

FINAL PROJECT
THE PERCEPTIONS OF INDONESIAN BLOGGERS ON THE
SIGNIFICANCE OF USING ENGLISH ON BLOG

A Final Project Presented as a Partial Fulfillment of the Requirement for the
Degree of Sarjana Sastra in the English Study Program



By:
Liem, Erenzandy Handoyo

14.J2.0057

ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
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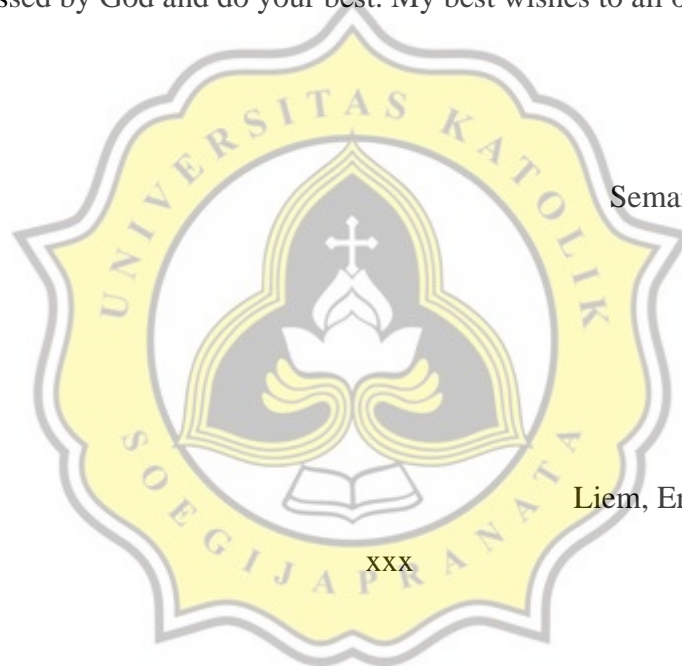
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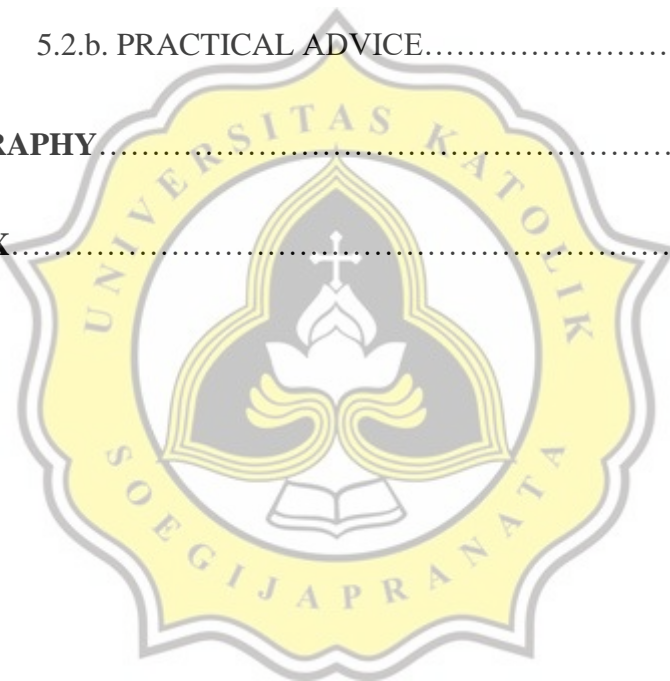
Liem, Erenzandy Handoyo

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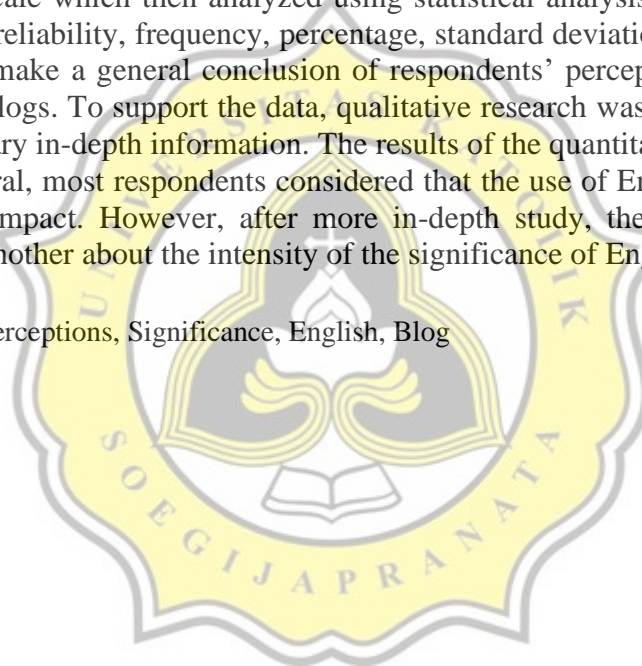
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ABSTRACT

Blog is a social media that is commonly used by people to obtain any information that can be accessed easily at any time. Blog accommodates their users to express their ideas in the form of writings which allow them to build relationships with other bloggers. Because of its important role as an international language used by various countries in the world, English is considered to be able to broaden the readership of a blog. Therefore, this research aims to examine Indonesian bloggers' perceptions on the significance of using English on blog. The respondents of this research are some of the members of a Facebook community group "Blogger Indo". The data of this research were obtained using quantitative method in the form of a close-ended questionnaire to gather the data that is based on Likert Scale which then analyzed using statistical analysis (SPSS) to analyze its validity, reliability, frequency, percentage, standard deviation of each indicator in order to make a general conclusion of respondents' perceptions on the use of English in blogs. To support the data, qualitative research was also used to gather supplementary in-depth information. The results of the quantitative research found that in general, most respondents considered that the use of English on blog has a significant impact. However, after more in-depth study, the perception of one blogger to another about the intensity of the significance of English may differ.

Keywords: Perceptions, Significance, English, Blog



ABSTRAK

Blog merupakan sebuah media sosial yang umum digunakan orang sebagai sarana memperoleh informasi yang praktis dan dapat diakses kapan saja. Blog memfasilitasi penggunaanya untuk menuangkan ide-idenya dalam berbagai bentuk tulisan yang memungkinkan para pengguna nya untuk menjalin relasi dengan sesama blogger. Oleh karena peran pentingnya sebagai bahasa internasional yang digunakan oleh berbagai negara di dunia, Bahasa Inggris dinilai mampu memperluas jumlah pengunjung suatu blog. Oleh karena itu, penelitian ini bertujuan untuk meneliti persepsi para blogger Indonesia terhadap signifikansi penggunaan Bahasa Inggris pada blog. Responden penelitian ini adalah beberapa anggota dari sebuah grup komunitas Facebook “Blogger Indo”. Data penelitian ini diperoleh dengan menggunakan metode kuantitatif berupa kuesioner yang berisi pertanyaan tertutup untuk mengumpulkan data yang didasarkan pada skala Likert yang kemudian dianalisa menggunakan Analisis Statistik (SPSS) yang berfungsi untuk menganalisa validitas, reliabilitas, frekuensi, persentase, dan standar deviasi masing-masing indikator yang bertujuan untuk menarik sebuah kesimpulan umum tentang persepsi responden tentang signifikansi penggunaan Bahasa Inggris pada blog. Sebagai data pendukung, penulis juga menggunakan penelitian kualitatif guna mendapatkan informasi mendalam sebagai data tambahan. Hasil penelitian kuantitatif menunjukkan bahwa secara umum, para responden memiliki persepsi bahwa penggunaan Bahasa Inggris pada blog memiliki dampak yang cukup signifikan. Akan tetapi, setelah dilakukan penelitian secara lebih mendalam, ditemukan bahwa persepsi antara satu blogger dengan yang lain nya tentang intensitas signifikansi Bahasa Inggris pada blog mungkin berbeda-beda.

Kata Kunci: Persepsi, Signifikansi, Bahasa Inggris, Blog