

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

Social media is a communication tool which plays a very important role for various parties in social networking. According to Neti (2011), social media is one of the best means to introduce and convey information or an idea. As the ultimate communication tool that is easily accessible to all groups of people, it can form relationships between the users (Neti, 2011). Social media includes a variety of well-known platforms such as Facebook, Youtube, Instagram, Twitter, blogs and many others. To conduct a research, the writer took one of them as a research tool, which is blogs.

As one of the social media platforms, blogs is a breakthrough in social networking that acts as a forum for people to share their personal opinions or information freely and openly (Qun & Xiaocheng, 2012). Pinkman (2005) defined blogs as an online platform that is easy to build and update, and functions originally as online diaries or journals which tend to contain the personal contents of the author. The word blog can be referred to as both a noun and a verb. People who manage blogs are called bloggers while the activity of posting, labeling, or entering keywords to blogs is called blogging. Furthermore, one researcher emphasized that “the collective world of all blogging contexts is known as Blogosphere” (Bartlett-Bragg, 2003, p. 1). For almost two decades, the number of blog users has increased rapidly due to the exemption of the rules for the use of blogs that were previously only

accessible to certain groups in the United States who have qualified programming skills to anyone with internet access. As a result, the collective world of blogging has grown rapidly and offered new potentials of application in broader contexts such as education, marketing, and social communication (Kobayashi, 2011).

Blogging is considered as an ideal means of communication that connects people all across the world since nowadays, social media channels are crucial social communication tools and blogs are not an exception (Edilbaeva, 2014). There are some beneficial features of blogs that distinguish them from other online information media, for example, blogs are practically easier to maintain because most of the software and tools are free and available so that these features enable the users to edit the layout and content of their blogs at any time. Besides, blogs serve as discussion mediators between the users through the comment section by exchanging information and giving constructive criticisms. Thus, this readership interaction is considered one of the most effective communication methods in social networking (Kobayashi, 2011).

Since blogs have an important value in information sharing, bloggers need to be aware of the languages they are applying in their blogs. Due to the diversity of languages and cultural differences of certain societies to others, there are some potential risks of miscommunication or cultural misunderstanding that may affect the achievement of social communication unless there is an intermediary between them. Therefore, in minimizing the risks of language barriers, a global language is needed as the mediator that

allows people with various native languages and cultures to share the common understanding through intercultural communication (Louhiala-Salminen & Kankaanranta, 2012).

The role of the official language is today best represented by English, which has been used by more than 40% of all countries in the world as a useful communication tool to be applied to various aspects of life (Crystal, 2012). Although not being the language spoken the most by first language speakers, there is no denying the fact that English is a fundamental language that connects intercultural communication across the world, or its strength for being the first foreign language for most non-Anglophone countries (Tinsley & Board, 2013). The status of English as an international language is the result of the colonialism of North America, Asia, and Africa by Britain that peaked as Britain marched as a great empire due to its Industrial Revolution hundred years ago. Consequently, as the time passes, the number of countries around the world that make use of English is increasing, either by using it as an official language of the country or studying it as a second or foreign language (Clyne & Sharifian, 2008).

Based on the objectives of a previous research entitled “*English as a global language*” (Crystal, 2012), it is said that English has a language structure that is relatively easy to be learnt by people from various countries with different mother tongues, thus making it a global language. In accordance with the previous study, this study intends to analyze the perceptions of Indonesian bloggers on the significance using English on blog with the aim to

be able to provide an overview of the influence of the use of English on traffic of visitors to a blog.

## **1.2 FIELD OF THE STUDY**

The field of study is Creative Industry, especially the use of English in blogs. This study discusses an analysis of the perceptions of Indonesian bloggers on the significance of using English on blog in a general context.

## **1.3 SCOPE OF THE STUDY**

This research focuses on Creative Industry in the field of Information Technology. Because language is an important element of Information Technology, the writer intends to analyze and interpret the perceptions of Indonesian bloggers on the significance of using English on blog to see the potential of English in delivering information through blog.

## **1.4 PROBLEM FORMULATION**

This research intends to discuss the following problems:

How significant is the use of English on blog according to Indonesian bloggers?

## **1.5 OBJECTIVES OF THE STUDY**

This research is conducted to achieve the following objectives:

To examine how significant the use of English on blog according to Indonesian bloggers is.

## **1.6 SIGNIFICANCE OF THE STUDY**

This study aims to add concrete evidence that many people from various countries in the world including Indonesia have the perception that the use of English has a significant impact in various contexts. Through this research, the writer wants to prove the positive perception of Indonesian society towards the significance of English which is represented by the perceptions of Indonesian bloggers on the significance of using English on blog.

