

## CHAPTER IV

### DATA ANALYSIS

#### 4.1 QUANTITATIVE DATA ANALYSIS AND INTERPRETATION

After the data has been gathered, it was converted into the application known as Statistical Package for the Social Science or SPSS. The SPSS functions to conduct and provide all the analysis needed to describe and interpret the data starting from its validity and reliability, mean, and the standard deviation. Mean value needed to be found in order to determine the midpoint of a variable which is then useful for interpretation as a general conclusion, while standard deviation functions to see the diversity of the respondents' answers.

**Table 4.1.**

**Indicator X.1: Blogs are one of the most popular social media nowadays.**

**X.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 2         | 5.0     | 5.0           | 5.0                |
|       | N     | 14        | 35.0    | 35.0          | 40.0               |
|       | S     | 22        | 55.0    | 55.0          | 95.0               |
|       | SS    | 2         | 5.0     | 5.0           | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

As shown in table 4.1, more than half of the respondents agree that blogs are social media that are still quite popular nowadays. On the other hand, there are some respondents who think that blogs may not be that popular anymore.

**Table 4.2. Mean and Standard Deviation of Indicator X.1**

| Statistics     |         |      |
|----------------|---------|------|
| X.1            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 3.60 |
| Std. Deviation |         | .672 |
| Minimum        |         | 2    |
| Maximum        |         | 5    |

The result of the interpretation of the indicator X.1 above is supported by the mean value of 3.60 which indicates that on average, respondents tend to agree that blogs are social media that are still popular. In addition, the standard deviation value of 0.672 indicates that the diversity of respondents' answers is relatively small.

**Table 4.3.**

**Indicator X.2: Everyone can access various kinds of information through blogs.**

|       |       | <b>X.2</b> |         |               |                    |
|-------|-------|------------|---------|---------------|--------------------|
|       |       | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid | TS    | 1          | 2.5     | 2.5           | 2.5                |
|       | N     | 4          | 10.0    | 10.0          | 12.5               |
|       | S     | 27         | 67.5    | 67.5          | 80.0               |
|       | SS    | 8          | 20.0    | 20.0          | 100.0              |
|       | Total | 40         | 100.0   | 100.0         |                    |

From the statistics above, most of the respondents agree that the information contained on blogs is very diverse and easily accessible to anyone even non-bloggers.

**Table 4.4. Mean and Standard Deviation of Indicator X.2**

| <b>Statistics</b> |         |      |
|-------------------|---------|------|
| N                 | Valid   | 40   |
|                   | Missing | 0    |
| Mean              |         | 4.05 |
| Std. Deviation    |         | .639 |
| Minimum           |         | 2    |
| Maximum           |         | 5    |

The result of the interpretation of the indicator X.2 above is supported by the high mean value of 4.05 which indicates that almost all respondents agree that blogs are a means of sharing various kinds of information that are easily accessible. Thus, the standard deviation value of 0.639 indicates that the diversity of respondents' answers is relatively small as well.

**Table 4.5.**

**Indicator X.4: The information presented in the blogs is generally up-to-date.**

|       |       | <b>X.4</b> |         |               |                    |
|-------|-------|------------|---------|---------------|--------------------|
|       |       | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid | STS   | 2          | 5.0     | 5.0           | 5.0                |
|       | TS    | 9          | 22.5    | 22.5          | 27.5               |
|       | N     | 12         | 30.0    | 30.0          | 57.5               |
|       | S     | 14         | 35.0    | 35.0          | 92.5               |
|       | SS    | 3          | 7.5     | 7.5           | 100.0              |
|       | Total |            | 40      | 100.0         | 100.0              |

On this indicator, more than half of all respondents do not think that the information in blogs to be up-to-date even though it is very diverse.

**Table 4.6. Mean and Standard Deviation of Indicator X.4**

| <b>Statistics</b> |         |       |
|-------------------|---------|-------|
| X.4               | Valid   | 40    |
|                   | Missing | 0     |
| Mean              |         | 3.18  |
| Std. Deviation    |         | 1.035 |
| Minimum           |         | 1     |
| Maximum           |         | 5     |

From the analysis of table 4.6, the mean score of 3.18 represents the uncertainty of the respondents towards the newness of the information in the blog. However, since there are also some respondents who think otherwise, the standard deviation

of the statistic is really high at 1.035, which means the variation in the answers of the respondents on this indicator is very diverse.

**Table 4.7.**

**Indicator X.6: Blogs can be used as a means of make a living.**

|       |       | X.6       |         |               | Cumulative |
|-------|-------|-----------|---------|---------------|------------|
|       |       | Frequency | Percent | Valid Percent | Percent    |
| Valid | TS    | 8         | 20.0    | 20.0          | 20.0       |
|       | N     | 15        | 37.5    | 37.5          | 57.5       |
|       | S     | 14        | 35.0    | 35.0          | 92.5       |
|       | SS    | 3         | 7.5     | 7.5           | 100.0      |
|       | Total | 40        | 100.0   | 100.0         |            |

From the statistic above, it appears that the opportunity to make money out of blogs seems to be arguable for some people. Some respondents seem convinced about the opportunity while others are not so sure.

**Table 4.8. Mean and Standard Deviation of Indicator X,6**

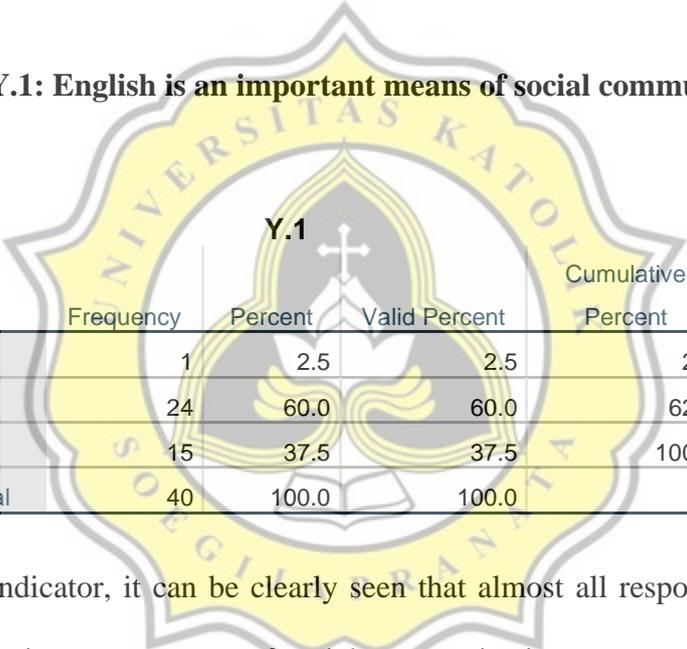
| Statistics     |         |      |
|----------------|---------|------|
| X.6            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 3.30 |
| Std. Deviation |         | .883 |
| Minimum        |         | 2    |

|         |   |
|---------|---|
| Maximum | 5 |
|---------|---|

The mean score of 3.30 is considered to be high enough to assume that most of the respondents agree that having blogs can be profitable. The standard deviation of 0.883 is fair.

**Table 4.9.**

**Indicator Y.1: English is an important means of social communication.**



**Y.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 2.5     | 2.5           | 2.5                |
|       | S     | 24        | 60.0    | 60.0          | 62.5               |
|       | SS    | 15        | 37.5    | 37.5          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

From this indicator, it can be clearly seen that almost all respondents agree that English is an important means of social communication.

**Table 4.10. Mean and Standard Deviation of Indicator Y.1**

**Statistics**

Y.1

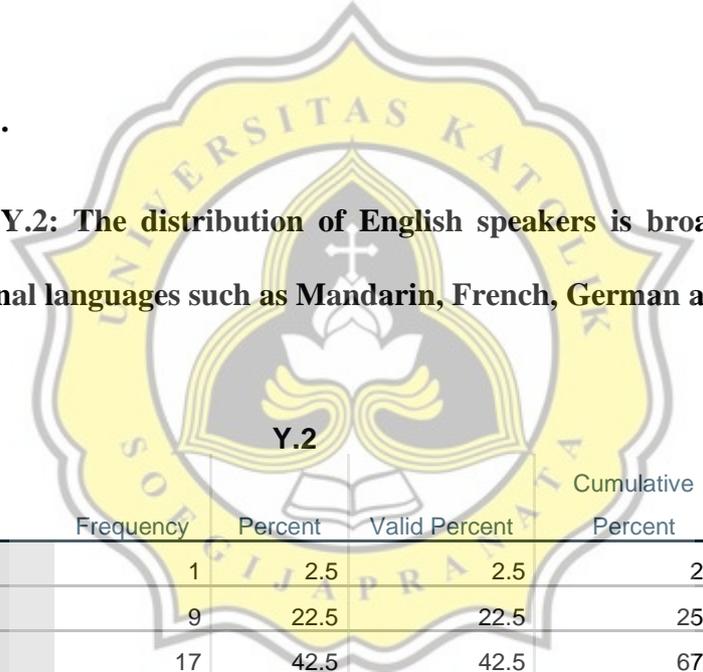
|   |         |    |
|---|---------|----|
| N | Valid   | 40 |
|   | Missing | 0  |

|                |      |
|----------------|------|
| Mean           | 4.35 |
| Std. Deviation | .533 |
| Minimum        | 3    |
| Maximum        | 5    |

Because almost all of the respondents agree that English is important, the mean score is expected to be high at 4.35 and thus the standard deviation is low at 0.533.

**Table 4.11.**

**Indicator Y.2: The distribution of English speakers is broader than other international languages such as Mandarin, French, German and Portuguese.**



|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 1         | 2.5     | 2.5           | 2.5                |
|       | N     | 9         | 22.5    | 22.5          | 25.0               |
|       | S     | 17        | 42.5    | 42.5          | 67.5               |
|       | SS    | 13        | 32.5    | 32.5          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

In accordance to the indicator Y.1, most of the respondents believe that although English is not the first most spoken language, the distribution of its speakers throughout the world exceeds other international languages. However, there is one respondent who does not think so.

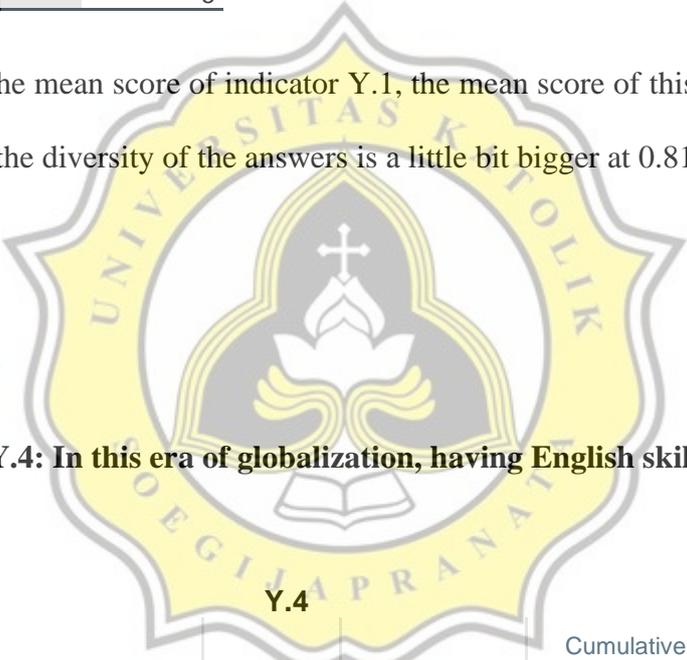
**Table 4.12. Mean and Standard Deviation of Indicator Y.2**

| Statistics     |         |      |
|----------------|---------|------|
| Y.2            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.05 |
| Std. Deviation |         | .815 |
| Minimum        |         | 2    |
| Maximum        |         | 5    |

Similar to the mean score of indicator Y.1, the mean score of this indicator is high at 4.05 but the diversity of the answers is a little bit bigger at 0.815.

**Table 4.13.**

**Indicator Y.4: In this era of globalization, having English skills is important.**



|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 2         | 5.0     | 5.0           | 5.0                |
|       | S     | 16        | 40.0    | 40.0          | 45.0               |
|       | SS    | 22        | 55.0    | 55.0          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

Most of the respondents agree that it is important to have English language skill as a provision to live in this ever-evolving era of globalization.

**Table 4.14. Mean and Standard Deviation of Indicator Y.4**

| Statistics     |         |      |
|----------------|---------|------|
| Y.4            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.50 |
| Std. Deviation |         | .599 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

The high mean score of 4.50 represents the respondents' agreement on the importance of English. Besides, the standard deviation value of 0.599 means that the diversity of respondents' answers is relatively small.

**Table 4.15.**

**Indicator Y.5: English can be used in various aspects of life including Information Technology (social media).**

|       |       | Y.5       |         |               | Cumulative |
|-------|-------|-----------|---------|---------------|------------|
|       |       | Frequency | Percent | Valid Percent | Percent    |
| Valid | N     | 2         | 5.0     | 5.0           | 5.0        |
|       | S     | 21        | 52.5    | 52.5          | 57.5       |
|       | SS    | 17        | 42.5    | 42.5          | 100.0      |
|       | Total | 40        | 100.0   | 100.0         |            |

As can be seen from the table above, most of the respondents agree that English can be applied to a lot of daily life aspects including Information Technology which in this case is in the form of social media.

**Table 4.16. Mean and Standard Deviation of Indicator Y.5**

| Statistics     |         |      |
|----------------|---------|------|
| Y.5            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.38 |
| Std. Deviation |         | .586 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

Based on the table above, the high mean score of 4.38 shows that most of the respondents agree that English has the potential to be applied to various platforms and one of them is social media. The standard deviation score of 0.586 indicates that the diversity of the respondents' answers is relatively small.

**Table 4.17.**

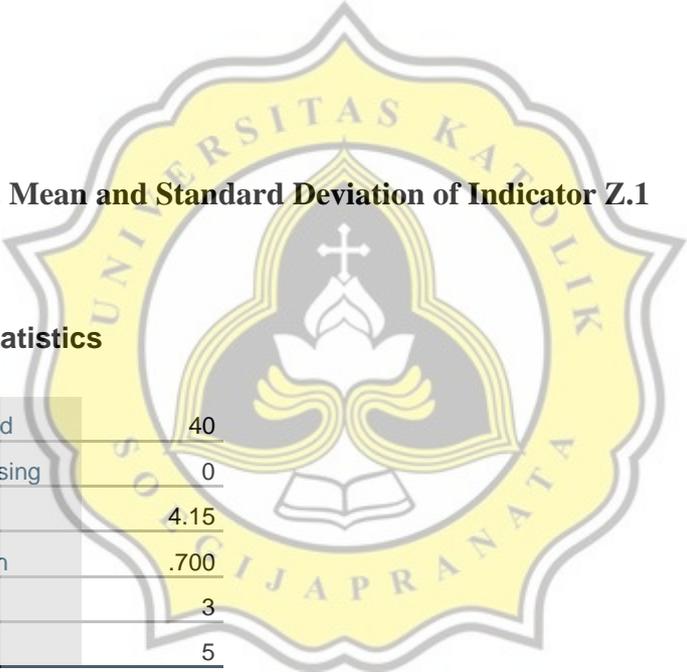
**Indicator Z.1: English is used on various social media including blogs.**

| Z.1       |         |               |                    |
|-----------|---------|---------------|--------------------|
| Frequency | Percent | Valid Percent | Cumulative Percent |

|       |       |    |       |       |       |
|-------|-------|----|-------|-------|-------|
| Valid | N     | 7  | 17.5  | 17.5  | 17.5  |
|       | S     | 20 | 50.0  | 50.0  | 67.5  |
|       | SS    | 13 | 32.5  | 32.5  | 100.0 |
|       | Total | 40 | 100.0 | 100.0 |       |

Has a correlation with the indicator Y.5 where most of the respondents agree that English is applicable to Information Technology including social media, they agree that English can be applied to blogs as well as it is also a part of the social media.

**Table 4.18. Mean and Standard Deviation of Indicator Z.1**



| Statistics     |         |      |
|----------------|---------|------|
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.15 |
| Std. Deviation |         | .700 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

The high mean score of 4.15 indicates that the respondents agree that blogging is also suitable for applying English because it is one of the social media. The standard deviation score of 0.700 means the distribution level of the respondents' answers is on average.

**Table 4.19.**

**Indicator Z.2: The use of English on blogs has the potential to increase blog visitor traffic.**

**Z.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 1         | 2.5     | 2.5           | 2.5                |
|       | N     | 10        | 25.0    | 25.0          | 27.5               |
|       | S     | 20        | 50.0    | 50.0          | 77.5               |
|       | SS    | 9         | 22.5    | 22.5          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

Although many respondents do not have blogs in English based on the questionnaire's statistics, they agree that the use of English may have the potential to boost the visitor traffic of the blog. On the other hand, there is one respondent who does not think so.

**Table 4.20. Mean and Standard Deviation of Indicator Z.2**

**Statistics**

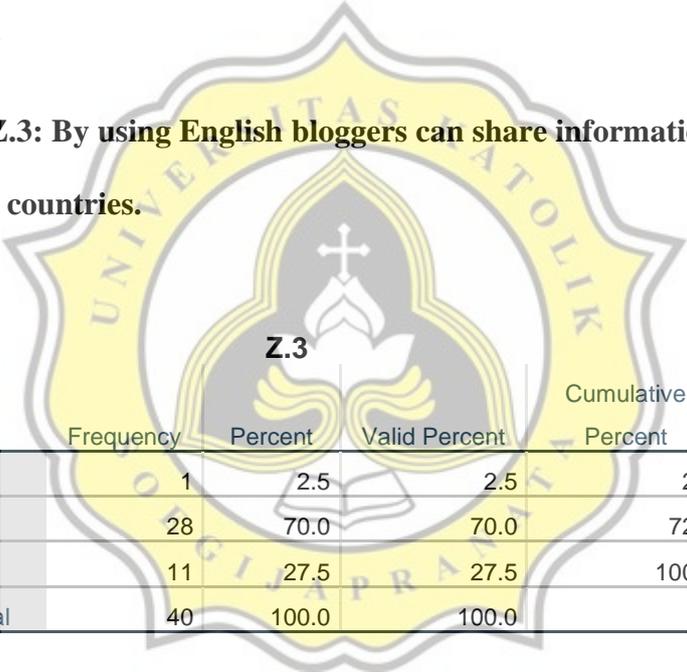
Z.2

|                |         |      |
|----------------|---------|------|
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 3.93 |
| Std. Deviation |         | .764 |
| Minimum        |         | 2    |
| Maximum        |         | 5    |

As seen on table 4.20, the mean score is at 3.93. It can be concluded that the respondents think that English may have a positive impact towards the rate of growth of blog visitor traffic in general even though some of them do not even have blogs in English. This matter can be further interpreted in the following chapter. The diversity of the respondents' answers is on average at 0.764.

**Table 4.21.**

**Indicator Z.3: By using English bloggers can share information with bloggers from other countries.**



|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 2.5     | 2.5           | 2.5                |
|       | S     | 28        | 70.0    | 70.0          | 72.5               |
|       | SS    | 11        | 27.5    | 27.5          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

According to the statistics above, most of the respondents agree that the use of English on blogs makes it easier for fellow bloggers from all over the world to be able to share information and exchange ideas.

**Table 4.22. Mean and Standard Deviation of Indicator Z.3**

**Statistics**

Z.3

|                |         |      |
|----------------|---------|------|
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.25 |
| Std. Deviation |         | .494 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

The high mean score of 4.25 and the small diversity of respondents' answers at 0.494 indicate that most of the respondents agree about the profitability offered by English on social communication through blogs.

**Table 4.23.**

**Indicator Z.4: Bloggers can improve their English skills by having English-language blogs (writing skills, vocabulary and grammar).**



**Z.4**

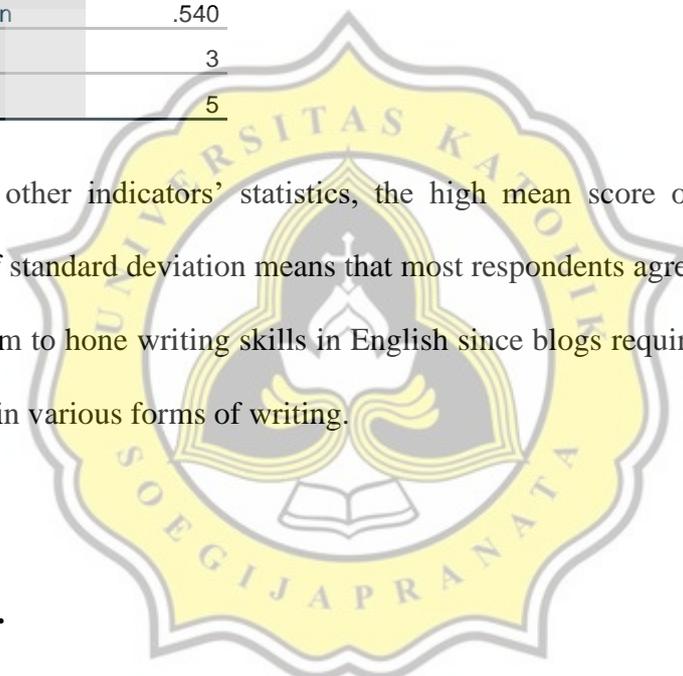
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 2.5     | 2.5           | 2.5                |
|       | S     | 23        | 57.5    | 57.5          | 60.0               |
|       | SS    | 16        | 40.0    | 40.0          | 100.0              |
|       | Total | 40        | 100.0   | 100.0         |                    |

According to the statistics on the table above, most of the respondents agreed that having an English-language blog can simultaneously be a means of training English skills in various fields such as writing skills, vocabulary knowledge, and grammar.

**Table 4.24. Mean and Standard Deviation of Indicator Z.4**

| Statistics     |         |      |
|----------------|---------|------|
| Z.4            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.38 |
| Std. Deviation |         | .540 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

Similar to other indicators' statistics, the high mean score of 4.38 and small diversity of standard deviation means that most respondents agree that English can be a medium to hone writing skills in English since blogs require users to express their ideas in various forms of writing.



**Table 4.25.**

**Indicator Z.5: English-language blogs allow bloggers to build relationships with other bloggers from all over the world.**

|       |       | Z.5       |         |               | Cumulative |
|-------|-------|-----------|---------|---------------|------------|
|       |       | Frequency | Percent | Valid Percent | Percent    |
| Valid | N     | 11        | 27.5    | 27.5          | 27.5       |
|       | S     | 18        | 45.0    | 45.0          | 72.5       |
|       | SS    | 11        | 27.5    | 27.5          | 100.0      |
|       | Total | 40        | 100.0   | 100.0         |            |

Has a close relationship with the indicator Z.3, most of the respondents agree that with the ease of access to share information with fellow bloggers from all over the world, it is not impossible for bloggers to be able to establish relationships.

**Table 4.26. Mean and Standard Deviation of Indicator Z.5**

| Statistics     |         |      |
|----------------|---------|------|
| Z.5            |         |      |
| N              | Valid   | 40   |
|                | Missing | 0    |
| Mean           |         | 4.00 |
| Std. Deviation |         | .751 |
| Minimum        |         | 3    |
| Maximum        |         | 5    |

The mean score of 4.00 and average diversity score of respondents' answer at 0.751 shows the level of confidence of the respondents towards the potentials offered by the use of English on blogs to build relationships on a global level.

#### **4.1.1 General Conclusion**

Based on the results of the quantitative research analysis above, in general, Indonesian bloggers think that the use of English has a quite significant impact on social communication using blogs. The significance of using English on blog on the context of social communication is

evidenced by the correlation of the indicators **X.1, X.2, Y.1, Y.2, Y.4, Z.1, Z.3,** and **Z.5** where respondents consider blogs as social media that can reach many people because of their ease of access, while English is an important means of social communication and is used by many people from various countries around the world. Therefore, it is concluded that the purposes of blogs and English are in line and complement each other.

#### **4.1.2 Additional Conclusion**

Besides facilitating the process of social communication using blogs, Indonesian bloggers also considered that English has a significant impact on the growth of their blogs. This is evidenced by the correlation of the indicators **X.5** and **Z.2** where English has the potential to improve the algorithm and blog visitor traffic so this can be very beneficial for bloggers who make blogs as a means of living.

## **4.2. QUALITATIVE DATA ANALYSIS AND INTERPRETATION**

As an addition study to the quantitative data that has been studied and interpreted above, the writer also collected supporting data using open-ended questions and interviewed some respondents in order to seek opinions that may not be covered by the questionnaires that have been studied. To start the interview, the writer asked the respondents about how important English in social communication using blogs is. The first respondent considered that English is a very important means of social communication to communicate with foreigners.

**“Sangat penting, karena dengan Bahasa Inggris kita jadi bisa berkomunikasi dengan orang asing” (wawancara, 7 Juli 2021).**

**“It is very important, because with English we can communicate with foreigners” (interview, 7 July 2021).**

In addition, another respondent said that English has a great degree of importance and even has the potential to develop a blog.

**“Ya besar ya, misal blog kecil yang sekarang di AS sudah jadi media mainstream. Salah satunya *Politico*, lalu ada *Buzzfeed* dan lain-lain”. (wawancara, 10 Juli 2021)**

**“Of course it has a great degree of importance. For example, a small blog that is now in the U.S has become a mainstream media. One of them is *Politico*, and there are also *Buzzfeed* and others”. (Interview, 10 July 2021)**

From these responses, it appears that the respondents consider that English has a significant impact both in the context of social communication itself and on the context of the development of blogs.

Although considering that English has a significant impact on social communication using blogs, one of the respondents said that he does not have an English blog and is not interested in doing so because he does not know what kind of blog foreign bloggers are interested in.

**“Tidak, karena saya tidak tahu market apa yang populer di luar sana”. (wawancara, 7 Juli 2021)**

**“No, because I do not know what market is popular out there”. (Interview, 7 July 2021)**

To dig deeper into the respondent’s point of view, the writer asked about the significance of using English on blog. The respondent believes that the significance of using English on blog is determined by the concept of a blog that is suitable for the interests of global community. If the blog’s concept is in accordance with the interests of global community, the algorithm and blog visitor traffic will surely increase rapidly.

**“Tergantung, konten apa yang kita buat, tujuannya untuk apa, dan mungkin pembacanya juga kebanyakan orang luar dan itu bakal mempengaruhi algoritma sehingga blog Anda lebih banyak mengumpulkan visitor luar negeri”. (wawancara, 7 Juli 2021)**

**“It depends, what content we create, what the purpose is, and maybe the readers are also mostly foreigners and that will affect the algorithm so that your blog gathers more foreign visitors”. (Interview, 7 July 2021)**

Meanwhile, there is also a respondent who does not have an English-language blog but is very interested in having one. When asked the reason for his interest, the respondent thought that by having an English blog, bloggers who aim to earn income from blogs have the potential to earn greater income than if they only have blogs in Indonesian. In addition, bloggers can at the same time hone their English language skills.

**“Sangat berminat kak, alasan nya agar dapat CPC (Cost per Click) iklan yang gede, berbeda dengan di Indonesia, sambil belajar Bahasa Inggris juga.” (wawancara, 11 Juli 2021)**

**“I’m very interested. The reason is to get CPC (Cost per Click) of bigger ads, which is different from an Indonesian blog. Also, you can also hone your English skills.” (Interview, 11 July 2021)**

As a summary of the interview with the last respondent, the respondent emphasized that the use of English on the blog has a very significant impact on the development of the blog, in terms of income.

**“Dari segi penghasilan, sangat berdampak signifikan kak.” (wawancara, 11 Juli 2021)**

**“In terms of income, it has a very significant impact.” (Interview, 11 July 2021)**

From the results of these interviews, the writer found that most respondents consider that English has a positive and significant impact mainly on the context of income. In addition, based on the writer’s experience as a member of the Blogger Indo community group, the writer observes that most of the group members tend to use English only as a support to earn higher income and do not really care about the essence of the English language itself. However, there may be other personal factors that influence the perceptions of Indonesian bloggers on the level of intensity of the significance of using English blogs. In other words, the perception of one blogger to another is very likely to vary.