because its owner looks mesmerized at the scenery and wants to keep going. However, the rider of the horse or the traveler kept his rationalization to withstand the bait, the bait of the beauty of nature. Here, the narrator reflects upon the phenomena of life through the use of nature symbols and images that Frost beautifully described in lines 1-4 and 13-16. The poems achieve their climax of meaning in the first and last stanzas. About the promises to be kept and the obligation to be fulfilled, and through the narrator's thought as he expresses a complete sensitive individual conflict. There, the horse rider that can be called 'he' wishes to enjoy the beauty of nature to escape his mundane life. However, he cannot do so because of his condition as a modern man who has duties to attend to. This reflects how materialistic and anthropocentric ideology overpowers all the aesthetic and sensible tendencies of human beings; therefore, in reality, the condition requires the horse's rider to be idealistic and ecocentric.

Line 1-4

Whose woods there are I think I know.

His house is in the village though;

He will not see me stopping here

To watch his woods fill up with snow.

This poem, especially the last stanza, reveals how a tribal experience leads to a profound realization. The rider of the horse or the man wishes not to leave the woods and enjoy the beautiful nature, but his rational part tells him not to because he still has duties and responsibilities that he should fulfill. In line with that, the nature of the woods tempted the man to stay still in the woods and abandon his duties. Thus, line 13-16 shows the dilemma and the inner conflict of the man itself. There exist two ideologies, one, the ideology that kept pulling the man toward nature, and the other, to stay still and keep his duties fulfilled. Hence, it highlights the man's duty to decide between two options.

Line 13-16

The woods are lovely, dark and deep,

But I have promises to keep,

And miles to go before I sleep,

And miles to go before I sleep.

Through this poem, Frost presented the natural condition of human beings, one that is bound to experience dilemmas and to present the exact moment that one must have experienced at one time in his or her life, the moment when one has to choose between two options, the materialistic and anthropocentric world versus the ecocentric ideology. In contrast, humans, non-humans, and nature are bound to complete and depend on each other.

In 'The Road Not Taken'

This poem represents the moment that a person would have experienced at one time. The moment when there is more than one option, the option that should be picked. The more in-depth option between two modes of thinking, and in this poem, the road represents the two different modes of thinking that one of them should be picked. Frost focused on the ideology of nature, which consists of two ideologies. The first one is the human beings and

anthropocentric ideology, and the second is the nature-oriented or ecocentric ideology. Between these two ideologies, one is bound to bear the sense of rejection. Even though these two ideologies exist to complete one another, there should be an effort to manage them both simultaneously.

Line 1-5

Two roads diverged in a yellow wood,

And sorry I could not travel both

And be one traveler, long I stood

And looked down one as far as I could

To where it bent in the undergrowth;

Therefore, in this poem, Frost implies a message and suggests that human beings be conscious of nature's importance and existence. Hence, the poem also reveals the other part, which is the destruction of nature. The Road Not Taken, the meaning under the title itself, has already told everything. The anxiety and the inner dilemma of not choosing the other, or to be precise, how to choose one between ecocentric or anthropocentric.

Line 6-10

Then took the other, as just as fair,

And having perhaps the better claim

Because it was grassy and wanted wear,

Though as for that the passing there

Had worn them really about the name,

In this stanza, the text highlights the moment when the narrator chooses one road between two options. As the author mentioned, the road here represents the two diverse modes of ideological thinking, which is anthropocentric and ecocentric. It tells that the narrator regrets the fact that he cannot choose to travel both roads because, as the narrator has mentioned at the beginning of the poem, the narrator labeled himself as 'one traveler,' which means the narrator cannot travel both roads because he is alone, so he is bound to abandon one road. By choosing one less traveled road, the narrator believes what he decided made the difference. Even though the narrator can only choose one road and the other must be abandoned, it is beyond his will and the ability of a mere human passing by. Once he is bound to pass one road that he chooses, there is no going back, as his choice is irrecoverable. It is just the way reality work; one cannot have everything as one wishes, and one choice is bound to lead to the future occurrence.

Line 16-20

I shall be telling this with a sigh

Somewhere ages and ages hence:

Two roads diverged in a wood, and I,

I took the one less travelled by,

And that has made all the difference.

In 'After Apple Picking'

This poem is an excellent example of a symbolic poem. In this poem, Frost describes the narrator as one who feels tired after picking up many apples from his orchard tree as his daily work. At a time, the narrator feels suffocated as he repeats the activity repeatedly, and he knows that he is getting old and death has become a natural ending for him. Here, the 'essence of winter sleep is that the night symbolizes death. In addition, the poem also describes how nature itself becomes man's benefactor. Because of it, the harvest of the apple as the object is so plentiful up to the fact that the man is getting older and cannot handle it, considered too old in the eyes of his fellow men. The harvest of the apples becomes too plentiful when what he desires turns out to be too much to handle, and the man is tired of it. The man even brought the result of the harvest in his dream.

Line 1-5

My long two-pointed ladder's sticking through a tree

Toward heaven still,

And there's a barrel that I didn't fill

Beside it, and there may be two or three

Apples I didn't pick upon some bough.

Another remarkable thing to note about this poem is how Frost presented every little detail of the pleasing aroma of the ripe apples, the harsh sound of the wind, and the beautiful scenery sights to be seen. Because of this particular meaning, it revealed what nature had done and provided the man. This stanza reveals the close relation and interrelation between humans and the natural world. Thus, the man mentioned sleep, symbolising death and the soothing effects visible to human senses. There, the ecocentric behaviour surfaced.

Line 6-12

But I am done with apple-picking now.

Essence of winter sleep is on the night,

The scent of apples; I am drowsing off.

I cannot shake the shimmer from my sight

I got from looking though a pane of glass

I skimmed this morning from the water-through,

And held against the world of hoary grass.

The Relationship Between Human, Non-Human, and Nature

Based on the discussion above, the three selected poems have similarities in the relationship between human, non-human, and nature and its representation. Based on ecocentrism, all entities are related to each other and can be studied based on that theory. In this regard, Robert Frost's three selected poems are Stopping by Woods on a Snowy Evening, The Road Not Taken, and After Apple Picking. The three of them can be analyzed based on

the coexistence between humans and non-humans in the ecosystem, whereas each component managed to have contact with one another. In the mentioned poems, humans lived in an environment where one has a close relation to other entities. When the poems are viewed in the light of ecocentrism, the texts imply the close relation and connection between human and non-human coexistence and its representation. Consequently, the poems consist of some parts which designate the coexistence of humans and non-humans in the environment.

To sum up, the novelty of this research is that the author analyzed the three selected poems using the concepts of ecocriticism by Garrard Greg and Lawrence Buell about the relationship between humans, non-humans, and nature. The author's concepts are intended to reveal and show that the poems and concepts are relevant to prove the representation of the ecocentric inside of the poems. Therefore, the significant difference between the current and previous studies is the object of the research, the theory of ecocriticism by Garrard Greg and Lawrence Buell, and the poems, which is Stopping by Woods on a Snowy Evening, The Road Not Taken, and After Apple Picking.

Conclusion

Almost every stanza from the poems shows the connection, contact, and relationship between humans and nature in everyday life. Robert Frost has beautifully described the three of them and, in addition, also specifically described the contrast between anthropocentric and ecocentric views in his poems. Three of the selected poems reflect human values and responsibilities towards their world. Other than that, the poems also imply that temptations exist and are always lurking behind the persona and will come to the surface when there is a conflict where one has difficulties and cannot decide between nature and material. The ecocentric approach projected a sense of the importance of nature to human beings. Frost gave it equal importance to show the interrelation between humans, non-humans, and nature. To show that one can obtain peace and harmony through a conscious understanding of nature. To sum up, three selected poems are trying to solve the binary opposition, creating a bigger space to remind human beings of their duties and responsibilities to decide and appreciate both anthropocentric and ecocentric ideologies.

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RUMMAGING THE SENSE OF CHERISHING E-BOOKS IN THE SAME WAY AS PRINTED BOOKS AMONG GEN Z IN POST-PANDEMIC

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Abstract

This research aims to analyze the existence of ebooks and printed books among Gen Z, especially in the post-pandemic era. It focuses on how Gen Z cherishes ebooks in the same way as physical books. The topic is chosen because the advance in technology has opened many benefits, especially in book publishing. As a product of the advancement of technology, ebooks have developed into a credible substitute for printed books. Then the pandemic struck, which further accelerated the growth of ebooks. An ebook's benefit is that it is portable and may be read on a device at any time or location. People used to have trouble carrying a few books, but today they can fit a whole library in their pocket. However, the pages of an electronic book can be annotated which will not be damaged in any way, and they will not turn yellow. Also, owing to ebooks, readers may now quickly access international novels they previously found challenging to gather. People will undoubtedly prefer one over the other depending on how likely they are to use it. Whether technology would completely replace the conventional publishing sector has been a source of debate for years. Through this research, the researcher will explore the existence of ebooks for Gen Z and how Gen Z creates new reading practices. In this descriptive research, the researcher used document study. The first step was for the writers to read the related documents. The researcher also read references from digital sources to provide knowledge related to the analysis. The researcher focused on the existence of ebooks and printed books among Gen Z especially in the post-pandemic era. The next step is the researcher analyzing the collected data by applying theories to help to answer the research questions. Finally, this research wants to find if there is any different view in perceiving printed books among Gen Z.

Keywords: Printed books, E-books, Post-pandemic, Gen Z

CHAPTER I

INTRODUCTION

A.   Background of the research

The development of technology gives advantages and disadvantages for humans who are growing up within. These advances make the word more beneficial, but despite that, it also obliterates any process in the past. It can be seen in the context of the publishing world, for example, *Kobo*, *Kindle*, and any similar devices that have slopped the existence of printed books. These technological developments appear to have created a whole new environment for how information is received. *Kobo, similar* to *Kindle,* shows different features compared with a printed book, as it is more interactive through the screen than physically in one's hands. Lopez-Escribano et al. (2021) stated that "Ebooks present interactive multimodal information as written text, oral reading, music, illustrations, animations, and hotspots activated by touching or pressing the touch screen to generate sound and animation." Digitization opens a new occasion, especially for the conciliation of multimodal text.

As a consequence of the advance, it provokes new reading practices that contradict traditional book reading, the utility of the ebooks, and the condition of society. Widyanuratikah (2020, para. 1) reported that Arys Hilman, in his interview with *Republika.co.id*, mentions that the selling of printed books decreased during the pandemic era. It is because the pandemic happens for a long time and many people prefer to save the money for daily needs. Instead, many people prefer to buy books online, which leads to increased ebooks' sales. Many bookstores, especially in Indonesia, have closed their stores and replaced the strategy by selling books online to cover losses during the pandemic era.

Most people will favor one over the other depending on how likely they are to use it. For years, it has been a point of contention whether technology would totally replace the traditional publishing sector. It is related to young children or Millenials who live and engage with ebooks in advance of technology. The following questions that are still unresolved are: will ebooks replace the existence of physical books, especially in the era where young children prefer to choose many things instantly and will ebooks decrease the essence of the books. This research aims to identify how ebooks create new reading practices for Gen-Z and to analyze the differences of the essence between ebooks and printed books, especially during the post-pandemic era. Therefore, it will discuss rummaging the sense of cherishing among printed books and ebooks.

B. Research Formulations

1. What are the impacts of ebooks on the essence of the books?
2. How will ebooks replace printed books?

C. The objective of the Research

1. To identify the decreasing possibilities of the book's essence.
2. To conclude whether ebooks replace printed books or not.

D. Review of Related Studies

Printed books vs. ebooks is an interesting topic that many researchers have discussed. The change of era and many other factors encourage the transition of reading patterns from books to ebooks. Through *Text Books: ebook Vs. Print*, Khalid explains why ebooks have become more common by comparing the usage of printed books and ebooks (2014). The research was held by the Research Learning Community (RLC) of the Center for Teaching Excellence at Southern Polytechnic State University, a public

engineering institution. The final result shows no inequality between printed books and ebooks because many older institutions still believe in the old practices and refuse to adapt to new reading practicals, especially in the scope of education. On the other hand, the existence of ebooks is popular among freshmen since it is easier to access and more efficient.

Another research on the same topic is also conducted by Nurbaiti and Mariah in *Pengaruh Sikap pada Ebook dan Sikap pada Buku Fisik terhadap Minat Baca Masyarakat di Era Industri 4.0.*. Nurbaiti and Mariah mentioned that people's reading patterns are changing (2020). The research was conducted by seeing the differences in people's attitudes toward ebooks and books that are affected by internal factors such as psychology, efficiency, cost, and external causes, which is the change of the era. The result shows that Gen Z are more interested in ebooks rather than printed books due to the period they live in, which is the digital era. Furthermore, Gen Z needs to fulfill the obligation to read since many of them are still in high school or university.

CHAPTER II

METHODOLOGY

A.   Methodology

In this study, the researchers used a qualitative approach since the problem formulation is about impacts of ebooks and how they will replace printed books. The qualitative approach is more suitable than the quantitative approach because, to find the answer to the problem, the researchers need to compare the quality of printed books and ebooks.

The characteristics of the targeted population suited for studying the research problem are Gen Z, often get involved with ebooks and books, and are affected by the pandemic of COVID-19. Those born in 1995-2010 are classified as generation Z (Gen Z). This generation has been raised closely with the internet and advanced technology. Ebooks are proof of technological advancement. In the post-pandemic era of 2022, Gen Z is mostly in high school or college. Since they are still studying, they often engage with books and ebooks to fulfill their obligations to read and get knowledge. Furthermore, they were also affected by the COVID-19 situation, where ebooks are used by educational institutions to run the command. Thus, they are the best suited target population for studying the research problem.

In this study, the researchers used document study and interviews. To collect data from participants, the researchers conducted a separate interview with a college student from Universitas Atma Jaya Jakarta and a Gen Z who liked to read. The researchers also read documents such as news, journals, and books to support the collected data from the interview. The interview is chosen because, through interviews,

the researchers can get specific and exclusive experiences and opinions from the participants that are suited to the target population.

The researchers analyze the collected data by using descriptive qualitative methods since this study is qualitative research and the collected data are in the form of descriptions. The first step is the researchers conducted separate interviews with two different participants that acted as the sources. Secondly, the researchers read documents such as news, journals, and books related to the chosen topic, which are printed books and ebooks. The documents are used to support and complement the collected data. Thirdly, the researchers compare and combine the data from the interview. The combined data are used to conclude the study.

CHAPTER III

FINDINGS AND DISCUSSION

A. Generation Z

It is important to understand who Gen Z is to answer the problem. Knowing how this generation can affect today's world, including reading patterns, is important. Their characteristics, habits, and behavior determine why this generation is so close to the digital world.

Table 1 Classification of generation based on the born-year cited from *McKinsey & Company*

Today's young people differ from yesterday's.

	Baby boomer 1940–59	Gen X 1960–79	Gen Y (millennial) 1980–94	Gen Z 1995–2010
Context	• Postwar • Dictatorship and repression in Brazil	• Political transition • Capitalism and meritocracy dominate	• Globalization • Economic stability • Emergence of internet	• Mobility and multiple realities • Social networks • Digital natives
Behavior	• Idealism • Revolutionary • Collectivist	• Materialistic • Competitive • Individualistic	• Globalist • Questioning • Oriented to self	• Undefined ID • "Communaholic" • "Dialoguer" • Realistic
Consumption	• Ideology • Vinyl and movies	• Status • Brands and cars • Luxury articles	• Experience • Festivals and travel • Flagships	• Uniqueness • Unlimited • Ethical

According to the table above, Gen Z is the people who were born between 1995 and 2010. The aspect that contrasts Gen Z and the other generations are the contexts of digital natives since they were born in the digital era where the internet and technology are advanced. Digital natives can be defined as digital lives, which means technology has surrounded Gen Z's lives, such as social media, mobile devices, computers, and the internet. Gen Z feels comfortable not having only one way to be itself; instead, the

search for the dynamic freedom of expression and understanding of different kinds of

people.

Irrespective of Gen Z's characteristics, habits, and behavior, this generation also

can affect today's world due to their population number. "Gen Z are digital natives that

dominate Indonesia's population with over 74,93 million souls" (Unithree, n.d., p. 2).

With this large population, Gen Z has the opportunity to affect and change society.

B.   Ebooks and Printed Books

It is also essential to understand what Gen Z thought, felt, and experienced

during reading printed books and ebooks. Thus, interviews were held. The researchers

interviewed 2 (two) readers separately to get specific and exclusive experiences and

opinions from the sources. Both of them are Gen Z, who were born in 2000 and 2002.

They are fans of books and literary works, which means they already have experience

in reading ebooks and printed books.

In this section, the researchers will discuss the results of the unstructured

interviews with two sources. They come from Gen Z circles which will help the

researchers obtain the necessary data. Researchers hope that people who read this study

can understand the feelings experienced by Gen Z through several things described in

the conducted interview.

1. *Printed Books Experiences*

Books are windows of knowledge. Books open people's eyes to see the

world wider. Many media can be used to read a book in today's world. People

usually read using books that have been printed and then developed in bookstores.

They buy the books, bring the books home, and read them. This conventional way

of reading a book is still what Gen Z likes today. They find something essential

during reading a printed book that cannot be experienced while reading with another media.

The first source person said that she could focus more on the printed books. She admitted that she likes to have a particular target while reading. She can give certain marks to let her know how many pages are left. It gives an exciting experience. The second source person agreed with the first one. It is more comfortable to hold a printed book. She also adds having printed books provides another satisfaction which is as a collection item.

2. *Ebooks Experiences*

Today's young generation is in control of the world of trends. They popularize a lot of new things. Maybe they are not the inventors of certain inventions, but it is undeniable that they are the ones who make them popular among the people. In the field of technology, for example. Making things easier to achieve is the hallmark of Gen Z. Practicality is often the main point of what they want to achieve. One of the technologies that they can use and are popular is ebooks.

Different media make them feel different experiences. These two sources have their own opinion on reading ebooks. The first interviewed person claims that it is more flexible reading ebooks. She can read the books anywhere and anytime she wants. She also states that reading ebooks is cheaper than buying printed books. The second person has a strong idea as well related to ebooks. She experiences digital as an easier form to access books in foreign languages. It is because they can connect with any dictionaries or translation applications more efficiently. She feels taking annotations is efficient with ebooks.

Some reasons appeared when the researchers asked why they read ebooks. One of them said she reads ebooks sometimes when she is too lazy to go to the

bookstore. Another reason is that she finds it difficult to be found in bookstores. The second person agreed with this idea. She told the researchers that finding digital copies of certain books is easier. There are some books that do not have the printed version. In other words, it could be said that it is only available in a digital form. Several publishers intendedly to sell the books only to the audience who read ebooks legally.

Indeed both of the researchers' sources are Gen Z. Nevertheless, and they confessed that they did not enjoy reading ebooks that much. They said reading a printed book is more satisfying than reading ebooks. There is a certain sensation that cannot be replaced by ebooks. One emphasized that there is a feeling of "reading" if they are holding the "real" books. It helps them to focus more on the book. They would not be disturbed by their digital devices' notifications while reading a book.

1. *Reading during the Pandemic Era*

The researchers asked them to rate how often they read books during the pandemic. One gives 5 out of 10 on herself evaluation. It is a declining number for her. She finds some new activities rather than reading novels. She also realizes she spends more time on her gadgets during the pandemic. It makes it harder to focus on reading something. The same thing happened to the second source that researchers have. She pronounces it as "slump reading," which is a condition where she defines that she has lost interest in reading. The pandemic era is challenging for her, and she believes in everyone as well. She needs to go to work from home. It makes her not have enough energy anymore to read. It is a new thing for her, and she has to adapt to the situation that influences her to focus on her job rather than reading.

They both claimed that they still read printed books in the pandemic era. However, it tends to decrease because there are some pandemic rules that make them switch to digital. One of the rules is the limited capacity of bookstore visitors per day to avoid crowds. Meanwhile, the other bookstores are not as complete as the targeted bookstore. The second person even adds that not buying books at bookstores can reduce the risk of being exposed to the virus due to the lack of mobility to go outside the house. These 2 (two) readers hope that when the pandemic condition gets better, their book shopping rate will also return or even increase from the previous one.

CHAPTER IV

CONCLUSION

A. **Conclusion**

Many things can be found through books. However, along with the times, there are many media that can be accessed to obtain books. Books are no longer only available in a conventional way. Books are not only available by writing, printing, and then distributing through bookstores. However, readers can also be found in digital form, which is now known as ebooks. Discussing this, it certainly cannot be forgotten that a generation is so familiar with digital devices. This generation is often called Gen Z. Not a few media refer to them as "the digital natives." This fact has finally moved the hearts of researchers to comprehend more deeply how the digital world relates to their reading interest, especially during the pandemic. The availability of digital books makes it easier for them to access information sources. However, the researchers finally raised the questions, such as, will ebooks affect the book's essence? In the end, will printed books be replaced by ebooks?

After conducting interviews with 2 (two) people who are among Gen Z, the researchers have found some clues to answer these questions. Gen Z cannot deny the ease of accessing books through ebooks. Gen Z also feels that the essence or message to be conveyed through the book does not have such a significant influence. This can be concluded from their answers related to the desire to read with ebooks. Despite all the troubles experienced during the pandemic, these two agreed to choose printed books to read. It is because there is a sensation or satisfaction that they do not get when reading digital books. Thus, it can be concluded that there are certain psychological conditions that cannot be achieved when reading ebooks.

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THE COMICAL WAYANG ORANG SHOW AS THE IDENTITY OF OPERA VAN JAVA THROUGH THE EPISODE OF BANDUNG BONDOWOSO

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Abstract

The use of audio, visual, and audio-visual media is an inseparable part of this era. The emergence of television that produces audio and visuals now tends to become a mass culture for consumers. It follows one of the functions of television media as a medium of entertainment by being a distraction and a means of respite from social tensions. One of the entertainment programs that is commonly consumed is sitcom programs, such as Opera Van Java. This is due to the improv skills of each player in delivering jokes but still bringing aspects of Javanese culture into the wayang stories. The researcher uses qualitative methods to explain the theory in detail. The researcher collects the data by choosing and watching one episode of Opera Van Java that brings up folklore and determines the cultural aspects representing identity in the Opera Van Java episode. Then, the researcher analyses the cultural aspects that are displayed with the identity of culture in the Opera Van Java episode so that the program can attract public attention. There are two problems in this paper. The first one relates to the Javanese culture elements represented in Opera Van Java. The second one is how Opera Van Java shows its identity as a Wayang Orang comedy through the Bandung Bondowoso episode. As a result, Opera Van Java represents the elements of Javanese Culture. It shows that the sitcom genre is used by the Opera Van Java as a medium to inform the identity of Javanese culture in the Bandung Bondowoso episode.

Keywords: Television Media, Culture, Javanese Culture, Sitcom, Identity.

Introduction

In its implementation, each type of object and human has its designation or identity. Things such as a pencil or pen can be identified easily. Moreover, we can confidently identify someone because they all have an identity. As a result, according to Deng (1995), identity is a term used to describe how people and groups identify themselves and are defined by others based on race, ethnicity, religion, language, and culture. We can identify everything we encounter based on its form, purpose, and function. There is a unique and different character through identity in each of its elements. For example, a radio we often encounter has an identity as a mass media in the form of audio, where we can only hear the sound. Meanwhile, television can be a mass media in the form of audio-visual programs whose programs can be seen and heard simultaneously.

Another identity that is commonly found, especially in Indonesia, is related to the culture of a region. Through culture, Edward Tylor (1871) states that it is a complicated whole consisting of knowledge, belief, art, law, morals, custom, and any other abilities and habits

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acquired by man as a part of society. A person or thing can be identified through culture with its identity and characteristics. For example, in the culture of Central Java, there is a traditional art of *wayang orang* (human puppet show). According to Sedywati, this art has the value of enjoyment which is manifested from the experience of imagining (image) and becoming (process). Art can be said to be art if it can provide happiness and nourish the taste through the experience. *Wayang* reflects Javanese culture's identity that indicates the reality of life, values, goals of life, morality, hopes, and ideals of Javanese life. *Wayang orang* itself means puppet performances played by people (humans) as characters in the story. In the performance, they use traditional clothes similar to the decorations used in *wayang kulit* (leather puppet). The delivered stories usually have a colossal theme, such as the *Ramayana* and the *Mahabharata*. This *wayang orang* performance can be launched along with *dalang,* who directs the story, and the *sinden,* who sings to accompany Javanese *gamelan* instrumentals. In spreading the cultural values of this art, it is usually applied in various ways, for example, through mass media which can reach many people.

In obtaining various information, knowledge, and entertainment, a platform is needed that can efficiently serve these multiple needs and reach many people. The use of audio, visual, and audio-visual media is an inseparable part of this era. The emergence of television that produces audio and visuals now tends to become a mass culture for consumers, called "mass culture" (Kuswandi, 1996). It follows one of the functions of television media as a medium of entertainment by being a distraction and a means of respite from social tensions. One of the entertainment programs that is commonly consumed is comedy programs. In presenting a comedy, the level of the program's humour is determined by the comedian or host because the audience can laugh at their behaviour or jokes. The jokes thrown at the audience seemed natural and based on the improvisations of the comedians.

The development of sitcom programs (situation comedy) such as Opera Van Java, which has appeared since 2008 on the Trans7 channel, presents *wayang orang* as an aspect of Javanese culture. In contrast to *wayang orang* performances, which are usually presented in a profound and structured manner, through Opera Van Java, modern *wayang orang* shows are presented in the form of sitcoms. With several well-known Indonesian comedians, such as Eko Patrio, Andre Taulany, Sule, Nunung, and Aziz Gagap, the humor of their jokes was able to support Opera Van Java as a unique identity in presenting this modern *wayang orang*. This is due to the improv skills of each player in delivering jokes but still bringing aspects of Javanese culture into the wayang stories. For example, episodes of the *Balada Nyai Ronggeng*, Bandung Bondowoso, Damarwulan, and so on. Moreover, the sentence Opera Van Java basically comes from the Dutch language, which means Opera from Java. Therefore, Opera Van Java adopts Javanese culture packaged in a modern way.

Through the information above, the researcher wants to reveal the identity of Opera Van Java as a modern *wayang orang* comedy show. On this occasion, the researcher will specifically examine one of the episodes that tell the legend of Bandung Bondowoso about the story behind the construction of Prambanan Temple. Therefore, Bandung Bondowoso is suitable to be analysed because it is the Javanese folklore following the present research, which focuses on revealing the representation of Javanese culture in the Opera Van Java program. Based on the explanation above, two research problems will be studied. The first relates to the Javanese culture elements represented in Opera Van Java. Moreover, how Opera Van Java shows its identity as a *Wayang Orang* comedy through the Bandung Bondowoso episode.

Furthermore, it is critical to discuss this issue, appreciating, respecting, and preserving the diversity of cultures and traditions around us. In addition, the Opera Van Java program can

increase readers' awareness of mixing modern elements with traditional aspects of a culture so that it does not lead to an identity crisis.

Methodology

In analysing the cultural identity represented through the Opera Van Java program, the researcher uses qualitative methods to explain the theory in detail. This part is the method of the study. This part describes the way data is collected and analysed. The steps are taken to conduct research:

1. Researchers choose one episode of Opera Van Java that brings up folklore.

2. Researchers watch that entire episode.

3. Researchers determine the cultural aspects representing identity in the Opera Van Java episode.

4. With the chosen theory, the researcher analyses the cultural aspects that are displayed with the identity of culture in the Opera Van Java episode so that the program can attract public attention.

Findings and Discussion

The Elements of Javanese Culture in Opera Van Java's Bandung Bondowoso Episode

In broadcasting a *wayang orang* sitcom, it is found that Opera Van Java consists of several elements that show the Javanese culture. The elements found become essential to support the story brought, which is Bandung Bondowoso folklore. Those elements will be explained as follows:

- **Musical Instrument**

Opera Van Java uses a combination of modern musical instruments (keyboard) and Javanese traditional musical instruments in its performances. The Javanese musical instrument used in Opera Van Java is the *gamelan*. *Gamelan* is one of the elements of Javanese culture that is very important in performance. *Gamelan* seems to have become the hallmark of Opera Van Java. But there is only one type of *gamelan*, which is kendhang. Even though only one type of *gamelan* is used in its performance, Opera Van Java still represents Javanese Culture.

Gamelan is one of the traditional Indonesian musical instruments found in Java, Bali, and Sunda. The function of gamelan is usually played to accompany the performing arts in Java, such as *Wayang Kulit, Wayang Orang, Ketoprak*, and others. In addition, *gamelan* can also be played as a demonstration of the *gamelan* itself in a performance called *karawitan.*

It can be said that Opera Van Java firmly adopts Javanese culture. This statement is reinforced by the fact that Opera Van Java presents *Wayang Orang* performances and uses *gamelan* as the musical instruments to accompany their show. Moreover, the existence of *gamelan* as a Javanese culture is also strengthened by the presence of *gamelan* musicians, *sinden, and dalang.* Consequently, any song sung by the *sinden* and combined with the sound of *Kendhang* automatically becomes a song that smells of Javanese cultural elements.

- **Traditional Clothes**

The wardrobe is also an essential part of *wayang orang* show. Based on Javanese culture, the clothes worn by *wayang orang* have different names and models. In Opera Van Java, the traditional clothes are from the Central Java region. Head covering in traditional Javanese clothes is known as *blangkon*, generally made of braided plain cloth or decorative motifs (*batik*). The cloth is folded, wrapped, and sewn so that it is shaped like a hat that can be worn directly. In ancient times, people removed the head cover and letting the hair loose showed a form of emotional outburst or peaked anger. Men in ancient times tended to grow their hair long. So, *blangkon* can be a warning always to be gentle and restrain emotions. In *wayang, blangkon* is used by *dalang* and the instrumentalist.

There are two types of clothes used by the *dalang* and the instrumentalist. The *surjan* is a men's shirt with an upright collar, long sleeves, and striated fabric. *Dalang* uses the *Ontrokusuma surjan* type with a floral pattern. At that time, this *surjan* was only specifically used for noble groups. However, in this modern era, it can be used by bureaucratic leaders. In *wayang*, the *dalang* is considered the leader, so that he can wear this motif. For the instrumentalist, they are using *surjan Lurik* (striped motive). In the *Keraton* (palace), *surjan Lurik* is used by royal officials to soldiers. Likewise, the cloth's primary color and the striations' colors will show the rank (degree/dignity) according to the nobility title. The philosophy contained is adjusted to the location of the buttons. The neck has three pairs of neck buttons or a total of 6 buttons symbolizing the six pillars of faith. In its development, several groups have also inserted interpretations of the Mataram philosophy for three pairs of right and left as the life philosophy of the Mataram people, namely: *Mangasah Mingising Budi* (honing mental acuity – for personal), *Nurturing Malaning Bumi* (cleansing lust/mala on earth – for the environment). "small universe"), and *Hamemayu Hayuning Bawana* (preserving life – for the "big universe" nature).

The instrumentalist's clothing

(keraton.perpusnas.go.id)

Dalang's clothing (kabarno.com)

Sinden's clothing (kapanlagi.com)

For the underclothing beneath, *dalang, sinden,* the instrumentalist, and *wayang* figures use *jarik*. The *jarik* used by the *dalang, sinden,* and music player comes from the Surakarta *jarik,* which is identical to the brown and yellow colors. As for the male wayang, they adjust to the story. In the Bandung Bondowoso episode from Yogyakarta, the finger is dominant in black and white. The policy stemmed from the Giyanti agreement, separating the Ngayogyakarta Hadiningrat Palace (Yogyakarta) and the Surakarta Palace.

Sinden uses *kebaya* as their clothes. *Kebaya* is usually paired with *jarik*. Density in attaching the *jarik* will make it difficult for women to walk. That is the reason why Javanese women are synonymous with graceful personalities. The philosophical value of the *kebaya* is obedience, subtlety, and the behaviour of women who must be gentle.

Picture 1.4 Female wayang character's clothing

(KBRI Washington DC)

Picture 1.5 Male wayang character's clothing

(Youtube Channel Iswantono Aryaramarsya)

The clothing worn by the female *wayang* character by wearing a black *irah-irah takes* head covering on the *jamang* is in the form of a gold coil. *Characters with subtle characters use Irah-irahan. Sumping* is worn on the ear with sequin decoration. *Mekak* and *ilat-ilatan* are used to cover the body of the Surakarta-style machete. The jewelry worn are earrings, necklaces, and bracelets. The use of clothing begins with wearing cloth or *jarik klithik* Surakarta style with the *samparan* pleat technique. After that, wear basic *setagen* before *mekak.* For the male actors, they still use the same *irah-irah takes* with a scarf and *batik* cloth wrapped around their hips. As for the suit of vests and pants, they are often used for traditional Javanese dances.

Footwear in Javanese traditional clothes is called *canela* or *selop*. *Canela*'s philosophy is as a symbol to worship God both physically and mentally. Canela is part of traditional Javanese clothing for footwear. Canela can be made from animal skins or synthetic materials. The *canela* is used to close the toe while the back of the heel is exposed. *Selop* is used by *dalang,* male *wayang orang,* and the instrumentalist.

- **The story of Bandung Bondowoso**

A story brought in by a television program is essential as it can determine which culture the television program tries to represent. In one episode, Opera Van Java brings up the story of Bandung Bondowo, who tells about the history of the Prambanan Temple. According to the *KOMPAS* website, the story of the Prambanan Temple cannot be separated from Bandung Bondowoso, a king from the Pengging Kingdom who succeeded in conquering the Prambanan area located in Yogyakarta. Finally, Bandung Bondowoso, known as a cruel king, liked Roro Jonggrang, a daughter of Prabu Boko, and wanted to make her his queen consort. Seeing this, Roro Jonggrang wanted to refuse the request by ordering Bandung Bondowoso to build 1000 temples in one night. However, even though he asked for the genie's help, Bandung Bondowoso still failed because Roro Jonggrang was looking for a way to trick the genies. Then, Bandung Bondowoso cursed Roro Jonggrang to become the 1000th temple

Based on Bandung Bondowoso, Opera Van Java brings up Javanese folklore, which shows that this episode is a form of representation of a culture where folklore is also part of a culture. Alan Dundes states that folklore contains the views and ideas of the community. Opera Van Java, in broadcasting Bandung Bondowo, shows that society believes in living daily life based on what they believe. As previously explained, the story of Bandung Bondowoso is the forerunner of the Prambanan Temple, where this place is a relic of the royal era in Indonesia, and is currently used as a cultural tourism object. Then, the forerunner of Prambanan Temple,

wrapped in Folklore as a story passed down from generation to generation, is a representation of culture inherent in society, especially the story of Bandung Bondowoso as part of Javanese culture. This inherent culture indeed contains moral values that are expected to be interpreted by the community so that they do not forget to behave following the prevailing culture. As a television program that is enjoyed by the public, Opera Van Java packages it in a modern way. However, this program still contains elements of Javanese culture because they adapt from Javanese folklore. By carrying the story in a modern way, Opera Van Java tries to adapt to the current situation of modern society with Javanese cultures. This indicates that Opera Van Java is said to reflect Javanese cultural identity through its story.

Opera Van Java's Way of Showing Its Identity As A Wayang Orang Comedy Through the Bandung Bondowoso Episode

Opera Van Java in the Bandung Bondowoso episode as a TV program is wrapped with the *wayang orang* concept and adds humor or aspects of humor. The jokes brought by the characters can make the audience laugh. According to Britannica, a story of everyday life that is brought with humor in front of the studio audience is called a situation comedy. This indicates that Opera Van Java is a situation comedy that not only conveys a story but also interacts with the audience directly through its comedy. In addition, by carrying the modern wayang orang, Opera Van Java in the Bandung Bondowoso episode tries to adapt the story of Prambanan Temple as Javanese culture through the elements with the current modern situation and add elements of comedy.

The episode that aired on January 2, 2009, began with the appearance of Rina Nose as a *sinden* singing the song *Cinta Ini Membunuhku* by D'Masiv, which was arranged into a keroncong. *Sinden* sings accompanied by two musical accompaniments who play keyboards and kendhang. Then Eko Parto, as the *dalang,* conveyed the jargon in response to the Opera Van Java puppet performance. The rhyme ab-ab in "*helikopter muter-muter, uler melingker nyangkut di pager*" is one form of joke delivered by the *dalang.* While conveying this jargon, the *dalang* sounds a *cempala* made of wood and iron. The cempala makes a sound like the knock of a hammer and functions to accompany the "sulukan." Sulukan is a narrative story sung by a *dalang.* In Opera Van Java, cempala will often be played when the story told by the wayang is not in accordance with the *dalang'*s command:

Oo...bumi gonjang-ganjing, langit kelap-kelip, helikopter muter-muter, uler melingker nyangkut di pager. Ee...selamat malam pemirsa sekalian yang berada di rumah, ketemu lagi dalam acara Opera Van Java. Ya e!!!

(00:43-01:06)

Delivering the narration of the story, the *dalang* performs a "*sulukan*" that tickles the audience by singing. During *"sulukan",* the camera focuses on the figure of Roro Jonggrang, played by Mesty Hanyta, wiping tears as if she is sad, according to what the *dalang* narrated:

Di ceritaken terjadi perang batin antara Roro Jonggrang. Ia merasa kesedihan dengan kematian ayahandanya ~ ia menangis kesakitan ~ tak tahan lagi menahan sakitnya ~ tak tega tak tega ~

(01:33-01:59)

The *dalang's* improvisation at the end also invited the audience's laughter, which ended with the words *"Sedih!",* indicating that Roro Jonggrang looked sadder. After that, the dalang continued the chant, which hinted at the character of Emban or the royal maid, played by Chika Waode, wiping her tears using a doormat. Emban, as a *wayang* character, also followed the

narrative. With a pitiful face, she demonstrated the command of the *dalang* using the mat provided in the set:

Dalang: Melihat kesedihan Roro Jonggrang, Emban pun ikut menangis lalu mengambil keset. Emban pun lalu mengambil keset dan mengusap air matanya. Ia mengelap air mata yang berlinang-linang di wajahnya dengan keset tersebut.

Emban: Nangis beneran ini, nangis beneran pake keset. Yaampun sampe segini nya. Mentang-mentang jadi Emban, nangis pake keset, Yaallah.

(02:17-02:55)

Then the *dalang* signaled the Bandung Bondowoso to enter the set. Komeng, who played Bandung Bondowoso, immediately entered the set. He went to the artificial door property and knocked as if he wanted to visit Roro Jonggrang's house, even though the set clearly indicated that they were already inside Roro Jonggrang's house. So Emban and Roro Jonggrang reminded Bandung Bondowoso that he was already in the house.

Bandung Bondowoso: Assalamualaikum, Roro Jonggrang.

Emban: Ini udah masuk, eh! Ini udah masuk di rumahnye.

(03:10-03:25)

When Roro Jonggrang accused Bandung Bondowoso that he had killed his father, Bandung Bondowoso foolishly defended himself by saying that this was an order from the *dalang* as the storyteller:

Roro Jonggrang: Huh, gimana aku mau kangen, orang kamu bunuh bapakku.

Bandung Bondowoso: Bapakmu itu bukan saya yang bunuh. Itu dalang emang nyuruhnya begitu. Katanya saya yang ngebunuh. Muka saya ngga ada muka pembunuh. Ya, kan, dalang, ya?

Roro Jonggrang: Jadi yang ngebunuh dalang?

(03:33-03:48)

The *dalang* was confused with *sinden* and Sule as an assistant who sat beside him, accusing the mastermind. Bandung Bondowoso was then defended by Emban and Roro Jonggrang:

Bandung Bondowoso: Kan, elu yang nyuruh, yang disangka gua.

Emban: Kita kan jadi nge-fitnah dia.

Roro Jonggrang: Ngga enak, ngga boleh nge-fitnah.

Bandung Bondowoso: Itu, kan, dosa hukumnya.

(03:56-04:02)

The *dalang* then tried to explain that based on the story, it was Bandung Bondowoso who killed him. However, Bandung Bondowoso denied that it was true that the one who killed was the mastermind. The *dalang* couldn't help but sigh at the defense:

Dalang: Maaf, maaf. Ini memang ceritanya begitu.

Bandung Bondowoso: Berarti bukan saya, kan? Bukan saya, kan? Yang bikin cerita

Dalang: Yang bikin cerita memang ceritanya begitu. Bandung Bondowoso membunuh…

Bandung Bondowoso: Nah, berarti bukan saya, kan?

(04:10-04:28)

Then the *dalang* explained to proceed to the initial scenario of the story where Bandung Bondowoso actually killed Roro Jonggrang's father while knocking on the cempala and continuing the narration. The ridiculousness continued with Bandung Bondowoso, who claimed that Roro Jonggrang could not be kicked out because he had not paid the rent, even though it was Roro Jonggrang's house. Emban would not accept it if Bandung Bondowoso claimed that it was his home. The *dalang* also supports the improvisation of the *wayang* by hinting at Emban to vent his anger by lifting the sideboard and throwing it at Bandung Bondowoso:

Dalang: Udah dilanjutin kembali nih, ceritanya

Bandung Bondowoso: Oh, iya ya ya. Jadi, saya gimana, nih?

Dalang: Pokoknya situ yang bunuh. Dengan sinisnya Roro Jonggrang lalu mengusir Bandung Bondowoso.

Roro Jonggrang: Huh, Bandung Bondowoso karena kamu sudah membunuh bapakku, sekarang pergi dari sini!

Bandung Bondowoso: Saya tidak bisa di usir karena saya baru bayar uang kontrak

Roro Jonggrang: Enak aja ini rumah kita!

Emban: Heh, kagak ade. Ntar dulu, kagak ada namanya kontrak-kontrakan. Lu dateng ke rumah ane, jadi you get out!

Dalang: Emban pun marah, emosi, dan ia lalu mengangkat sebuah bufet.

(05:12-05:54)

Moving on to the next scene, with Prambanan Temple as the background, Bandung Bondowoso tried to seduce Roro Jonggrang, assisted by the genie, played by Yadi Sembako. The genie came to help Roro Jonggrang fall in love with Bandung Bondowoso:

Dalang: Bandung pun lalu merayu Roro Jonggrang agar memaafkan kesalahannya

Jin: Ana ajarin.Ya, Roro Jonggrang. Ikutin, ikutin!

Bandung Bondowoso: Itu bukan datengnya ustad? Ya, Roro Jonggrang!

Jin: Itu yang disebelahnya, yaampun.

Bandung Bondowoso: Ini Emban

Emban: Emban. Ah, gue kepret.

Jin: Ceban, gocap, goceng?

Bandung Bondowoso: Itu ceban.

Roro Jonggrang: Udah, rayu, rayu!

Bandung Bondowoso: Hai, Roro Jonggrang.

Roro Jonggrang: Apa, sih, kang mas? Aku kan lagi sebel sama mas Bandung Bondowoso

Jin: Kok kang mas, sih. Kang bakso.

Bandung Bondowoso: Sembarangan, orang begini keren dandanan dikata kang bakso. Ini pake bihun apa…

(07:34-08:35)

Roro Jonggrang said that she really loved Bandung Bondowoso but was reluctant to marry him because of what he had done to her father. Bandung Bondowoso admitted that he accidentally killed his father. With humour, he stated that he was only holding a knife, and his father backed away, thus being killed:

Roro Jonggrang: Aku itu sebetulnya cinta sama kakang.

Bandung Bondowoso: Apa lagi?

Roro Jonggrang: Tapi aku benci karena kamu sudah membunuh bapakku

Bandung Bondowoso: Kagak sengaja, Roro

Roro Jonggrang: Masa nge-bunuh kagak sengaja?

Bandung Bondowoso: Bisa

Jin: Masa orang nge-bunuh ngga sengaja? Ketahuan meninggal, ditusuk

Bandung Bondowoso: Ya saya megang pisau, dia mundur, kena.

(11:37-11:57)

The *dalang* continues the narration when Jin is making a thousand temples as requested by Roro Jonggrang in one night, as proof of Bandung Bondowoso's love for her. However, the temple must be finished before the rooster crows. Otherwise, Roro Jonggrang will cancel their marriage. However, the *dalang* asked Sule to help as an assistant to bring a school child into the set so that Bandung Bondowoso believed that the day had changed. Even though, in reality, it was still the same day:

Dalang: Kita lihat Bandung Bondowoso dan para Jin sedang membuat candi yang berjumlah seribu.

Bandung Bondowoso: Yah, dia tidur. Jin lo doang yang pules. Kerjain lagi, tidur jangan disini!

Jin: Karyawan aja ada istirahatnya masa ana ngga boleh istirahat, sih.

Bandung Bondowoso: Jadi bagaimana? Kamu masih kurang satu, ini repot mesti dikerjain satu lagi, nanggung.

Dalang: Tiba-tiba saja terdengar ayam kukuruyuk.

Jin: Tenang paduka. Paduka jangan takut, itu palingayam lagi kawin.

Bandung Bondowoso: Oh, itu ayam nelor. Berarti tidak papa. Kerja lagi.

Jin: Kerja lagi

Dalang: Supaya Bandung Bondowoso percaya, lu cari anak sekolah. Suruh bangun suruh mandi. Cepetan! Tiba-tiba saja berangkatlah anak sekolah.

(18:03-19:19)

Knowing it was already morning, Bandung Bondowoso was angry with Jin. He feels cheated and does not accept that he will fail to marry Roro Jonggrang. But the *dalang* again makes jokes so that the two of them beat each other using the temple property made of cork:

Bandung Bondowoso: Emang ngambil sekolah pagi apa gimana?

Ibu: Lhah, ini tu udah pagi, bang

Bandung Bondowoso: Pagi?

Dalang: Mengetahui hari sudah pagi, Bandung Bondowoso pun marah kepada Jin…

Bandung Bondowoso: Wahh! Kau telah tidak bisa membuat satu candi…ayo Cimahi cimahi. Bagaimana saya malu terhadap Roro Jonggrang

Jin   : Maaf, Paduka Pangeran. Memang terbatas tenaga ana

Bandung Bondowoso   : Terbatas, terbatas. Tidak bisa!

Dalang   : Lalu mengambil candi dan membanting kepada Jin klewer

Jin   : Biar pake topi tapi sakit, pak.

Dalang   : Jin tidak mau ketinggalan ia pun mengambil candi dan membanting ke dirinya sendiri.

(20:30-21:30)

Bandung Bondowoso and Jin failed to build a thousand temples overnight. Roro Jonggrang and Emban also tried to stop all their activities and conveyed the annulment of their marriage. However, Bandung Bondowoso and Jin tried to make an offer:

Roro Jonggrang   : Kang mas tahu kan, Kalau misal tidak membangun candi sebanyak seribu dalam waktu semalam tandanya kita tidak jadi menikah

Bandung Bondowoso   : Tapi kan kalau kurang satu apakah kita tidak bisa kawinnya barang satu atau dua tahun

Roro Jonggrang, Emban   : Ya ngga bisa

Jin   : Bisa Pangeran, asal sama Emban

Bandung Bondowoso   : Masa gua kawin sama surat reyot

Emban   : Kite juga kaga mau. Kite juga maunya duda-an

Jin   : Waduh, tua-tua keladi. Demennya ama yang brondong-brondong. Eh, mbak, ini harus kawin kalau engga Jin marah

Emban   : Eh, ngga bisa. Perjanjiannya seribu candi sebelum matahari terbit

Roro Jonggrang   : Anak-anak aja udah pergi sekolah, berarti udah pagi

 Bandung Bondowoso   : Berarti kita tambahin semalem lagi

Roro Jonggrang   :Ngga bisa, harus seribu candi dalam satu malam

(22:20-23:31)

Towards the end of the story, the *dalang* decides to marry Roro Jonggrang to the Jin, but Bandung Bondowoso, who has been cursed to become a temple, feels disapproved:

Dalang   : Untuk mengakhiri cerita, Roro Jonggrang akhirnya tertarik dengan sang Jin. Dan Roro Jonggran oun menikah dengan sang Jin

Roro Jonggrang   : Ngga ada yang lain, dalang?

Bandung Bondowoso   : Eh, gua ngga main, ah. Masa ame die, gimana, sih? Umpama nya dia ga kawin ama gua, ya udah kemana gitu. Dia kawin ame ini?

(24:01-24:27)

As a sign of the end of the program, the *dalang* closes with his signature voice regarding the storyline in this program, which seems confusing. Where the *dalang* is confused, and the *wayang orang* is also confused about all the improvisations. Then the Opera Van Java program ended with the *sinden* singing the ST12 song entitled *"Cari Pacar Lagi,"* the keroncong version accompanied by the instrumentalists:

Dalang: Di sana gunung, di sini gunung. Di tengah-tengahnya, Pulau Jawa. Dalangnya bingung, wayangnya bingung. Yang penting pemirsa bisa ketawa

(24:29-24:46)

Conclusion

Basically, Opera Van Java is a sentence that comes from the Dutch language, which means Opera from Java. Therefore, Opera Van Java represents the elements of Javanese Culture. Firstly, the musical instrument used is a combination of modern musical instrument and *gamelan*, keyboard, and *kendhang*. The songs performed by sindhen have also been rearranged into *keroncong* so that Javanese culture can be heard obviously in Opera Van Java.

Secondly, the traditional clothes used in Opera Van Java come from the Central Java region, which clearly represents Javanese Culture. *Dalang* uses a *blangkon*, which is a head covering in traditional Javanese clothes known. Then, there are two types of clothes used by the *dalang* and the instrumentalist. *Dalang* uses the *Ontrokusuma surjan* type with a floral pattern. For the instrumentalist, they are using *surjan Lurik* (striped motive). Then, sinden uses kebaya as their clothes.

Thirdly, Opera Van Java still contains elements of Javanese culture because they adapt Javanese folklore. It brings up the story of Bandung Bondowoso, which originally comes from Central Java. By carrying the story in a modern way, Opera Van Java tries to adapt to the current situation of modern society with Javanese cultures. It indicates that Opera Van Java represents Javanese cultural elements through its story.

The sitcom concept applied by Opera Van Java really entertains the audience through its stories and comedy. The episode shown this time is Bandung Bondowoso. The idea of a story that adopts the legend of a thousand temples which was parodied by Opera Van Java is very entertaining because the storyline, in addition to running according to the scenario, is also added with interludes that are poured by the players outside the original script.

Although the story that is shown is a story adapted from ancient folklore, it is packed with modern concepts and conditions that adapt to that era. By adopting modern situations, stories told with the *wayang orang* concept will be easier to connect with the audience.

Especially with these comedies, the audience understands the essence of the story of Prambanan Temple as Javanese culture that is so close to everyday life. It means that the situation comedy genre is used by the Opera Van Java as a medium to inform the identity of Javanese culture in the Bandung Bondowoso episode.

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THE IMPACT OF DIGITAL LITERATURE ON CHILDREN'S LEARNING ABILITY

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Abstract

Digital Technology has become a very impactful human invention in modern society. Every time, we would use its practicality and imbued it into our daily activities, from adults to even children. It has become such a common aspect of our lives that it has become natural for human use, especially for the younger generations. Entertainment, Information, and even Education, children nowadays will receive it all through Digital Technology. Especially in the aspect of Education. They were introduced to Digital Technology from a very young age and would practice it in their daily activities. However, what impact do these technologies have on children? This research study was conducted to explore further the many impacts of Digital Technology on children and significantly how digital literature may affect children's learning skills and abilities. In this study, library research will be used to collect the data. According to George (2008), library research is applied by understanding and studying the information gained from books, journals, theories, and documents that have close relations with the researched issues. The data being collected was also taken as primary data. The research shows that among the many impacts of digital literature on children, digital literature is relatively easy in inaccessibility and interactiveness for children who are just beginning to read and write. However, excessive use of gadgets in children can also interfere with children's cognitive development, such as memory, language, comprehension, and motor and sensory abilities.

Keywords: Digital, Technology, Literature, Impact, and Children.

A.   INTRODUCTION

In the rapid growth of an era, digital technology is common in the many kinds of phenomena and discoveries in the modern era. However, digital technology has become a significant part of daily life and activities, especially for children. Digital technology has become one of the many tools for Education that are often used in today's teachings. It is evident that when the Covid-19 virus started, it required citizens to keep a distance and stay indoors in their homes. This situation also requires people to use digital technology as their primary communication device to communicate with others and the outside world. As a result of this solution, governments have stated policies for schools to start teaching and giving out lessons to students through digital technology platforms, such as Zoom Meetings, Google Classrooms, and many more. However, digital technology also negatively impacts most people who lack self-regulation skills, especially children.

Digital technology is considered to be a place with a vast scope. So, it is very likely that many children are stuck or accidentally directed to sites that are not supposed to be accessed for their ages. Furthermore, most kids who do not have parental supervision will develop a condition from which they cannot recover, or digital technology has become very advanced as it keeps growing and improving. Its practicality and effectiveness have no age restrictions, as

it can be used at any age and even in any situation if given. Digital technology has become one of the most influential human inventions, significantly impacting modern society. Every day, in any situation, society will use the many functions of digital technology. Its practicality has been great for daily human activities, whether for adults or kids. Because of this, digital technology has become such a common aspect of our daily lives that it has become natural for us to involve it in our lives, especially in the younger generations who experienced the phenomenon immediately in their early stages of life. Children today receive everything through digital technology, whether it be entertainment, information, or even Education. They were introduced to digital technology very young and would use it in their daily activities. However, what impact does this technology have on children? This research study explored the many impacts of digital technology on children and how digital literature can affect children's learning skills and abilities.

In this era of digitalization, technology has been created and presented in various sophisticated forms. It allows making daily activities more accessible for children to carry out themselves. There are various advantages children can get from digital technology, such as finding and receiving various kinds of information from all parts of the world with a single click of a button, simplifying long-distance communication, getting all forms of entertainment they like, developing skills and creativity, and even open up literacy opportunities with broader insights regarding the outside world. Children will feel all forms of digitization benefits when technology is used correctly, not overused, and under proper supervision. It is also an undeniable fact that digital technology can also have the potential to cause some problems in people's lives, especially children, who can be said to be quite vulnerable to things they are curious about.

That is known as an addiction. Like any other addiction in the world, this condition is considered one of the most dangerous addictions in children today.

B. METHODOLOGY

As technology has evolved and merged into our lives, it has become a stepping stone into a new era. Including in the educational area, where technology, mainly digital literature, is heavily involved in helping the younger generations learn and finish their daily tasks efficiently. It includes digital literature, with its many advantages in literature and Education. Digital literature brought about a new era of learning. Similar to past situations and phenomena, it will have consequences and impacts on the individual and society as a social being. This research aims to understand further the causes and benefits of this new era of digital literature for children. In this research, we will be using the qualitative research method to unravel the negative and positive impacts of digital literature on children's learning abilities.

Qualitative methods in this research collect and analyze data from videos, text, and even audio sounds. Statistical methods or other quantification methods are typically not used in qualitative research, focusing on understanding the content of the study problem rather than the number of observable features. Qualitative researchers interpret and contextualize meanings from people's beliefs and practices because they typically consider that social reality is a construct of human creation (Denzin & Lincoln, 2011). Another method used in this research is library research; according to George (2008), library research is applied by understanding and studying the information gained from books, journals, theories, and documents that closely relate to the researched issues.

In order to better understand the causes and impacts of digital literature, the researchers used articles, theses, and many other research texts from previous researchers to collect an excellent secondary data source. The data will also be collected and analyzed based on its topics and similar understanding as the researchers. This collection method involves gathering

articles, theses, and books discussing similar topics as the research. After gathering the many secondary data sources, the researchers will analyze each piece of data based on their understanding and similar viewpoints. Afterward, the picked data will be analyzed with each other, and the researcher can produce a satisfying conclusion from the multiple sources.

C. FINDINGS AND DISCUSSION

Countless studies and articles have revealed how significantly the impact of digital technology has contributed to our daily needs and activities, especially the advantages of digital literature to children's Education. The availability of digital technology platforms and other applications through the internet allows users to communicate and interact with one another and produce, edit, and share new types of textual, visual, and audio information. As the internet is a place of infinite storage, it could store many different files or information that varies in genres and topics. It makes the internet a place where anyone can quickly receive knowledge of any type and form. Because of this, it significantly impacts how we live because it benefits all spheres of life, including the political, economic, entertainment, and even educational spheres. According to the Network Society Report (2013), technological innovations would promote growth and productivity as they would help generate new creative ideas. Thorpe & Gordons (2012) also said that digital technology could develop an effective product of interest. It would enable new scenarios that could relax the pace of daily activities, such as working and even learning interests. With a more relaxed pace, especially in learning interests, students would develop their conception of knowledge in an area of personal learning and would spread it to other people.

a. Positive Impact of Digital Literature

Because of this, by a necessary leap of change. Schools have started to increase their learning resources available not only in hardbound but also in a digital format. This change or shift from print covers or hardbound books to a more accessible and easy digital format has also changed how students learn or receive knowledge in digital Education. In the form of digital literature, students and learners alike can access and even receive thousands of digital books online discussing a particular topic they are looking for or even a specific genre of a story through the internet. These digital literature and books are also presented in many different formats, such as picture books, audiobooks, books containing video links, and many more creative innovations. These different types of innovative book formats provide a much easier way of educating people and students alike through digital literature.

An excellent example of these innovative book formats is audiobooks, a book format containing an audio recording of the book's entire content. While the readers read the book's sentences, there will also be an audio recording of the book being read line by line. This type of format is used for people who enjoy reading books while listening to an audio recording of the book read the sentences aloud, but this way also helps people who are too lazy to read but want to read the book. By listening to the audio, the reader will slowly enjoy reading along sentence by sentence with the audio. Audiobooks are also a beneficial medium for children as it helps them learn how to pronounce certain words while also knowing how the word is written, and it helps to heighten their interest in reading more books. While for older children, audiobooks can also help to heighten their interest in reading books as they would not find reading much tricky and tiring, as all they need to do is to listen and follow the audio recording.

Another reason besides heightening the interest in reading books, digital literature can also help students with their vocabulary by discovering and learning new words in the books or e-books they are currently reading as some digital books provide the meaning of the words used within the books, while others also provide the pronunciation to those words. Other than

a wider range of vocabulary, children and even older people can also receive wider insight into topics and ideas they are exposed to from digital literature.

b. Negative Impact of Digital Literature

On the other hand, as digital technology has a significant impact, it also has its downsides. Whether severe or mild, it will have consequences for society and oneself. Especially for younger generations, children born into the modern era would have been introduced to the world of digital technology from a very young age. The use of technology, especially digital technology, has been emphasized by parents and teachers alike for the younger generations to learn and keep improving their understanding of technology and the many knowledge or trends of the world. It makes the ability to know how to use digital technology a necessity for a child's early knowledge, especially the use of digital literature as one of the many sources of knowledge. These sources of knowledge can be found in many forms of media, such as videos, animations, audio sounds, and many more. These forms of media are also used in many ways in teaching students and learners alike the concept of Education.

Nevertheless, as much of a good impact as digital technology has on its users' daily lives and activities, excessive use of it will still negatively impact the user's view of reality, especially in children. Such as over-obsession or unhealthy addiction to the use of technology would make a child too immersed in conversing with their mind and device screens, as they would fail to remember the time or even their surroundings. This situation would often prevent children from being stimulated by experiencing situations other than the world they experience through digital technology.

The problem is that today's children are often too free to use digital technology, either for learning or just playing and watching videos. Children would learn and understand the use of digital technology from the people around them. Several studies show that if its use is not monitored and restricted, then this can have a negative impact that would interfere with parts of their lives. Such weakness and decreased sensitivity, lack of verbal and non-verbal communication skills, decreased social skills, and lack of adaptive and interactive abilities are harmful effects of digitalization on the child's growth and development process. Several studies also show that the increase in digital technology has resulted in a decrease in their reading abilities, which can 'eliminate' the opportunity for children to improve their critical and analytical thinking skills.

It is already widely known that children of a certain age are sensitive to various types of information and new things they are prone to be curious about, especially in their early stages of growth and development. At this stage of growth, all aspects of the child's emotional, intellectual, and spiritual intelligence are in an extraordinary development process. All of the things a child learns and is taught to do are what determine and influence the child's following development process throughout their life. The reason for very close supervision of children in what they do and are curious about is that all forms of information they receive can be quickly absorbed and imitated by a child. If all the information received, seen, read, and imitated is not filtered correctly and appropriately, it can hamper the growth and development process of a child's abilities, character, and intelligence. The things they have learned and imitated will be the foundation for forming the child's personality, character, and cognitive abilities.

Therefore, it is crucial to know the impact of using digital technology on children. By knowing the impacts, preventive measures can be used as tools to avoid the negative impacts that can affect a child's development process. According to an article from KataData (2019), children who use technology excessively tend to have mental health problems, lack of focus, lack of creativity, delays in language learning, and several other social problems. Some of these children would also experience health problems, mainly problems concerning their eyes, such as the early use of glasses due to children's excessive use of digital technology. The number of

hours they stare at a screen, whether a phone, a laptop, or even a television, can damage their eyes early on, causing them to use prescribed glasses.

The importance of parental supervision and time can reduce or prevent the negative impact on children with digital technology. According to an article in Jurnal Dini (2018), parents play a role in supervising and limiting children's use of cell phones, managing times when they have to do their schoolwork, socializing with friends or families, and even during times to have a nap or sleep. The help of an adult's guidance in managing technology usage and implying a schedule can help children manage their intake of technology better later on. So, the importance of restrictions and supervision from adults to children regarding digital technology today is the first step in preventing the negative impact of technology that befalls children.

D. CONCLUSION

It can be shown in multiple research articles, studies, and the findings above that digital literature can have as much of a good impact as a harmful impact on children's learning abilities. Similar to other phenomena and other human inventions, digital literature has its positive and negative impacts on society. In particular, children, because they are the next generation to come after the previous. They are very important to the growth of the near future of technology, which makes the impacts of digital learning in literature a big part of their Education. Whether it be a positive impact, for example, a more fun and easier way of learning new words and topics from an e-book, while on other hand, there are also negative impacts, such as an obsession with the use of digital technology, that would result in a child's immense interest in the digital world rather than their reality. At the end of all the arguments, it all comes down to the time management of a child's intake in the daily use of technology, supervision from an adult that could guide them in the ever-growing world of the modern era, and lastly, teaching them a better way in executing their problems.

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THE IMPORTANCE OF DIGITAL LITERACY FOR STUDENTS AND EDUCATING STUDENTS TO HAVE AWARENESS IN POST-PANDEMIC ERA

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Abstract

Digital literacy is an important skill to be mastered for everyone. Students as a candidate for a future prominent position in-country should master it. The skill is related to the modern era in that almost all things are in digital format. Digitalization also happens in the literacy world. This article will discuss and explain the influence and effect on students if they can master digital literacy. Also will explain and discuss the effect if students can not master it. The article also will explain and discuss the reason everyone, in this case, the article is students should have digital literacy awareness. The methodology which will be used in the article is observation and secondary data analysis. The observation will come from students of schools. The findings are to know and prove that digital literacy is essential. Parents, schools, and others who have a relation with digital literacy should support to realize the generation to have an awareness of digital literacy. The education system should have an additional curriculum about digital literacy. The curriculum is important for students and others to prevent the bad effect of misconception and misunderstanding from digital literacy. The concluding statement is to develop digital literacy competence to support all aspects of life in the modern era that more and more have advanced in language and literature.

Keywords: Important, Digital, Modern, Students.

Introduction

Digitalization now happens in every layer of society and occurs with people of every type of age. Most parents now allow their children to have a phone and get access to the internet. The need for technology can not avoid. In the pandemic era, almost all learning teaching activities be held online way. The pandemic forced students to adapt to technology more expert, skilled, and often than before the pandemic era. The gadget used to access the internet also has many various kinds. Laptops, tablets, smartphones, and other kinds have amazing development from day to day. Many advantages of the newest feature of the gadget also facilitate students to access and know anything. The convenience factor, students, can be looking for what they want to know and what happens now in the world. Because of so much information, oftentimes, students get wrong and lie information or news from the internet. It can be a dangerous case when students follow the news without knowing the consequence. The size of consequences can start from small, like a lie to parents, until making great consequences like bullying their friends until getting depression and suicide.

The writer is interested in choosing the topic because of the phenomena young generation in the digital world. The young generation is now the biggest user in the digital world. They use digital devices more advanced and often than older generations. Digital devices have become

an important need in their life. Besides that, almost all levels of education use digital devices to support students' life and education. Digital devices and technology make the education process easier to access. The information related to materials and knowledge can find easily fulfill students' curiosity. It is signed a piece of good news that students can have big curiosity can support the education system in school. The impact can affect on a bigger scale in the country. But one mistake or fault can give a big impact on students. In addition, they get benefits.

The interesting fact about young generations who dominate with students using digital devices and technology more than other generations is a sign that they should have awareness and education about digital literacy. Young generations mostly do not have the maturity to think. They feel a high spirit to lead their curiosity to know what they want to know. The immaturity in thinking and acting sometimes make the problem of prejudice and harm affect their surroundings. The writer thinks that the problem is interesting to research. Besides that, the problem, which includes modern problems, is essential to know the effect, impact, and the reason why it is important in the modern era.

The problem should have a solution immediately. One of the solutions is digital literacy awareness and education. Digital literacy is the ability to understand and use information in multiple formats from a wide range of sources when it is presented via computers (Gilster, 1997: 1-2, as cited in Martin & Grudziecki, 2006). Based on the definition, digital literacy is the ability to fathom the information and use the information appropriately from digital. The information which was obtained from digital services should use with full of awareness. Because the users can decide on the right value of use. A combination of different kinds of literacy based on computer/information competencies focused on the skills to evaluate information and gather knowledge together with a set of understanding and attitudes (Bawden, 2008, as cited in Shopova, 2014). Based on the definition from Bawden, have an additional definition about understanding information from digital sources with a set of understanding and attitudes. Understanding and attitudes of using the internet and digital sources are important to master first for everyone before using and finding information. The incident of phenomenal fake news can give a big impact. Due to COVID-19 disease, people are looking for a way to take care of their health. For example, the consumption of garlic can prevent infection of COVID-19. Garlic can increase the immunology system but can not destroy the COVID-19 virus.

Because of the importance of digital literacy, the writer wants to observe and analyze the effect on everyone, especially students. The effect that students can master and can not master. The writer also wants to inform about the reason everyone, in particular students, should have digital literacy awareness. Students as the next generation of the nation can be prepared to overcome what will happen in the future. In this case, for students in the young generation, the focus is mostly on the digital world. For now, the digital world has grown rapidly. In the future, for ten, twenty, until one hundred years, the digital world will develop and change more rapidly. Because of that, students should have basic competence in the digital world.

Methodology

The methodology of the research writer used observation and secondary data analysis. The type of data that will use is qualitative data. The writer is a singular researcher who observes and collects a sample from his surrounding. The participants of the observation are siblings,

cousins, parents, and grandparents in the writer's surroundings. The sibling and a cousin are students. Although both are students, they have different levels of education now. The writer takes other kinds of participants (parents and a grandparent). The purpose is to compare intergeneration the level of digital literacy. The comparison is to emphasize the importance of digital literacy for students. The writer uses qualitative data because it is easier to elaborate on the data for this research. Qualitative data consist of words, pictures, and symbols. In this research, the writer will use words to explain the data. The data consists of the fact about what happened to a sibling, cousin, parents, and grandparent while they got news digital. The data will explain the reaction of different participants who will give diverse responses. The data also will explain the effect while they get fake news from a digital device. After that, the writer will connect both and would result from the horrible and kind effects while they can not overcome the problem with digital literacy. The writer also uses secondary data analysis from the other journal. The secondary data analysis will indicate that digital literacy is key to mastering for everyone of all ages in case students and young people.

Besides that, the method for the research use observation and secondary data analysis. Both methods mutually support this research. The observation will be poured into the research based on the writer's observation. The writer's observation was not done at a specific time. It was done randomly depending on the participants' reactions. It supports the research in part of real occurrence. Secondary data analysis was used as the reference, theory, and data to support the research. Secondary data analysis means the data was collected by other writers or researchers for their primary purpose. The writer uses the data for a different purpose. The goal is to show that digital literacy is important to be mastered by everyone. Students and young people in the next generation of the nation require support from the other generation to develop and maintain their digital literacy. Imply that students and young people need each older generation to achieve digital literacy. The data will support the writer's observation and argument. The argument will emphasize the importance of digital literacy for everyone now in the digital world. Especially students as the big group who are active in the digital world should master it.

Findings and Discussion

The Responses of Participants

The participants for the writer's observation consist of siblings, cousins, parents, and grandparents from the writer's surroundings. Below is the table about the data participants of the research.

No	Name	Age	Profession
1	Sibling	18	Senior High School Student
2	Cousin	12	Elementary School
3	Parent 1	53	Worker
4	Parent 2	53	Housewife
5	Grandparent	80	Housewife

To examine participants, the writer sends a message telling information about herbal medicine. The disease is dengue fever. The message tells that papaya leaf can help to boost platelets and

relieve fever. The method is two papaya leaves pounded and squeezed with a filter from a cloth. Each leaf will produce one tablespoon of extract. The patient should consume two tablespoons once a day. The message also mentions two testimonials. The first came from a boy whose platelets were fifteen and were consuming fifteen liters of blood. His father gets a recommendation from his friend to consume papaya leaf juice. Based on the message, his son's platelets are up to 135. The doctor and nurse get shocked. The next day, his son does not need a blood transfusion and can go back home. The second testimonial came from a patient who was in a serious situation. His lungs have already begun to fill with water and his platelets are in very low condition. His condition makes he can not breathe well. His mother-in-law knows about the papaya leaf juice. She immediately gives it to drink the patient. On the next day, his platelets start to rise and his fever is gradually gone. After three days, the doctor claimed he had already recovered and can back home.

After reading the message, each participant gives a different response. The first participant is a sibling who gives a response of not accepting and believing the message entirely. The sibling immediately suspects the message and looks for the truth from the internet and a believable source. She thinks that papaya leaf juice has no connection with dengue fever and she found that no scientific research said papaya leaf juice could heal the patient from dengue fever.

The second participant is a cousin. In the digital era, as it is now children can use a smartphone and other technology. No exception the writer's cousin. After getting the message, the writer's cousin doubts the message and wants to ask other people around her to confirm the validity of the news. Unfortunately, her family does not know the truth of the message. She still gets doubts and chooses to do not to believe them.

The third participant is parent one. Parent one is a man. As a worker who has lots of interactions with others, the parent has a question about the message. He feels not sure and with his logical mind, he does not want to follow the message for now. But in the recessive situation, he will reconsider trying if he experiences dengue fever for first aid.

The fourth participant is parent two and she is a housewife. As the partner of parent one, she has a similar mind while receiving the message. She, as a housewife, thinks that the papaya leaves juice can be tried as first aid. The difference with parent one is she will use papaya leaf juice if she can not find the other kind of first aid for dengue fever.

The fifth participant is a grandparent. She is a housewife. During her young childhood age, information was spread through the printed newspaper, radio, and television, which is far different from digital information now. In the past, most of the information is not fake news. She liked the old generation now still brings the habit of believing the news and information that she got. Fortunately, she has a bit of digital literacy. After getting the message, she asks her children and grandchildren about the truth of the news.

For secondary data analysis, the writer took from a journal. The participants of the data consist of twelve groups. The twelve groups are divided into four segments of age, with each segment consisting of three groups. It can be seen below.

Groups	Age
Segment 1	18-32
Segment 2	33-47
Segment 3	48-66
Segment 4	Over 67

The data consist of eighty-eight Singaporeans. Each group consists of up to eight participants. Based on the data, all participants are aware when they get fake news. All participants use fake news to strengthen friendships and to entertain in the friendship circle. All participants have a good awareness of digital literacy, although they have different ages and media to receive fake news. All participants think to check the news they get, although they still share it with others.

The effect

Every participant gives different answers and responses when they receive messages about papaya leaf juice for medicating dengue fever. The different answers and messages give different effects and impacts after they follow their responses. Even similar responses also give different effects and impacts.

The first participant, as she has the biggest digital literacy in the group, is not thinking again and has no desire to follow the medicine. When she gets dengue fever in the future, she will look for first aid, which is still rational and reasonable to follow.

The second participant is a child who was raised in the digital era and started to have digital literacy. Her digital literacy is not the same as the first participant, but it is a good action when she chooses to still not believe the message until she gets the truth of the news.

The third participant is a worker have a quite different response and answer to the young people who raise in the digital era. He has digital literacy, but he relies more on his logical mind. He does not take action to look for the truth of the message. He also will choose to try when he needs first aid because he thinks papaya leaf juice is not poisonous.

The fourth participant is a housewife. As a housewife and partner of a parent one, she has better digital literacy. She did not believe the message and had a mind to try papaya leaf juice as first aid for dengue fever. But she will do it when she can not find the other's first aid. She is more assured of taking medicine from the pharmacy.

The fifth participant is a housewife, but she is also a grandmother. The effect is she does not follow the papaya leaf juice as dengue fever medicine, but she will try it because it is not poisonous.

Eighty-eight Singaporean participants with good digital literacy certainly give an amazing effect. The participant can guard their self against fake news, which later can influence them. With great intelligence, the eight-eight Singaporean participants can choose how to behave. One of them still shares the news but makes the news only have the purpose of entertaining. They share the message with suspicion and lots of questions about the truth of the news.

Discussion

Based on the writer's observation and secondary data from a journal, digital literacy is one of the most important skills that one must have in the digital world. Students as the main purpose of the research, must master digital literacy skills. The two reasons students should and can master digital literacy skills can be seen below.

1. The digital world will be growing rapidly and make students get advantages if they can master it. In the pandemic and post-pandemic era, digital devices play a key role for students. In education and later when they want to do the job. In the future, a job that uses technology will appear more and more. Students who have digital literacy habitual from now certainly will help for getting knowledge to learn from the internet and do the job through it.

2. Fake news will be growing rapidly and students who can master digital literacy can know and avoid following them. As the digital world which growing rapidly, fake news will follow it. The fake news who have a relation with students is probably not only about education topics. The other topic which has a relation to students might have fake news and students should know the news carefully.

The effects of students who can not master digital literacy skills are making students can follow fake news and it can influence their future. Students do not think of the long effects and consequences if they follow fake news. For example, about cigarettes and smoking activity. Students who do not have digital literacy will think that cigarettes and smoking are impressive activities, particularly male students. Students will not think that bad effects like respiration problems will appear in the future.

Based on the observation and secondary data analysis from a journal, digital literacy skills should be mastered by everyone, not only by students in particular. The other group of people, for example, parents, schools, and educational institutions can be support systems that help students develop digital literacy and as the guard who helps to guide them correctly.

Conclusion

Digital literacy is an important skill in the modern era now, especially in the digital world. Students, as the big group of digital users, should develop their digital literacy. Students with digital literacy awareness in the post-pandemic era can overcome the fake news which easily appears on the internet. With good digital literacy, students can prepare for a bright future because avoiding fake news which influences their future. Digital literacy skills of the user will make better literature and language in the digital world because fake news has lost its fans. After that, digital literacy will support all aspects of life, for example, education. Better education will result in better people in the future. Parents, schools, and educational institutions influence and support students. It is better for everyone, including them, to master digital literacy to better the life of language and literature.

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AN ANALYSIS OF IDIOMATIC EXPRESSIONS AND THEIR EQUIVALENCE IN INDONESIAN SUBTITLE IN *THE SPONGEBOB MOVIE: SPONGE ON THE RUN*

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Abstract

The study of translation demands a thorough understanding of both the Target Language (TL) and the Source Language (SL). The writer's thoughts, the writer's goal, and the writer's assumption should be delivered in the target language without losing its intended meaning. According to Göte Klingberg, Children's literature is described as literature produced, created, and written specifically for children. (2000) because the target audience of children's literature is kids and adolescents, the language used will be different compared to literature for adults. The object of this study is a children's film titled "The SpongeBob Movie: Sponge on the Run". The movie is an animation by Nickelodeon that was released on August 14, 2020, with Tim Hill as the director. The movie tells the adventure of SpongeBob and Patrick going to Atlantis city to save Gary the snail. The writer chose this object as it is a children's film, which regarding translation, it is important to spend extra time and give special attention to translating children's films in order to make kids still understand the dialogue and message even though it has been translated to another language. This research focused on classifying the idioms and analyzing the equivalence of its translation found in the movie script of The SpongeBob Movie: Sponge on The Run and its subtitle. The method used in this research is qualitative descriptive. The theory used to classify the idiomatic expression is Fernando's theory, while to analyze the equivalence, the theory used is Nida's theory.

Keywords: Idioms, Equivalence, SpongeBob: Sponge on the Run.

1. Background

Nida and Taber, in their book published in 1982, define translation as the restoration of the meaning in the target language in a manner that is stylistically and semantically as similar to the original language as is humanly possible. The study of translation requires a comprehensive knowledge of both the language being translated into (the target language, or TL) and the language being translated from (the source language) (SL). The thinking of the writer, the author's aim, and the author's assumptions should all be conveyed in the target language without any meaning being lost in the translation. The process of translating literary works like poetry, short stories, plays, novels, and other works involves a number of obstacles as a result of the large number of figures of speech that are used. However, by utilizing translation procedures, it will be possible to overcome these problems.

Idiom translation presents a number of difficulties, including the one mentioned by Larson in the previous sentence. If the original language is translated into another language using its literal meaning, according to Larson, the result will

either sound odd or will not make any sense. Hartono cites the exact same issue in his work as well (2009). The process of translating literary works, like novels, is typically fraught with difficulty for translators. Figurative language and idiomatic idioms, for instance, present some challenges for them during the translation process. Having a comprehension of the idiom's meaning, on the other hand, makes it much simpler to triumph over such a challenge. Idioms need to be translated with considerable care, as Larson (1984:143) explains: "the translator must first be certain of the meaning of the idiom and then look for the natural equivalent manner to represent the meaning of the idiom as a whole."

Literature that is produced, generated, and written expressly for children is what Gote Klingberg means when he refers to the genre of writing known as children's literature. (2000). When compared to writing written for adults, the language employed in children's literature is distinct due to the fact that its intended readers are young children and teenagers. The title of a children's movie known as "The SpongeBob Movie: Sponge on the Run" will serve as the focus of this investigation.

Nickelodeon's animated series SpongeBob is one of the network's most successful properties. The first episode of the series aired in 1999, and it is still being produced. The success of the television series prompted Nickelodeon to consider adapting SpongeBob for the big screen in the form of animated films. The SpongeBob Movie is one of them, for example. Tim Hill served as director for the Nickelodeon animated film "Sponge on the Run," which was released on August 14, 2020, and was produced by Nickelodeon. The plot of the movie follows SpongeBob and Patrick as they travel to the city of Atlantis that was lost in order to rescue Gary the snail.

The author chose this item because it is a children's film, and with regard to translation, it is essential to spend additional time and give special attention when translating children's films in order for children to still understand the dialogue and message even though it has been translated into another language. The writer chose this item because it is a children's film. Even though it is written in a foreign language, a good translation will preserve the meaning of the message that was intended by the person who created the original.

When conducting this study, the researchers concentrated on categorizing the idioms and determining the equivalency of their translations wherever they were located in the screenplay for "The SpongeBob Movie: Sponge on the Run" and its subtitle.

2. Research Questions

1. What types of equivalence are the translation of the idioms found in "The SpongeBob Movie: Sponge on the Run" movie script?

2. What translation strategies are applied in the translation of the idioms found in "The SpongeBob Movie; Sponge on the Run" movie script?

3. Areas of Research

This study focuses on the analysis of the subtitle of the film titled "The SpongeBob Movie: Sponge on the Run" movie as the source media. It was subtitled into Bahasa Indonesia as the target text. This research is multimedia translation. According to Luyken in Williams & Chesterman, Multimedia translation means audiovisual texts are primarily spoken texts – radio/TV programs, films, DVDs, videos, opera, and theatre which are translated either by revoicing or subtitling. The research area of this study is multimedia translation; specifically, it deals with subtitling strategies.

1. Object of the Study

The writer chose a children's movie titled "The SpongeBob Movie Sponge on the Run movie" as the object of the study. The movie dialogue is spoken in English. However, there are many Indonesian subtitles available. Therefore, the movie titled "The SpongeBob Movie Sponge on the Run movie" became the source Language (SL), and the official Indonesian subtitle from Netflix became the Target Language (TL)

2. Methodology

The descriptive qualitative method was chosen as the approach to data analysis for this particular piece of study. According to Perumal (2014), the qualitative research approach "involves the use of qualitative data in order to analyze and describe a social phenomenon." Some examples of qualitative data are interviews, documents, and observations. Because of their concern with extracting as much information as possible from the available data, the researchers turned to qualitative research as their method of sampling. In this particular piece of study, there are three steps that must be taken before the research can be considered finished. The first thing you need to do is collect the data, and the best way to do so is by paying close attention to the SpongeBob movie. After that, the researchers apply Fernando and Nida's theory to the examination of the data obtained from the film. The final stage is to organize the collected data into the appropriate category, taking into consideration what Fernando has to say about idioms as well as what Nida and Taber have to say about equivalency.

The researchers will center their attention in this study on the idioms and their literal translations that can be found in the subtitle of The SpongeBob Movie, which is "Sponge on the Run." In order to discover the meaning of idioms and their equivalents in the target language, which in this case is Bahasa Indonesia, it is required to conduct an analysis of the idioms and their equivalents in Indonesian.

The researchers classify the equivalents through the theory provided by Nida about two types of equivalence, which are formal equivalence and dynamic equivalence. The researchers classify the idioms through the use of the theory provided by Fernando (1966) about idioms, which are divided into pure idioms, semi-idioms, and literal idioms; and the researchers classify the equivalents through the theory provided by Nida about two types of e

1. FINDING AND DISCUSSION

The Idioms found in the Movie SpongeBob: Sponge on The Run and the Indonesian Translation.

A. Idiom or Idiomatic Expression
   1. Pure Idioms

   According to Fernando (1966), a pure idiom is "a kind of conventionalized, non-literal multiword phrase." Idioms in their purest form make up the first group. In the book, Fernando asserts that the words that make up from pure idioms are not literal, which implies that there is no correlation between the words and the meaning that they convey. An additional illustration is provided by Fernando in the form of the idiom "Spill the bean," which, despite the name, has nothing to do with beans.

   2. Semi-idioms

   According to Fernando, an idiom is considered to be a semi-idiom if it has both literal and non-literal components in some proportion. For instance, in the idiom "Foot the bills," the term "bill" refers to "something to pay," which is also the dictionary definition of the word "bill."

   3. Literal Idioms

   In her work, Fernando defines a literal idiom as an expression that has a meaning that is closely related to the components of the expression. Because of this, literal idioms are simple to understand and are considered to be straightforward. For instance, best wishes for a happy new year and a joyous birthday.

B. Equivalence

   Munday, in his book Introducing Translation Studies, stated that there are two types of equivalence as stated by Nida. Nida defined two types of equivalence as follows:

   1. Formal equivalence

   Formal equivalence places a substantial amount of emphasis on the ST structure, which in turn has a sizeable bearing on the degree to which the translation is accurate and appropriate. The structure of the TL is quite similar to that of the SL The reader is provided with a more direct connection to the customs and language of the source civilization through the use of this style of translation, which is widely applied in legal and academic settings.

   2. Dynamic equivalence

   A form of translation known as dynamic equivalence keeps the meaning of the original message intact in the text that has been translated. As part of the translation process, dynamic equivalence converts certain terms in the original text into synonyms, as well as changing the syntax, vocabulary, and cultural references. This ensures

that readers of the target language are able to comprehend the content that is being communicated.

C. Types of idioms found in "The SpongeBob Movie: Sponge on the Run"

a. Idiom

Expressions of thought in an idiomatic manner are not uncommon in conversational settings. Books, movies, and even the news can occasionally be good sources of idiomatic idioms. To communicate one's thoughts in a manner that is unique from the norm is the purpose of using idiomatic expressions. In "The SpongeBob Movie: Sponge on the Run," there are examples of three different categories of idioms.

1. Pure idiom

A pure idiom is an idiom where there is no correlation between the meaning and its elements.

Squidward: "I always end up with the wrong end of the stick." (SL)

Squidward: "*Aku selalu tidak beruntung.*" (TL)

The expression "I always end up with the wrong end of the stick" can be classified as a pure idiom because the meaning of the expression has nothing to do with the words used in the expression. This expression is used when a person does not receive fair treatment or has a bad end to a deal. In the Indonesian subtitle, the expression "I always end up with the wrong end of the stick" is translated as "*Aku selalu tidak beruntung*" which means the Indonesian translation carries the same meaning as the source language.

SpongeBob: "So there's no need to get all bent out of shape about it." (SL)

SpongeBob: "*Jadi tidak perlu sampai marah-marah.*" (TL)

The expression "Bent out of shape" can be classified as a pure idiom because the meaning of the expression has nothing to do with the words used in the expression. The expression "Bent out of shape" is used to describe someone who is mad or annoyed. This expression is translated into Bahasa Indonesia as *"Jadi tidak perlu sampai marah-marah".* The Indonesian translation appears to have the same intended meaning from the source language.

SpongeBob: "Let your hair down." (SL)

SpongeBob: *"Santai saja dengan rambutmu."* (TL)

The expression "Let your hair down" can be classified as a pure idiom because the expression has nothing to do with the meaning of the expression. It is the same as Fernando's (1966) statement that pure idioms are made by non-literal, which means there is no correlation between the words and its meaning.

2. Semi-Idiom

   Semi-idiom is an idiom where there are parts of non-literal elements and a literal element in its sentences or phrases.

SpongeBob: "Lets drill down a plan." (SL)

SpongeBob: "*Mari kita susun rencana.*" (TL)

   The expression "Lets drill down a plan" is a semi-idiom because, as stated by Fernando (1966) semi-idioms have a part of the literal element. In this case the literal element is the word plan.

SpongeBob: "Get a load of this place." (SL)

SpongeBob: "*Coba lihat tempat ini.*" (TL)

   The sentence "Get a load of this place" is also considered as semi-idiom. This idiom can be interpreted as taking a look of this place. The literal element of the idiom is the word "place" while the non-literal elements are the phrase "Get a load of"

SpongeBob: "We got focus to burn." (SL)

SpongeBob: "*Kita sangat fokus.*" (TL)

   The expression "We got focus to burn" is also considered as semi-idioms, these idioms can be interpreted as really focusing on something. The literal elements of the idioms are the word "focus" while the non-literal elements are the phrase "to burn".

3. Literal idiom

   A literal idiom is an idiom with meaning and its components are closely related to each other.

Mr. Crab: "No time to lose." (SL)

Mr. Crab: "*Jangan buang waktu.*" (TL)

   This is classified as a literal idiom because the meaning and its components are close to each other. "No time to lose" means do not waste any more time and we should begin immediately.

Sage: "We're gonna lighten up each other's load." (SL)

Sage: "*Kita akan saling meringankan beban hidup.*" (TL)

   This idiomatic expression is categorized as a literal idiom because the meaning of "We're gonna lighten up each other's load" means lighten other's load or burden. As stated by Fernando, since the meaning and its components are close to each other, this idiom is categorized as a literal idiom.

Sage: "Whatever you do, don't be led astray." (SL)

Sage: "*Apapun yang kau lakukan, jangan disesatkan.*" (TL)

This idiomatic expression is also a literal idiom because the meaning of "Don't be led astray" is to not let yourself be led into the wrong way.

b. Equivalence

Because this phrase is also translated word for word, a formal equivalence may be drawn between the two languages. Because there is an expression in Indonesian that is very similar to it, the translator chose to translate it literally word for word. This expression is "Don't judge a book by its cover".

1. Formal equivalence

Formal equivalence is when the translator decides to translate word-for-word from SL to the TL

Sage: "Light myself on fire." (SL)

Sage: "*Ingin membakar diri.*" (TL)

The translation makes use of a word-by-word translation of the original content written in SL. Because the SL system is still employed to determine word meaning and grammatical structure, this translation can be classified as a formal equivalence.

Patrick: "Two sides every coin." (SL)

Patrick: "*Ada dua sisi pada setiap koin.*" (TL)

The translation is also the same. TL is a word-for-word translation of SL. The translator does not consider the SL idioms to have TL equivalents. As a result, this translation falls under the category of formal equivalence.

Sandy: "Never judge a patty mobile by its bun." (never judge a book by its cover) (SL)

Sandy: "*Jangan menilai mobil patty dari rotinya.*" (TL)

This idiom is also translated word-for-word and that makes it a formal equivalence. The translator decided to translate it word-for-word because there is a similar idiom in Indonesian, which is "*Jangan menilai buku dari sampulnya*".

2. Dynamic equivalence

Dynamic equivalence is when the translator decides to translate the text to make more sense than translating it word-for-word directly.

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Sage: "And flush them down the toilet." (SL)

Sage: "*Kalian mengabaikan nasihat bijakku.*" (TL)

Dynamic equivalence is a category that this translation falls under. This is due to the translator's transformation of the original meaning of the SL into an equivalent that TL readers can comprehend. The true meaning of the communication from SL can still be communicated to TL despite having the meaning changed. It means to "flush them down the toilet" in both languages. An idiom that indicates squared or wastefully discarded is used in the sentence. In order to reflect the speaker's original purpose, the translator modifies the SL translation.

Squidward: "Fat chance." (SL)

Squidward: "*Tidak akan.*" (TL)

This phrase also falls under the category of dynamic equivalence. The reason is that it is a semi-idiom, if the phrase "fat chance" is translated by the translator directly by translating word-for-word, it will translate to *"kesempatan gemuk"* which in the TL (Indonesian) does not make any sense, the meaning would be lost and the readers would feel confused. Hence, the translator decided to choose the closest meaning in the TL, which is "*Tidak akan".*

Sandy: "Something fishy around here."

Sandy: "*Ada yang tidak beres.*"

This sentence also falls under the dynamic equivalence category. The reason is if "something fishy around here" is translated word-for-word, it will be "*Ada yang amis di sekitar sini*". Whereas in the translation in the subtitle, it becomes "*Ada yang tidak beres*" which is the original message of the sentence.

7. Conclusion

As a result of this study, the researchers came to the conclusion that there are 22 idiomatic idioms. The researcher arrives at the following conclusions as a result of their investigation: first, the types of idioms found in "The SpongeBob movie: Sponge on the Run" with the most appearances are pure idioms, with a total of 10 idioms, followed by semi-idioms with nine idioms, and finally, literal idioms with three idioms. Second, dynamic equivalence makes up the majority of the several types of equivalence that can be discovered in "The SpongeBob Movie: Sponge on the Run". It is more common to use dynamic equivalency when translating subtitles since it makes the meaning that is trying to be communicated simpler for the audience to grasp. If you utilize formal equivalence, the reader may not necessarily understand the existing idioms. This is due to the fact that the Indonesian language does not necessarily have cultural equivalence for the idioms that appear in "The SpongeBob Movie: Sponge on the Run". Third, in "The SpongeBob Movie: Sponge on the Run", idioms are used to convey something in a different way, which may assist the spectator in better comprehending the movie.

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THE EFL STUDENTS' PERCEPTION ON THE USE OF GOOGLE TRANSLATE AND U-DICTIONARY AT ENGLISH CLASS

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Abstract

English is the most widely spoken international language in the world. Therefore, students should be able to use and master English as a global language. In its development, learning English can be assisted by using various technological media, one of which is using Google translate and U-dictionary applications. The use of these two applications aims to help users in solving words or sentences to get a clearer understanding of the meaning. This study aims to determine students' EFL perceptions of using Google translate and U-dictionary in English class. The design of this research is descriptive and qualitative. In collecting data, the researcher used interviews consisting of 10 questions that included points to answer the perceptions of EFL students. The results showed that students were very positive in using Google translate and the U-dictionary in English class. Then using the application is very helpful because students can translate words that they do not understand, and also, using the application can improve students' translation skills and vocabulary skills.

Keywords: Perception, Google Translate, U- Dictionary

Introduction

The development of communication and information technology in this era is a sign of the progress of human civilization. This development indicates that humans have been trying to find tools that can help and facilitate human work (Prayudha, 2022). Instead, machines and technology are used to reduce human labor. Technological developments vary greatly from technological discoveries in agriculture, health, fisheries, the military, and even education. Technology in education has become an innovation that is applied in various schools to help students and teachers to achieve learning goals. Through this learning technology, the process of teaching and learning activities can be carried out as efficiently and as easily as possible for students and teachers. Learning technology is also a good learning media to be applied in schools because it can encourage students to express their ideas and creativity in learning. Thus, the existence of learning technology will encourage the creation of a more interesting and interactive teaching and learning process.

In the practice of learning in the classroom, the use of learning technology is still not maximized. This is due to the uneven distribution of quality and good educational facilities in Indonesia (Prayudha, 2021). However, in various regions that already have a good level of

progress, the application of learning technology should be applied to encourage students to be able to compete globally. Although sometimes, there are obstacles encountered when the application of learning technology is carried out. In its implementation in the classroom, the use of various kinds of learning technologies can almost be done in all school subjects, one of which is English topics. Bayu (2020) states that there are lots of learning technologies or applications that teachers can use to help students improve their English skills. Especially at this time, almost all students have a gadget in the form of a smartphone that they can use every day. Gadgets have become indispensable items in everyday life. Starting from waking up to sleeping again, humans in this era will never leave the grip of gadgets. From here, the role of the teacher must be able to take advantage of the technology to increase student knowledge. The teacher, as the primary key in the class, must be able to manage students so that students do not lose control of the current trend. Where English is the most widely used international language, it requires teachers to be able to provide extra teaching so that students can understand and master English as an international language.

When researchers conduct pre-observations in schools, there are still many teachers and students who do not take advantage of the sophistication of learning technology. Even though the sophistication of technology is very close to the hands of students, in the practice of learning English, students sometimes have a weakness in understanding the meaning of a word in English, instead of using a conventional book dictionary which takes time to find the meaning of a word, students can take advantage of practical and easy application of learning technology to find out the meaning in English. . Especially if students are asked to translate texts or sentences from English to Indonesian or vice versa from Indonesian to English using conventional dictionaries, it will take a very long time until the lesson hours run out to translate a text. Of course, this is very detrimental to both teachers and students. Teachers who should be able to explain the material well according to the lesson plan must sacrifice their time for students to complete the translation of the text. What a waste of time. Therefore, teachers must be able to find solutions so that students do not take too much time translating a text or sentence. In addition, the teacher must also ensure that students can easily understand the meaning of a word in Indonesian so that they are accustomed to hearing and understanding the word.

In learning, there are various ways to attract students' attention and motivation to learn, ranging from media, techniques, methods, and learning strategies that teachers can apply to encourage active students to improve their understanding of English (Prayudha, 2021). Coupled with advances in communication and information technology, teachers can easily encourage students to turn into modern humans. Teachers can take advantage of various learning applications such as Google translate or U-dictionary students. So that students can easily understand the meaning and translate words or sentences. Google translate is an application from the Google company that does provide usability to translate languages. This application is the most widely used translator application throughout the world (Prayudha, 2021). There are even hundreds of foreign languages that can be used to translate into the target language. This application is a practical application and is very easy to use by every user, so the concern for using it is very small. In addition, there is also a U-dictionary translator application which has been used by nearly ten million users worldwide. Like Google translate,

this application is easy to use and practical to implement. Both of these are free applications that can be used anytime and anywhere as long as users have enough internet quota on their gadgets.

Therefore, this study examines students' opinions on the use of Google translate and U-dictionary applications in learning English. This study also aims to find out what are the circumstances, obstacles, and advantages of using translation learning applications to improve students' English skills.

Methodology

The method used in this research is qualitative. Qualitative research was chosen to find out the conditions that occurred, whether in the form of circumstances, perceptions, or descriptions of a phenomenon, without having to change or add to the contents of the event. Stake (2010) explains that qualitative research is research that can examine human perceptions that are being discussed or studied from a phenomenon. Then, to make it easier to explain the data and results in this study, a descriptive approach was used. A descriptive approach is used to explain or describe a situation that occurs. In addition, descriptive research aims to get an accurate description of a population, situation, or phenomenon that occurs. Merriam (2009) explains that in qualitative research, researchers can explain their experiences when dealing directly with conditions that arise in the field. Sugiyono (2014) also adds that descriptive qualitative methods are used to see the condition of an object being studied naturally, where the researcher is the key instrument in the process of implementing the research.

The study was conducted on 35 students who took English subjects. The data was obtained through the provision of a translation practicum. First, students are asked to translate a text into English-Indonesian and Indonesian-English using a conventional dictionary. Then the next step is that students are asked to translate sentences or texts with the help of the Google Translate and U-dictionary translator applications. After that, students will answer the questionnaire that is given covering their knowledge of the use of Google translate and U-dictionary while learning English. Then, to get more in-depth information, ten students were given interviews about their feelings when using the translation application. After the data is collected, the next step is to analyze the data to get a conclusion. The data was analyzed in some steps, which are data reduction, data display, and conclusion. Then the data that has been collected will be described descriptively.

Finding and Discussion

This research was carried out for two months by applying learning technology using Google translate and U-dictionary translation applications. Students use their smartphones to translate sentences or texts. The results of the questionnaire can be seen in table 1.

Table 1. Questionnaire answer

No	Question	Answer	
		Yes	**No**
1	Are you accustomed to using the translate application in learning English?	35 (100%)	0 (0%)
2	Are you having trouble using these technologies in learning English?	0 (0%)	35 (100%)
3	Do you feel comfortable using these technologies in learning English?	33 (94.2%)	2 (5.7%)
4	Do you feel confident in using these technologies in learning English?	30 (85.7%)	5 (14.2%)
5	Do you have a fear of using these technologies in learning English?	0 (0%)	35 (100%)
6	Do you feel that using these technologies helps you to improve your English skills?	35 (100%)	0 (0%)
7	Do you get a clear understanding of the meaning when using these technologies?	33 (94.2%)	2 (5.7%)
8	Are you excited about using these technologies in learning English?	30 (85.7)	5 (14.2%)
9	Is using these technologies better for improving my English skill?	35 (100%)	0 (0%)
10	Do you feel stressed about using these technologies in learning English?	0 (0%)	35 (100%)

Table 1 describes the questionnaire questions that have been given to students. These questions aim to determine the condition of students' understanding and knowledge of the application of Google translate and U-dictionary translator applications in daily life and during learning. The first question is about students' knowledge of the translation application. The results of the questionnaire showed that 100% of the students were familiar with the translation application. This is because the application is an application that is very helpful for anyone to translate a foreign language that they do not understand, and even not only English but dozens of other foreign languages available that can be translated by the application. Prayudha (2022) states that Google translate is the most used translation machine in the world. So everyone can access this application on their smartphone; next, the second question relates to the problems encountered while using the application. The results show that as many as 100% of students stated that they did not experience any problems or problems when using the translation application. This is because the operation is easy and practical, which makes every user not need to be confused in running the application.

The third question relates to discussing the sense of comfort when using the application. As many as 94.2% of students stated that they felt very comfortable using the application to translate words into foreign languages or vice versa. They think that it is very easy to use and has good translation results, so they don't have to bother translating a word. However, as many as 5.7% of students said that they felt uncomfortable using the application in solving a word or sentence. This is related to its practical use, which makes students think that they do not care too much about the effort to learn to translate words, so students feel that they have underestimated translation activities. Furthermore, the fourth question relates to self-confidence when using translation applications. As many as 85.7% of students said that

they are very confident in using translation applications in translating foreign languages. This is explained (Sujarwo, 2020) that there is ease in its use, and students feel that the translated results already have an accurate meaning when compared to conventional translation. However, as many as 14.2% of students said they were not confident in using the application because if they were too used to using technology assistance, they would feel lazy to do translation in general. This will eliminate the essence of the values of foreign language translation.

The fifth question is about the fear of using this technology. As many as 100% of students said that they did not feel afraid when using a translator application when learning English. Some of them think that the existence of this technology can make it easier for students to understand the meaning and purpose of a text or sentence. Some students also emphasized flexibility when using translation applications so that they could instantly find out the meaning of a word. Even though sometimes, when translating long texts sometimes, they find ambiguous meanings (Fenanda, 2021), students can still connect and make the sentences into good sentences and easy to read. This is because the ability to understand the intent and direction of the sentence must be owned by every student. Then, the sixth question is about the help of translation applications for improving English skills. As many as 100% of students agree that the implementation of a translation application can help them improve their English skills. Maulida (2017) said students could understand words that have never been heard and then remember or find new words that have their meaning will make students understand the meaning of the word. In addition, adding new vocabulary for students sometimes encourages students to speak with these new words while having a conversation.

Then, the seventh question is about understanding a clear meaning when using a translation application. Here the researcher emphasizes whether the meaning of an utterance can be understood by students so that they can understand the meaning of the sentence properly and correctly. There are about 94.2% of students who claim to be able to understand the meaning of the speech or the intent and purpose resulting from the translation application. They argue that sometimes the meaning generated by machine translation is correct, so they only need to copy the meaning generated by the machine translator. However, there were 5.7% of students said that sometimes the machine translator could not translate sentences 100 percent correctly. Sometimes they find ambiguity or discontinuity of meaning when they try to translate it using the technology. This can happen because there is indeed a translation error from the translator, which sometimes users cannot avoid. The eighth question relates to feeling excited when using a translation application. 85.7% of students said that they were excited to use translation applications in their English class. Besides helping them get and understand the meaning of a word, students also don't need to take too long to translate a sentence or text (Prayudha, 2022). Students can easily translate a word or text, so translation seems very practical by using this application. However, there are around 14.2% said that they are normal when applying the use of translation applications when learning English. They assume that using this technology too often makes students feel very lazy to carry out the translation process in general, thus making students forget the importance of the translation process.

The ninth question is whether using a translation application is better for improving English skills or not. A total of 100% of students said that using the sophistication of translation applications can help them to get translation results instantly. Hamidah, Yanuarman & Sukya (2020) explained that students only enter a sentence or text that must be changed, and with just one click, students will immediately get the meaning of the translation they want. From here, users can understand sentences one by one based on the meanings they translate, thus encouraging them to add knowledge to their English vocabulary. Then, the tenth question is about whether students experience stress when using the application. As many as 100% of students said that they were not stressed when using translation applications in translating assignments or the English material they were studying. They said that they were very helpful in translating their assignments. However, its instant use sometimes makes them feel lazy to do translation in general. It is feared that students will not be able to get the essence of a good translation process.

From the results of the questionnaire above, it can be illustrated that the use of translation applications in English classes can help students more easily understand the intent and purpose of the sentences or utterances conveyed. Students also don't need to take too much time just to translate an utterance, and with the easy and practical use, students directly have the possibility of more instant learning when compared to not using a translation application. However, some shortcomings occur when implementing this learning, where its use requires electronic devices such as computers or smartphones that must be connected to the internet quota. Sometimes some students don't have enough internet connection, which makes them unable to use it. Then, because it is practical, sometimes it makes students feel very lazy to get the essence of the translation process.

Table 2. Interview answer

Question	Answer
How often do you use these technologies in your daily life?	Sometimes. I will use these technologies if I find English words that I do not know the meaning of.
In your opinion, what are the difficulties you experience when using these technologies?	The difficulties faced when using these technologies are the lack of internet quota. Sometimes I run out of my internet quota, but overall there are no barriers to using these applications.
What advantages do you feel when you use these technologies?	There are many advantages. First, I do not need to waste my time translating. Second, I can understand the meaning of the sentence clearly. Third, they are practiced and easy to operate.
Are your English understanding s better when using these technologies?	Yes. It was effortless to understand the meaning of these applications. Then, I remember the meaning of the words easier.

	So my understanding of English vocabulary is good.
In your opinion, is the use of these technologies helped you to improve your English skills?	Very helpful, especially to make me easy to understand the meaning without wasting so much time.

From the table above, it can be seen that there are various kinds of student perceptions of the use of translator applications such as Google translate and U-dictionary. Students think that the use of the application has been applied before so for application during learning they are used to doing it. In addition, students also think that there is an easy operation of the application so that there are no problems in using the application. There is only one external problem with the application, namely the internet quota, where sometimes students who do not have an internet quota cannot use the translation application. Furthermore, the various advantages of using the application can be seen in the table, including easy use, not wasting time, practicality, and directly giving the meaning of a word. It's effortless for anyone who uses it. Relating to Juwita & Handayani (2020), using these applications will have positive and negative impacts on students in improving their knowledge. As a result, students' perception of using this application is very good and positive in improving their English skills.

Conclusion

With the emergence of various kinds of technology in the field of education, teachers can take advantage of these technologies to improve students' skills in English. These learning technologies include free translation applications that can be downloaded and used anytime and anywhere. They are Google translate and U-dictionary. From the results of the research above, it is explained that the use of the application can help students understand the material or text faster than using a conventional dictionary. In addition, the teacher can minimize the use of students' too much time just to translate a sentence. Furthermore, students gave an opinion that the application of the application could more easily help students understand the meaning of a word or sentence. Then students also feel that the application of this application is very necessary to encourage students to understand vocabulary in English. Thus, students' perceptions of using this application are very positive to improve students English skills.

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