



The Influence of Twitter Media Exposure on the Language Attitude of Students at Brawijaya University

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Abstract

The S-O-R theory by Hovland, et.al (1953) states that organisms produce certain behaviors if there are special stimulus conditions, so that one can expect and estimate the compatibility between messages and communicant reactions (Effendy, 2005: 254). Twitter exposure can affect various aspects of the lives of its users, one of which is in the aspect of language attitudes. Language attitude is defined as the subjective perception of language influenced by behaviors. This research aims to analyze the effect of twitter exposure on language attitude of college students in Brawijaya University. This research is quantitative research. The data were collected using a questionnaire, from the results of the questionnaire were analyzed to determine the effect of each variable calculated using regression analysis. To convert data from questionnaires into numerical data that can be analysed, a Likert scale is used. This study shows the influence of twitter media exposure (X) on language attitude (Y) is significant. In addition, t value is -10.771 which means that the influence is inversely proportional, the more twitter media exposure increase, language attitude will decrease. This means that H₀ is rejected, so it can be concluded that language attitude (Y) can be significantly influenced.

Keywords: language attitude; stimulus response theory; twitter media exposure

Introduction

The development of technology at this time is very rapid, especially in the field of information communication. Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds which are the most common forms of social media used by people around the world.

Basically social media is the latest development of new internet-based web development technologies, which makes it easy for everyone to be able to communicate, participate, share and form a network online, so that they can disseminate their own content. Posts on blogs, tweets or YouTube videos can be reproduced and can be seen directly by millions of people for free (Zarella, 2010: 2).

Research company We Are Social announced their latest report regarding the development of internet usage around the world. As a result, they called Indonesia the country with the largest number of internet users in the world. In 2018, the number of internet users will reach 130 million and in 2019 there will be an increase of 56 percent of internet users in the country. But in terms of devices used to access the internet, there were no significant changes. As many as 69 percent of Indonesian people still access the internet through mobile devices, and the rest through desktops and tablets. (Source: techinasia.com).

There are six social media which enjoy very high visits from the mobile internet. The social media in sequence are Youtube, Whatsapp, Facebook, Instagram, Twitter, Line. Instagram gets 98% of visits from mobile and 2% of visits from desktop. This is not because Instagram, since the beginning it was focused on mobile and is a very popular mobile photo sharing application. Instagram is one of the most popular social networking sites today. Instagram is a design that has a practical communication function and becomes a communication medium, through photo signification. Unlike Facebook and Twitter, this site uses photos as a message delivery medium where it is read as text.

Twitter is one of the media that is currently popular that can be used for information exchange media. Twitter is a new type of microblogging media that can provide us with the ease to get news quickly and briefly at this time. Someone will feel fulfilled the need for curiosity by using this Twitter microblogging media. Microblog itself is a form of blog that limits the size of each post.

Twitter users themselves can consist of various types of users whose users can interact with friends, family and colleagues. Twitter as a social networking site gives users access to send a short message consisting of a maximum of 140 characters (called a tweet). Tweets themselves can consist of text and photo messages. Through this tweet, Twitter users can interact more closely with other Twitter users by sending about what they are thinking, what is being done, about events that have just happened, about the latest news and other things.

Twitter's advantages compared to other social media according to Puspita (2016: 33) include wide reach, not only friends, but also being able to reach public figures, the potential for advertising in the future is greater, communication occurs very quickly (updates), multilink (connected with many networks) and more scalable than facebook. Twitter helps spread information faster which will then become a topic discussed by its users. The mass media such as television, newspapers, magazines, tabloids also use Twitter as the news conveyer. This makes it easy for people to get information quickly and updates because the news can be updated at any time by the mass media via Twitter.

Although from this data the position of Twitter is still inferior to the position of Facebook, it does not mean the popularity of Twitter in Indonesia is not good. Many things can prove that Twitter is also a platform that is recognized by the world as one of the most users in the world. Even some people in Indonesia have followers or followers who number in the millions, and make these accounts get "verified" by the twitter.inc itself, let's say Raditya Dika, a meaning, comedian, young Indonesian filmmaker who has followers reached 12.8 million people, and make their account recognized or verified directly by Twitter with the appearance of a "blue check" next to the user's profile name.

Twitter's micro social media blogging not only penetrated celebrities in Indonesia, but also entered into the political sphere. Proven so many political actors who have started using Twitter social media. Not infrequently also those who can see the "gap" of a twitter account that they have, can use it as a means to facilitate their work.

Social media such as twitter can influence one's behavior. Everyone is a product of their environment. Circumstantial life events, influences, and surroundings can further change our behavior. Social media already highly influences our shopping, relationships, and education. The influence of social media can be explained by study of media exposure. Media exposure is the use of media, both types of media, frequency of use and duration of use (Erdinaya, 2005: 164). The use of media types includes audio media, audiovisual, print media, and online media. Furthermore Erdinaya also explained, that the frequency of media use and collecting data of someone using the media in one week (for researching daily programs), how many times a week someone uses the media in one month (for researching weekly and semi-monthly programs), and how many times a month someone uses the media in one year (for monthly programs), while for the duration of media use can be seen from how long the audience joins a media or how long the audience follows a particular program.

Media exposure is a person's behavior (audience) in using media. Media exposure is defined as a condition where the audience is hit by a message content in the media or how the media hits the audience. Media use consists of the amount of time used in various media, the type of media content consumed and various relationships between individual consumers and the media content consumed or with the media as a whole (Krisyantono, 2004: 66).

Exposure is the intensity of the audience where it is exposed to messages spread by a media. According to Ardianto (2014: 168), exposure can be interpreted as the activity of hearing, seeing, and reading media messages or having experience and attention to those messages that can occur to individuals or groups. Media exposure tries to find audience data about media use both types of media, frequency of use and duration of use. The use of media types includes audio media, audio-visual, print media, and online media. (Ardianto, 2014: 168).

According to Elvinaro (2004) to measure media exposure can be seen from 3 factors: (1) Frequency, can be measured based on how often the communicant of the media sees, reads, and listens to the media. The higher the frequency, the more messages stick to consumers' minds and arouse the attention of the audience; (2) Attention (attention), a person's mental process in listening to messages in the media. Includes seeing, reading, and listening to the media by not doing other activities. Audio, video, and so on play a role in this. Because it determines the interest and focus of the audience when listening to the contents of the message; (3) Duration, i.e. how long the media is seen, heard and read by the public.

The S-O-R theory put forward by Hovland, et.al (1953) as an abbreviation for Stimulus - Organism - Response. The material object is a human being whose soul includes components: attitudes, opinions, behavior, cognition, affection and conation. According to this theory, organisms produce certain behaviors if there are special stimulus conditions, so that one can expect and estimate the compatibility between messages and communicant reactions (Effendy, 2005: 254). Therefore, in this theory we can see a picture of three important elements that help researchers in solving problems in research, namely: Stimulus, (S), is a message delivered to the communicant. Organism, (O), that is the recipient of the message paying attention to the stimulus delivered to him and the Response, (R), is the effect or effect of changing attitudes depending on the process on the individual.

Twitter exposure can affect various aspects of the lives of its users, one of which is in the aspect of language attitudes. Language attitude is defined as the subjective perception of language influenced by behaviors. It refers to personal values and beliefs and promotes the choices of language (Gardner and Lambert, 1972). Further, Crystal (1992) defines language attitudes as the feelings people have about their own language or the language of others. Languages undergo continuous change for its existence. No one can halt the alteration in language since language is an element of culture that always changes (Qoyyimah, 2015). The media social is also a part of society that can change the language uses, in this case, is language attitude.

Moreover, Gardner and Fhisman (as mentioned in Carrie, 2016) suggest that 'attitude' has a tripartite structure comprising cognitive, affective and conative components. Cognitive responses are thoughts and beliefs, reflecting perceptions of, and information about, the entity under evaluation. Affective responses exhibit feelings and emotions towards the entity, and are invariably the strongest

component. Conative responses reveal perceptions of one's own behavioral tendencies towards the entity, which are subjective and may not reflect actual behavior.

The use of language in social media is one of the uniqueness and development of language that is now found in everyday life. Users of social media are those who are able to carry out language attitudes and have different language skills. Linguistic attitude is important in relation to a language because language attitude can carry on the life of a language. Basically, language is not static, but dynamic. The dynamism of languages is caused by the dynamics of the language user community. Society is dynamic in the sense of always changing. The change can be seen from the attitudes and matters relating to the interests of the community itself. Language as verbal behavior is one aspect of the overall behavior of humans who are communicating.

Moeliono (1985) explains three aspects of positive language attitudes, namely in the form of (1) attitude of language loyalty, (2) attitude of language pride, and (3) attitude of awareness of language norms. The attitude of language loyalty encourages a person or society to maintain their language, including preventing the occurrence of negative influences caused by foreign languages; The proud attitude of language to develop language and use it as a symbol of community identity and unity; The attitude of awareness of language norms to use language carefully and politely based on applicable norms.

Some previous studies have examined the effect of the media on a person's behavior such as research conducted by Hanson (2017) which shows that the media influences children's development and learning processes. Furthermore, the media can also affect a person's language as found in research conducted by Heaton (2018) which shows that media does influence language attitudes, but in more complex ways than a simple cause-and-effect relationship. Milroy and Milroy (1999), for instance, note that although radio, film and television may not have had much influence on everyday speech, they are amongst the many influences that promote the consciousness of the standard and maintain its position. Some of these studies examine the effect of media exposure on English language attitudes or attitudes, while studies on the effect of media on Indonesian are still rare, whereas social media enables ones to interact with people around the world with different language that can cause Indonesian people exposure more in foreign language, so that Indonesian tend to tweet using English or mix language rather than standardized Indonesian.

The use of social media Twitter can indirectly affect the attitude of the user's language. Often when posting a tweet, Twitter users do not use Bahasa Indonesia correctly. It is not uncommon to find users who mix Indonesian with English or use words in Indonesian whose spelling is intentionally made wrong. Based on this description, researchers are interested in analyzing the effect of twitter exposure on language attitude of college students in Brawijaya University.

Method

This research is quantitative research. The population of this study is students in Faculty of Economics and Business University of Brawijaya. The amount of population is yet unknown. In addition, to measure the amount of sample that the population is still unknown Roscoe (2010) states that if in the study will conduct multivariate analysis (correlation or multiple regression), then the number of sample members is at least 10 times the number of variables studied. Thus, the amount of the sample is $10 \times 6 = 60$. Sample techniques used in this research is non-probability sampling The sampling technique used by the writer is non probability sampling. According to Sugiyono (2010: 120) non probability sampling is a sampling technique that provides equal opportunities / opportunities for each element or member of the population to be selected as a sample. This sample technique includes, systematic sampling, quota, accidental, purposive, saturated, snowball. Non-probability sampling technique used in sampling in this study is purposive sampling technique. Understanding purposive sampling according to Sugiyono (2010: 122) is a sampling technique with certain considerations. Meanwhile according to Jogiyanto (2007: 79) states that purposive sampling is done by taking samples from the population based on some certain criteria. The criteria used can be based on certain judgments or certain quota. Judgment sampling is purposive sampling with criteria in the form of certain considerations. While the quota sampling argues that the sample must have the characteristics possessed by the population.

In this study data were collected using a questionnaire, from the results of the questionnaire were analyzed to determine the effect of each variable calculated using regression analysis. To convert data from questionnaires into numerical data that can be analysed, a Likert scale is used. According to (Sugiyono, 2014) Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The translation of variables into indicator variables is used as a starting point for arranging instrument items that can be statements or questions. This study uses a Likert scale that has a gradation from very positive to very negative to five levels, the following table is a translation of the measurement scale.

Answer	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Results

Classic assumption test

Normality test

Normality test aims to test whether in the research model the variables are normally distributed. The data normality test in this study uses the PPlot normal test chart and the Kolmogorov Smirnov One-Sample test contained in the SPSS 16.0 for Windows program. Data is said to be normally distributed if the residuals are normally distributed, which has a significance level above 5% (Ghozali, 2005).

Normality test is done to see whether the residual value obtained from the model follows the normal distribution or not. The test results show that the residuals are normally distributed if the points shown in the SPSS test results are around the diagonal line. The normality test results can be seen in the following figure:

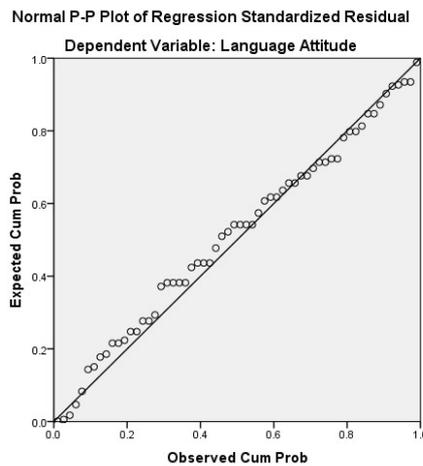


Figure 1 shows the points around the diagonal line. The points that spread around the diagonal line show the normal distribution of residuals so that it can be concluded that the residuals between the twitter media exposure variables and the language attitude are normally distributed. The normality test can also be seen using the Kolmogorov-Smirnov one sample test as shown in the Table below.

Table 1. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.36679861
Most Extreme	Absolute	.087

Differences	Positive	.059
	Negative	-.087
Kolmogorov-Smirnov Z		.676
Asymp. Sig. (2-tailed)		.751

a. Test distribution is Normal.

b. Calculated from data.

From the table above it can be seen that the value of Kolmogorov-Smirnov Z is 0.676 and the Asymp value. Sig is 0.751 greater than 0.05. Thus it can be concluded that there is no difference between the residual distribution and the normal distribution, or it can be said that all residuals in each variable are normally distributed.

Simple Linear Regression Test

To find out the influence of Twitter Media Exposure (X) independent variables on the dependent variable Language Attitude (Y), a simple linear regression analysis was processed using SPSS for Windows. The table presents a summary of simple Linear regression results.

Table 2

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	T		Tolerance	VIF
(Constant)	.657	.310		2.116	.039		
1 Media Exposure	.819	.076	.817	10.771	.000	1.000	1.000

Based on table 2, the regression equation is obtained as follows:

$$Y' = a + bX + e$$

$$Y = 0.657 + 0.819 X + 0.310$$

Description:

Y' = Language attitude

a = Constant

b = regression coefficient

X = twitter media exposure

The regression equation above can be explained as follows:

- Constants equal to 0.657; meaning that if Twitter media expos (X) is 0, then the language attitude (Y') value is 0.657.

- Standard error value to minimize errors that occur so that the value of e here is 0.310.

Coefficient of determination

Coefficient of determination in linear regression is often interpreted as how much the ability of all independent variables in explaining the variance and the dependent variable. Simply determined the coefficient of determination is calculated by squaring the correlation coefficient (R) This reflects how much the variation of the dependent variable Y can be explained by the independent variable X. if the value of the coefficient of determination equals 0 ($R^2 = 0$), meaning that the variation of Y cannot be explained by X at all. Meanwhile, if $R^2 = 1$, it means that the variation of Y as a whole can be explained by the variable X. The results of the R^2 determination test are in the table below:

Table 3

R	R Square	Adjusted R Square	Std. Error of the Estimate
.817 ^a	.667	.661	.36995

Based on table 3. above the R^2 (R Square) figure of 0.667 is obtained. This shows that the percentage of the contribution of the influence of the independent variable namely twitter media exposure to the dependent variable language attitude 66.7%. While the remaining 33.3% is influenced or explained by other variables not included in this research model.

Standard Error of the Estimate is a measure of the number of errors of the regression model in predicting the value of Y. From the regression results obtained a value of 0.36995, this means that the number of errors in the prediction of language attitude is 0.36995. As a guideline if the Standard error of the estimate is less than the standard deviation of Y, the regression model is better at predicting the value of Y.

Hypothesis testing

T test between X (twitter media exposure) and Y (language attitude) shows the value of sig t (0,000) $< \alpha = 0.05$, the influence of twitter media exposure (X) on language attitude (Y) is significant. This means that H_0 is rejected, so it can be concluded that language attitude (Y) can be significantly influenced by Twitter media exposure (X).

The Influence of Twitter Media Exposure (X) On Language Attitude (Y)

This study shows the results that the variable X (twitter media exposure)

with Y (language attitude) shows the value of sig t (0,000) $< \alpha = 0.05$, the influence of twitter media exposure (X) on language attitude (Y) is significant. In addition, t value is -10.771 which means that the influence is inversely proportional, the more twitter media exposure increase, language attitude will decrease. This means that H_0 is rejected, so it can be concluded that language attitude (Y) can be significantly influenced by Twitter media exposure (X). So overall it shows that twitter media exposure affects the language attitude of Brawijaya University students

This research result is in line with the S-O-R Theory put forward by Hovland, et.al (1953) as an abbreviation for Stimulus - Organism - Response. The material object is a human being whose soul includes components: attitudes, opinions, behaviour, cognition, affection and conation. According to this theory, organisms produce certain behaviors if there are special stimulus conditions, so that one can expect and estimate the compatibility between messages and communicant reactions (Effendy, 2005: 254). Therefore, in this theory we can see a picture of three important elements that help researchers in solving problems in research, namely: Stimulus, (S), is a message delivered to the communicant. Organism, (O), that is the recipient of the message paying attention to the stimulus delivered to him and the Response, (R), is the result or effect of changing attitudes depending on the process on the individual.

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The results of this study are also supported by research conducted by Hanson (2017) which shows that the media influences one's language development. Furthermore, the media can also affect a person's language as found in research conducted by Heaton (2018) which shows that media does influence language attitudes.

Conclusion

Media exposure can affect several aspects of human life. One of them is the language aspect. Twitter exposure which is increasingly influential on the politeness of one's language. It should be noted that the influence of social media must be filtered and selected so as not to cause negative effects on life. In the midst of rapid technological development, a breakthrough is needed that can change the mindset of people to be more proud to use their own language so as to create a positive language attitude.

Researchers realize there are still many shortcomings in this study.

Researchers also understand that media exposure does not only affect direct attitude. But there are still many things that can be influenced by media exposure factors.

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