

## Analysis Application of Social Media Communication Effectiveness in Maritime English

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| Muhammad Natsir<sup>1,\*</sup> | Bahagia Saragih<sup>2</sup> | Anggraini Thesisia Saragih<sup>3</sup> |

<sup>1,2,3</sup> English Literature and  
Education Departement,  
Universitas Negeri Medan,  
Indonesia

\*natsirfbs@unimed.ac.id

### ABSTRACT

The wonder of the nearness of social media and mass media may be a result of the exceptional improvement of data and communication innovation. With a assortment of administrations that can be utilized, social media has changed the way we communicate in society. The nearness of social media indeed has an affect on the way we communicate in all areas, such as showcasing communication, political communication, and communication in learning frameworks. This is certainly interesting to study by analyzing the effectiveness of social media in maritime English. Through data collection techniques through literal studies (library studies). The literature study was conducted by collecting secondary data related to topics and problems related to the use of Analysis of the Application of Effectiveness of Social Media Communication in Maritime English. By analyzing data sources regarding social media, the use of social and mass media as a means of developing communication in maritime English. With the aim of looking at the effectiveness of social and mass media in maritime English communication.

### KEYWORDS

Social Media; effectiveness; communications; Maritime English

### INTRODUCTION

In later a long time, data and communication innovation (ICT) has created exceptionally quickly. The fast advancement of ICT makes the web the most communication instrument that's in great request by the open. This is often the foundation of the alter in communication innovation from ordinary to advanced and all computerized. The advancement of the utilize of web media as a implies of communication has too gotten to be progressively quick after the web started to be open through cellular phones, and indeed at that point, the term smartphone (smartphone) risen. With the nearness of Smartphones, the offices given for communicating are moreover progressively differing, extending from SMS, MMS, chat, e-mail, browsing, and social media offices.

Agreeing to Nasrullah (2015), social media could be a medium on the web that permits clients to speak to themselves as well as interact, cooperate, share, communicate with other clients to make virtual social bonds. In social media, there are three shapes that allude to the meaning of social, to be specific acknowledgment (cognition), communication (communicate), and participation (participation). There's no denying that at this time, social media has gotten to be a better approach community in communication. This has an affect on different viewpoints of people's lives. The nearness of social media has had an awfully noteworthy affect on the way to communicate.

With the improvements of innovation and mass media instruments, educating the English language has gotten to be less demanding, speedier, and viable. These apparatuses

empower the understudies to have self-confidence and express themselves effortlessly and choose up the fundamentals of genuine communication, which is the require for clear verbal communications between parties within the commercial marine environment as the transport is the working environment, learning environment, and social environment for its work force. Communication on an intra-ship level takes put every day between staff amid operation of the vessel – when giving and carrying out orders beneath "normal" or "crisis circumstances – and when the multinational crew must associated to preserve "social agreement in an off obligation setting and in their regular "teamwork' to guarantee viable day to day operation (Pyne and Koester, 2005).

An information media is needed as an effort to introduce career opportunities in the maritime English field so that the public can realize the importance of the maritime sector as a nation's development and become a human resource asset that plays a more active role in the development of Indonesian maritime technology. The media used to describe the content is in the form of videos, as well as other information about maritime English. A huge number of social media clients in Indonesia, of course, makes an opportunity to optimize the nearness of social media as a medium of communication in sea English, so that at that point raises the address, how to utilize social media to form communication compelling within the sea English.

## **LITERATURE REVIEW**

Wells et al. (2009:274) revealed that the media is a kind of intermediary in the communication model that works by way of messages sent and returned by the source and recipient. Meanwhile, according to Pujiyanto (2013:63), the media are all forms of intermediaries used to spread ideas so that the idea or idea reaches the recipient.

Van Dijk in Nasrullah (2015) states that social media could be a media stage that centers on the presence of clients who encourage them in their exercises and collaboration. Therefore, social media can be seen as an internet medium (facilitator) that reinforces the relationship between clients as well as a social bond. Meike and Youthful in Nasrullah (2015) interpret the word social media as a meeting between individual communication within the sense of sharing between people (to be share one-to-one) and open media to share with anybody without any person specificity.

Boyd in Nasrullah (2015) characterizes social media as a collection of program that permits people and communities to assemble, share, communicate, and in certain cases collaborate or play with each other. Social media has the control of user-generated substance (UGC), where substance is created by clients, not by editors, as in mass media offices. In quintessence, with social media, different two-way exercises can be carried out in different shapes of trade, collaboration, and getting to know each other in composed, visual and varying media shapes. Social media starts with three things, specifically Sharing, Collaborating, and Interfacing (Puntoadi, 2011).

The language educating circumstance in terms of the students' talking competence isn't fruitful in schools which can cause verbal communication boundaries in their everyday lives and within the sea environment. There's an urgent require for a arrangement. The mass media instruments may be considered as a cure as these materials have potential to pull in the understudies by being flexible, engaging, and intelligently and to donate them a chance to precise themselves in a self-confident way. It'll be simpler, quicker and more compelling in progressing students' tuning in and talking/communicating skills. The mass amount of the data in changed subjects is given by press, magazines, movies, TV and radio. As the mass media have entered so profoundly into our lives, it is vital to analyze the sorts and nature of the impact of the mass media exercises on students' language learning.

The course book as a instructing apparatus is wearing out and innovation is getting to be overwhelming source being utilized within the classroom because it gives a huge sum of comprehensible discourse and get to to inviting environment. (Butler-Pascoe and Wilburg, 2003 p.84).

In this analysis, students are given input that can be reached through varying media materials taken from mass media apparatuses such as tv, radio, and the web. Such true materials are materials that are not particularly delivered for language instructing purposes, agreeing to Nunan (1989) and cited from this content are writings created by the initial for non-pedagogical purposes. Concurring to Bacon & Finnemann (1990) that true materials from these mass media apparatuses are accepted to believe learners to choose up the ordinary language and utilize it more effectively than taking after reading material. All levels of understudies, indeed lower levels, are able to oversee utilizing true materials.

It will be less demanding, quicker, and more compelling in progressing students' tuning in and speaking/communication abilities. Mass amounts of data on different subjects are given by the press, magazines, movies, TV, and radio. Since the mass media have entered so profoundly into our lives, it is imperative to analyze the sort and nature of the impact of mass media hone on students' language learning. Reading material as instructing instruments are out of date, and innovation is getting to be the dominant resource utilized within the classroom because it gives plentiful comprehensible discourse and get to to a inviting environment (Butler-Pascoe and Wilburg, 2003).

## **RESEARCH METHODS**

### ***Type of Writing***

In conducting investigate, we require inquire about plan. Inquire about plan alludes to the methodology to coordinated the distinctive components of inquire about ventures in cohesive and coherence way. A few specialists have diverse suppositions almost what is cruel by investigate plan. Concurring to Creswell (2009) research plan is plans and the methods for inquire about to point by point strategies of information collection and investigation. The work of a inquire about plan is to guarantee that the prove get empowers us to reply the introductory address as unambiguously as possible. In this inquire about, the author utilized subjective approach since this think about centers on the investigation or translation of the composed fabric in setting. Materials can incorporate course readings, daily papers, magazines, papers, movies, original copies, articles, etc.

### ***Focus on Writing***

The object of the problem is the Analysis of the Application of Effectiveness of Social Media Communication in Maritime English. The author tries to provide solutions to these problems through analysis.

### ***Data Source***

The source of information within the ponder is subjects from which the information can be gotten. Information collection procedures through exacting ponders (library ponders). The writing consider was carried out by collecting secondary data related to topics and problems related to the use of the Analysis of the Application of Effectiveness of Social Media Communication in Maritime English.

### **Data Collection Techniques**

The information collection strategy in this investigate is explanatory documentation. Archive investigation alludes to printed materials, pictures, scholarly works, movies or other sorts of recordings (Creswell, 2009).

### **Data Analysis**

Information examination is the survey prepare, sorting, and gathering information in arrange to define working speculations and lifted it into conclusion or hypotheses within the investigate discoveries, (Bakri, 2003).

## **RESULTS AND DISCUSSION**

### **Communication Effectiveness**

Communication is the method of conveying a message by one individual to another to advise or alter demeanors, suppositions, or behavior, either verbally or by implication through the media (Effendy, 2009); in that definition, the objective is to tell or alter demeanors. Opinion (opinion) or behavior (behavior). Effendy (2009) also argues that the communication process is essentially a process of conveying one's thoughts or feelings (communicator) to others (communicant). Thoughts can be in the form of ideas, information, opinions, and others that arise from his mind. Feelings can be in the form of belief, certainty, doubt, worry, anger, courage, excitement, and so on that arise from the bottom of the heart.

In arrange for communication to require put successfully, it is essential to have a communication strategy that takes under consideration the supporting and repressing components of communication (Effendy, 2009). Four important factors that must be considered in developing a communication strategy are:

a. Determining the Audience

Some time recently propelling communication, it is essential to think about who will be the target of communication. Of course, this depends on the reason of communication, specifically whether the communicant fair knows (with instructive strategies) or so that the communicant takes certain activities (influential and educator methods).

b. Communication Media Selection Media

There are numerous communication media. To realize the communication objectives, one must be able to select one or a combination of a few media, depending on the objectives to be accomplished, the messages to be passed on, and the strategies to be utilized.

c. Assessment of the Purpose of Communication Messages

Messages (messages) communication incorporates a particular reason. It decides the strategy to be taken, whether data strategy, influence method, or instruction procedure. Anything the method, communication must get it the communication message. Communication messages comprise of message substance (the substance of the message) or images (images). The substance of the communication message can be one, but the images utilized can change.

d. The Role of Communicators in Communication

Important factors in communicators when launching communication, namely source attractiveness and source credibility.

### **Discussion**

Social media is really a medium of socialization and interaction, as well as drawing in other individuals to see and visit joins that contain data around items and others. So it is

common that its presence is utilized as the most effortless and cheapest (low-cost) showcasing medium by the company. This is often what at last pulls in commerce individuals to form social media a backbone of advancement media backed by a company website/blog that can show a total company profile. In reality, it isn't exceptional for commerce on-screen characters to as it were have social media but still exist within the competition.

In connection to the utilize of social systems as a learning framework, instructors have not gotten much consideration. Typically since there are still numerous instructors who have not attempted to begin utilizing social systems as an elective learning procedure. Social organizing destinations that are recognizable among understudies have the potential to be utilized as a learning device to supplant the work of learning administration framework computer program. Compared to learning administration framework program, social organizing has the advantage of being able to be utilized without having to lease or oversee a server, and most critically, it is more commonplace to understudies. Social companionship destinations such as Facebook, Twitter, Myspace, and so on have become a slant and appear to be the most require for everybody.

Authentic social media materials such as television, radio, the internet, social networking platforms allow people to identify themselves, claim their own description of themselves, and/thus, and they can adapt themselves to the global group with their own curiosity. Sometimes students feel unable to understand and speak. These real-life materials can address these issues both in the classroom and in the maritime environment. Authentic social media is a useful tool for modern learners of English. They are utilized as a component of language and can stimulate interest and let understudies create their possess down to earth aptitudes. Subsequently, learners can feel their imaginative capacity whereas creating normal talking expressions. When learners are empowered with normal talking techniques, their phonetic competence and talking aptitudes progress specifically.

## **CONCLUSION**

The utilize of social media and the web in learning is anticipated to invigorate understudies to memorize more autonomously and economically agreeing to their common capacities and potential. The improvement of students' creativity and autonomy is additionally exceptionally wide open by making the web a unused learning framework. The utilize of the web as a learning framework is very valuable in lessening the separate between instructors and understudies.

In conclusion, this analysis is useful for two important results, firstly, in changing participants' attitudes positively and secondly, in maintaining linguistic improvement, both at the beginning of the thesis. Communication through writing and speaking has an important role in holistic education. This analysis answers the analytical questions and supports the hypothesis. Second, it can be understood that it is evident from the study report. With different administrations that can be utilized, social media has changed the way of communicating in society.

The nearness of social media indeed has an affect on how to communicate in all areas, the nearness of social media has really brought approximately a alter within the way of communicating from ordinary to conventional present day and all-digital, but moreover causes the progressing communication to be more compelling. With the presence of social media, communication gets to be simpler and speedier as well as more straightforward in communication yield data.

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