

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents a detailed explanation of the research results and thorough research analysis. Researchers present research findings on finding out the benefits of getting writing skills on Twitter.

A. Finding

In this section, the researcher will present the results of data from interviews with Uin Antasary Banjarmasin students. Before conducting interviews with research students, researchers first ask several questions related to the research that will be carried out. The questions totaling 3-5 questions will be asked to students who will be the source of the research.

all participants are those who have a Twitter account who are also active users of Twitter social media and also know how to use Twitter social media.

1. The advantages of Twitter as social media to increase writing skills

A. Twitter as a medium for sharing information and news

Nowadays, Twitter is a social media that is quite popular with young people. Twitter is also a popular application like TikTok, Instagram, Facebook, Snapchat, Line, and others now like applications that are trending so they don't miss something that is being widely discussed, on Twitter they can find out what news is being widely discussed. Human now like applications that are trending so they don't miss something that is being widely discussed, on Twitter they can find out

what news is being widely discussed. where Twitter is an application that is used globally.

The researcher asked the participants about how they got about sharing information and news, as was obtained from P3 on February 18, 2024 "*Twitter is a medium for sharing news and information quickly, but because on Twitter there is limited vocabulary, they make the news shorter and more concise. I learned about news writing with limited vocabulary but still didn't leave out the important things.*" P3

"Twitter has become a very popular application for disseminating information and news, in a matter of hours sometimes we often get a lot of the latest news, whether from our country or other countries. Twitter users like me often use Twitter to share information and news with each other using one One Twitter feature is "QRT or retweet" the results of an interview with P4 on the same day as P3. "I agree that using Twitter makes sharing information and news easier and also if we get information about other countries I can learn some vocabulary that is new to me. Even with Twitter, we can find out what vocabulary is trending among teenagers, such as English slang that is often used by teenagers today." added P4.

Therefore, Twitter is an application that can be used to obtain or share information and news that is currently being discussed by using the maximum features provided by Twitter. Not only that, because information and news are provided not only from Indonesia but also from various countries, so there may be

a lot of new vocabulary for those who get something new that can be learned. This is based on an interview with P3 and P4 February 18, 2024.

“Twitter is a simple application, not only about writing there but also photos and videos that can add information and news to make it more interesting, on Twitter news you can get information and news that is not too long so it doesn't take long to read it without leaving the main topic of the topic the information provided”. This explain from P5 on May 15, 2024. Just like P3 also said that on Twitter, information and news are provided that are short and concise but still interesting to read.

P1 answered that looking for news on *“Twitter is very easy, just search according to hashtags or sometimes information appears that says something like this "currently trending in Indonesia" which is quite helpful for me to find briefly how to get the information.*

I like to share news with my friends on Twitter or I rewrite the information or news with my vocabulary but still try not to offend anything. I learned it from how I often read information and news on Twitter. At first I wrote vocabulary that I didn't know the meaning of and knowing the meaning of the vocabulary so that my writing skills became better”. This P1 said on interview February 02, 2024.

With that, researcher found out how he overcame one of his difficulties when writing the information or news he got. according to P1 explanation, he initially enjoyed sharing information and news, so added more and more vocabulary.

“Due to the limited amount of vocabulary on Twitter, it actually makes us think about how to share information and news that is simple but still interesting to read. There I learned that, for me I got back to making words simple”, That was the answer from P2, who the researcher interviewed on the same day as P1, February 02, 2024.

“Share information on Twitter not only through writing but also with photos to make it more interesting. Sometimes those who provide information and news also use videos which support readers so they don't get bored when reading the information. Because of that, I don't feel bored reading the news on Twitter”. That was answer from P6 in interview on June 19, 2024.

Following the results of this interview, it can be concluded that sharing information and news via Twitter social media is simpler because of the word limit so that any information shared is simpler and also does not leave out important points of the information.

Because Twitter users are all people in the world, information is obtained and also reported from various parts of the country. we hear or see a lot of new vocabulary and that makes them add new vocabulary.

with easier access to share information, they become more knowledgeable about things. Thus also they can learn to write information and news in good and short writing but do not leave out important information from the information and news they write.

B. Twitter as a medium for Expressing Opinions

Social media is now a place to express opinions about various things. Twitter social media is no exception. Expressing opinions on social media has become a form of everyday treatment in big or small things. Not caring about opinions for others or ourselves. The social media like Twitter has emerged as one of the main battlegrounds in public discourse, where people from various backgrounds actively comment on current events and public issues. As people from different backgrounds actively and publicly express opinions on social media, such organic, dynamic, and conversational expression differs from individual preferences gathered by survey-based public opinion polls.

P5 said in interview May, 15 2024, *“Writing down our opinions sometimes requires courage because not everyone can accept our opinions about something. like giving an opinion on the environment, there may be pros and cons. However, nowadays, thanks to social media, including Twitter, we can express our opinions more freely, but we still have to think about our attitude when writing opinions. Writing down our opinions sometimes requires courage because not everyone can accept our opinions about something. like giving an opinion on the environment, there may be pros and cons. However, nowadays, thanks to social media, including Twitter, we can express our opinions more freely, but we still have to think about our attitude when writing opinions”*.

“Thanks to social media, including Twitter, it has now become a forum for us to express opinions on all things that may sometimes be sensitive. but it also makes us

learn that when writing an opinion you still have to pay attention to every word. We will even learn how to arrange words in writing an opinion so that it is conveyed correctly". P1 said in interview February 02, 2024.

"but we can also agree with other people's opinions by using features on Twitter such as liking tweets from those who provide an opinion. and learn with a vocabulary of other people's opinions and understand every word of them. it will also be very helpful in writing expressions of our opinions not only for social media but also in everyday life". P2 in interview on February 02, 2024. It can be concluded that Twitter social media helps them in writing expressions of their opinions about anything. but you can also learn about other people's written opinions and understand other opinions which can be useful for students in everyday life.

"I read a lot of opinion pieces on social media, whether their opinions are about". Politics, entertainment, social issues, the environment and so on. *Made me think about their opinion writing which sometimes has difficult vocabulary until I write it and then understand things I didn't know. Sometimes I will look up a word I just read and look for its meaning"*. P3 said in interview February 29, 2024.

"There are many opinions written on Twitter, in fact every day the opinions written will always have different topics discussed. Even the opinions written are not only about one topic but can also be about various topics in one opinion piece". P4 said in interview on February 18, 2024. Following the interview results from P3 and P4, it can be said that students can learn to write their opinions by looking at other people's opinions and studying them. In fact, it can be used in everyday life to write opinions

not only on Twitter social media. not just about one topic, but several topics can be discussed in one opinion piece.

P6 said *“liked reading every opinion piece on Twitter, including opinions about football. This is what makes students learn how to write opinions on certain topics such as things they like. Writing opinions on topics you like is easier for students, but sometimes you can express your opinion on a topic that is currently being talked about very carefully so as not to offend people”*. in interview June 19, 2024.

It can be concluded that reading an opinion piece on Twitter social media is also something one likes, especially when it is related to something one likes. It feels easy to write expressions of opinion about things you like. However, every time you write an opinion that is being widely discussed, you must be careful so as not to misunderstand other people.

C. Twitter social media is a place for marketing and promotion

With social media, potential consumers can easily obtain various kinds of information about products or goods, the benefits of a product offered, product prices, and information on how to get the product or order it. Currently, promotional activities can be carried out via social media because it is considered the most effective in disseminating information quickly with a wide reach. Promotion using social media is increasingly developing with the presence of various types of media used by business people.

“It is known that promotions for goods or services can often be found on any social media, including Twitter. Many can see that the sales phenomenon can also be

done on Twitter, whether it's services or goods". P6 said in interview June 19, 2024. It is known that it is not unusual for sales or promotions of goods to be offered via Twitter.

"By marketing goods via Twitter, you can access many people to see what goods are being marketed, such as the benefits of the goods or the composition of the goods. Sometimes there are many things that have to be written when marketing goods, but because Twitter has a word limit, you can describe the goods being sold briefly but still don't leave out the important things offered in the goods". P5 said in interview may 15, 2024. Researchers found that sales or marketing on Twitter is also quite useful, even though Twitter has a word limit. By writing effectively without losing important things, marketing will continue to run and be seen by consumers.

"Promotion or marketing on Twitter also covers the whole world so that many of the things offered are not just goods but services. such as services for entrusting goods from abroad, this really helps how we want to buy goods that are not sold in IndonesiaI, They marketed it briefly via Twitter but it was still something people were waiting". P1 said in interview February 02, 2024.

"There are tons of things on Twitter to promote one's merchandise. they sell goods in attractive and concise language so that consumers can understand them. Studying their writing is also quite exciting because one day we can take advantage if we also have something that can be sold or marketed. and also how to communicate with customers when promoting goods for sale, we can learn about that too". P2 said in interview February 02, 2024.

Researchers can conclude from interviews P1 and P2 that promotion and marketing on Twitter is quite interesting, how they not only sell goods but also services. With the development of Twitter social media, sellers are becoming more creative in their promotions so that consumers can see them. P2 said that he studied how they promoted it so that in the future, when he sells an item, he can promote the item in an interesting way too.

*“The influence of social media in this case cannot be ignored. on Twitter I often find people selling on a global scale, which means we can buy from foreigners directly, for example many k-popers buy photocards or albums that they buy from Korean people. There I saw their interactions in selling which of course used English and used appropriate words to find out about each other's goods. The language for buying and selling is quite different from Indonesian for promoting goods, it is new for me and I am very interested in it because it is new knowledge for me”.*P3 said in interview on February 18, 2024.

“Promotion and marketing are often on Twitter but they also have negative aspects, for example, is it true when someone describes an item being sold like that? We don't even know what the original shape of this item is. However, this is also a normal thing when selling on social media, the seller may also not trust the customer who is buying, whether they are right to buy or not”. P4 in interview on February 18, 2024.

This makes researchers conclude that with social media, Twitter is a place for promotions and marketing that can enable buyers to buy directly from people who are

far away. Of course it is very profitable and you can also learn how words are written or typed during the process of trading goods. But, of course there is a weakness in that we don't know whether the goods they are selling are appropriate or not as described by the seller, as well as sellers who don't necessarily believe whether customers are serious or not in buying their goods. There are advantages and disadvantages, but this is a very common thing that happens when selling on social media.

Promotion through digital or online media which is in line with the rapid development of technology and information media has caused business actors to change their promotional methods according to the current digital era. As a promotional strategy, it must also be able to educate consumers and become an intermediary who can connect sellers and buyers to carry out a pleasant communication process with information from the content they have. In this case, content marketing is not only a digital marketing strategy for a product or service, but also focuses on creating content that has the aim of influencing consumers to make purchases or the content being marketed will influence consumers in purchasing decisions.

D. Twitter can be a social media for Learning and Education

Media is a forum associated with communication space to convey information. The type of media that is now an independent channel with the largest, most effective and efficient distribution is social media. Social media is a forum that continues the success of sites or websites that have become predecessors in the digital world. In connection with the increasing number of social media users today, the presence of social media sites can be used for various things, one of which can be a driving force

in supporting and maximizing learning patterns in the education sector, namely as a medium for presenting educational content or digital learning. Users can take advantage of various features on social media sites to support educational content or digital learning. Utilizing social media as a medium for presenting educational or digital learning content can help identify additional learning content, expand learning material and can share knowledge with other users on social media.

The researcher asked the interviewees the question " How Twitter has become a social media that shares learning and education in writing skills?". P1 answered that *“had learned a lot about many things, including his writing skills. In his writing skills, he gets a lot of information and learns from various things”*. In interview on February 02,2024.

Likewise, P2 said *“that in the era of globalization which is filled with social media, we can get educational and learning resources via Twitter. This makes it very easy for students to develop their writing skills through the social media Twitter, even though it's just a short piece of writing, it is very meaningful. like on Twitter, when we express our opinions about small things, of course we will write with ethical words, which we can learn from those who often write opinions on Twitter”*.

Researchers can conclude from the answers from the interviews that their writing skills have developed quite well, even though they only write short articles. With easy access to Twitter anywhere, it can be a source of education and learning. When writing, we still have to comply with ethics so that our writing does not offend other people.

“During Covid-19 we studied via the internet and maximized it from home. including Twitter, we learn through social media there which also includes social media which helps in developing our writing skills. Utilization of technology as a learning medium is wrong one innovative step to improve quality or quality of education in Indonesia, so that they can compete at the global level. One form of learning media students who implement it developments in technology and communications with user interaction. We also get a lot of information from Twitter that we can study, but usually it has a weakness, namely reduced interest in writing anywhere. Sometimes this is the most natural feeling that students feel, but we will usually look for motivation again to return to our enthusiasm for developing our writing skill”. P3 said in interview on February 18, 2024.

“The use of social media Twitter has been widely used by students as a medium to channel the information they need. In the Twitter application, there is a lot of education that people learn, from learning about general knowledge to school or college material. There are also many advantages to using social media. In learning help each other when necessary exchange resources and documents, share existing knowledge with others. There is monitoring of each other's efforts and the significant contribution of media use in learning”. P4 said in interview on February 18, 2024.

"The rapid progress of communication technology is currently encouraging increased productivity, efficiency and effectiveness in completing tasks, as well as facilitating the exchange of information between individuals. Technological development communication and information make social media is increasingly

advanced and develop . Amount of media use social issues in Indonesia also continue to experience increase every year.in exchanging information, sometimes we usually write each other's information and that's how we write information so that there are no misunderstandings or it doesn't match the main topic. In this way, indirectly our writing skills will develop". P5 said in interview on May 15, 2024.

"By following one of the English base accounts on Twitter, where the Twitter account is one of the bases whose followers can ask questions about English, including writing. there, every time someone asks a question, sometimes someone else will help answer it. for example about writing "thanks God" where he asked how to write it correctly, and there were several people's responses to the question. It not only provides education and understanding for those asking questions but also for readers like me, with that I know how to write well and correctly". P6 said in interview on June 19, 2024.

Researchers can conclude from these two interviews that with Twitter they can develop their writing skills in a certain way. Increasing use of social media among society, especially the younger generation. Social media has become an important part of everyday life. One of the goals of social media is to make the communication process smooth. If this goal is achieved smoothly, it will have a significant impact on social media users. These impacts include users increasingly understanding the content of content on social media, information can spread easily, and users tend to behave according to what they understand and see on social media.by sharing information you can learn how to write information well and correctly but not excessively. There is also

a Twitter base which can be seen by people there who will ask questions and people will help answer so that we also learn new things for our writing skills

B. Discussions

The data collected was the result of the researcher's questions to the interviewer to obtain the benefits of writing skills on Twitter.

1. The advantages of Twitter as social media to increase writing skills

A. Twitter as a medium for sharing information and news

The emergence of computer and cellphone-based social networks seems to be getting attention higher than society. This is proven by the increasing number of social networks that are emerging. Instagram, Facebook, Twitter, TikTok and many others. The people who get convenience from these social networks the more often you use them. The use of social media to share information is gradually replacing the traditional media outlets such as television, newspaper, and radio. Social media has become a catchphrase that managers across several domains are using to actively communicate with their customers in order to maintain a competitive edge (Sjöberg, 2010).

Following the results of this interview, it can be concluded that sharing information and news via Twitter social media is simpler because of the word limit so that any information shared is simpler and also does not leave out important points of the information.

Students can easily access the internet via cellphone, laptop or computer, whether privately owned or available in internet cafes. The Use of Twitter Social Media among Students Twitter as a means of searching for identity, exchanging information,

supporting education and so on. Younglearner expressive behavior has made Twitter a means to convey their aspirations.

The people who get convenience from these social networks the more often you use them. Following the results of this interview, it can be concluded that sharing information and news via Twitter social media is simpler because of the word limit so that any information shared is simpler and also does not leave out important points of the information.

Generally still have the status of students with You can easily access the internet via cellphone, laptop or computer, whether privately owned or available in internet cafes. The Use of Twitter Social Media among Students Twitter as a means of searching for identity, exchanging information, supporting education and so on.

Because Twitter users are all people in the world, information is obtained and also reported from various parts of the country. Information is important for students regarding their studies. The important role of information has inspired the development of communication media via cell phones. Students' needs for information will be easily obtained through communication media via cell phones owned by each user.

Because Twitter users are all people in the world, information is obtained and also reported from various parts of the country. We hear or see a lot of new vocabulary and that makes them add new vocabulary.

According to Nasrullah (2015) social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users to form virtual social bonds. Information is important for students regarding

their studies. Delays in information make students lose many opportunities. The important role of information has inspired the development of communication media via cell phones. Students' needs for information will be easily obtained through communication media via cell phones owned by each user.

B. Twitter as a medium for Expressing Opinions

Expressing opinions on social media has become a form of everyday treatment in big or small things. Not caring about opinions for others or ourselves, the social media like Twitter has emerged as one of the main battlegrounds in public discourse, where people from various backgrounds actively comment on current events and public issues. As people from different backgrounds actively and publicly express opinions on social media, such organic, dynamic, and conversational expression differs from individual preferences gathered by survey-based public opinion polls.

Can't write opinions carelessly either, you can pay attention to whether every piece of writing you write is in accordance with the prevailing attitude. We can write opinions about things that are currently being widely discussed, and every day the topic of discussion changes. Get new vocabulary when writing by reading other people's opinions and then study it so that in the future you can add more vocabulary that is useful in various ways, especially in our writing skills.

Conveying information and ideas is an activity to communicate, this activity can be done in writing or verbally. The form of conveying ideas, opinions and information in writing can be in the form of essays, poetry and others (Nadiya, 2018). Writing skills can develop critical thinking skills and also express feelings, and writing is a creative

activity because in writing you can choose appropriate vocabulary according to the story (Dibia, 2017)

As people express opinions in the social context of networked publics, such opinions go beyond the sum of atomic opinions and become “an on-going product of conversation, embedded in social relationships” (Anstead & O’Loughlin, 2015, p. 215). Existing research reveals that social media public opinion tends to be situated in echo chambers—people with similar views talk to each other without reaching across the aisle—though cross-cutting talks can occur early on in non-political contexts and more frequently on certain platforms (Barbera, Jost, Nagler, Tucker, & Bonneau, 2015; Conover et al., 2011; Yarchi et al., 2021). Also, social media public opinion has a strong temporal dimension: people respond to breaking news in real time and comment on related social issues in the wake of various events (Chen & Tomblin, 2021; Klasnja et al., 2015; Zhang et al., 2019).

Existing studies that leverage social media to studying public opinion have primarily used natural language processing of texts to identify patterns of expression, such as sentiments or topics (Bollen, Mao, & Pepe, 2011; Cody, Reagan, Mitchell, Dodds, & Danforth, 2015), Networks on Twitter that talk politics exhibited shared attention, though at varying levels of intensity, to events that might not even align with their views; and they attempted to frame those events from different angles in line with their existing values and identities.

C. Twitter social media is a place for marketing and promotion

Promotion using social media is increasingly developing with the presence of various types of media used by business people. Dynamics of internal business competition developments in the world of information technology getting more advanced and faster from time to time the impact is felt by the majority of society from simple to modern and fast-paced thus having an impact on internal information behavior all fields, including education, health, entertainment, information sources, employment, business world and communication without limitations of place and time, the need for faster and cheaper information of course requires information providers to have an online media, where information which can be served easily and quickly information consumers obtain. This can be carried out using the internet.

This social media is used as a place to promote a product to be used as a marketing strategy. In carrying out marketing strategies it is hoped that the message can attract consumers and buyers interested in the product. Ideal for attractive An effective message must attract consumers' attention.

Social media provides an effect or impact that has major changes in all fields, starting from politics, economics, social and overall culture. In this case, Twitter provides advantages, advantages or positive impacts of the presence of social media on society. However, Twitter in its history has also provided losses, weaknesses or negative impacts that have not insignificantly touched criminal cases mediated by the presence of social media.

There are a lot of marketing and promotions carried out on Twitter. In bargaining on Twitter we learn a lot of vocabulary which in bargaining is quite different from

when we bargain in the real world. on Twitter which has a word limit in writing, this also made researchers find that students would study sales writing about it.

With the market and promotions on Twitter, it is enough for students to learn business writing not only from Indonesians but also from foreigners. How to write when we are doing business is quite different from when we write about opinions or information.

D. Twitter can be a social media for Learning and Education

Media is a forum associated with communication space to convey information. The type of media that is now an independent channel with the .largest, most effective and efficient distribution is social media, Modern technological advances certainly have an influence on developments in the world of education. (Arsyad, 2015) It is known that learning media can arouse students' desires and interests, stimulate and motivate students in learning, and have psychological influences on students. Social media has become a part of people's lives throughout the world, especially in Indonesia.

Due to current technological developments and innovations, the use of social media is increasing day by day. Social media is one of the basic technological needs in Indonesian society. The benefits of using social media as a learning medium lie in the wider aspects of interaction and information sharing (Selwyn, 2009). It is possible that if its use is carried out optimally it can further improve the quality of knowledge. slow the spread of the Covid-19 virus.

Regarding the impact of the spread of the virus Covid-19 on the world of education is demanding educators and students to be able quickly adapt to changes which exists.

Twitter makes users read texts on Twitter. Meltzer, et al (2001) emphasized that most vocabulary is acquired through reading rather than direct instruction. Naturally increasing the reading process can increase vocabulary. By reading users can add more vocabulary. Cahyono and Widiati (2008) stated that good vocabulary mastery can support mastery of each language skill, including receptive (listening and reading) and productive (speaking and writing). Kusumarasyati (2006) in Cahyono and Widiati (2008) states that each individual learner has a unique strategy in understanding foreign words. Using twitter can also be considered as a strategy to improve English vocabulary.

Therefore, the digital world that exists today can actually be a means of education for citizens. Not only a media for promotion and interaction, social media has now become a means of sharing information for citizens and can be said to be a source of structured knowledge. The educational information found on social media also trains a citizen's skills to be able to sort out quality content from which it is not.

Instant and practical culture created by this digital revolution making people tend to prefer news via social media rather than mass media (Faisal, 2020). However, the construction of citizen education in the digital world needs to be balanced with the maturity of understanding obtained from educational institutions in general. Because what is conveyed on social media does not necessarily mean its validity can be

accounted for. Especially if the information presented still requires confirmation from various parties or institutions that are considered experts in their field.