

USING SMULE JOINT SINGING POP SONG THROUGH ONLINE MEDIA TO ENHANCE EFL COLLEGE LEARNERS' UNDERSTANDING ENGLISH FOR INTERCULTURAL COMMUNICATION

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ABSTRACT

This study investigates about the use of Smule as online media to improve intercultural communication. The writer elaborates about how the teacher applies Smule joint pop song across various culture and ethnics. Intercultural communication means a study that details about studies communication across different cultures and social groups, the influence of culture over communication. This study used case study design and there were 15 respondents consisting of students. In addition, the interviewees of this research were the students of the second grade of the private university. All of respondents were chosen qualitatively and purposively. The writer concludes that the first step is downloading the application of Smule on the on the playstore. The second was determining the appropriate song that would be sung. Finally, the third was conducting song with the original singer. In addition, the students understanding for English intercultural communication was gained when the students learnt about the lyric, meaning, and the background of the song, it make the students communicate passively with learning and singing the song. They also learnt, grammar, linking verb, and English accent. The writer concludes in order to answer research question number two dealing with the university students' perceptions on the use of Smule joint singing pop song through online media to improve their understanding English for intercultural communication, the writer also sum up that the Smule was able to enhance students' speaking skill, students' English accent, and intercultural communications. Finally, the writer suggestions declared that the Smule could be used as the teaching method for the teacher especially for recognizing intercultural communication, understanding new accent, and accommodating students' interest to take part in the teaching and learning processes.

Keywords: *intercultural communication, online media, Smule*

INTRODUCTION

Communication and culture are two elements that support each other. The culture in which individuals socialise also determines how they will communicate. Hall and Chen (2009, p. 45) stated that in order to understand intercultural differences, it is necessary to examine the communication behaviors of societies of cultures. Intercultural communication is a significant goal of intercultural contact and, as such, has been widely examined. It generally takes into consideration an ideal type of contact, requiring openness and empathy, and resulting in a deep understanding of the other. Thus, it can

be concluded that intercultural communication is the communication between people of different cultures and ethnicities.

According to Hall (1990), people who live within different cultures also have different skills of handling the information load. In our day, information is transferred by news media very swiftly. This increases the significance of news media in intercultural communication. Saying that the medium is the message, Fisher and Price (2011, p. 78) focuses on the medium changing people's frames of mind rather than the message. For this reason, both culture and communication are directly affected by the mediums used. The rapidly rising use of social media and its applications in our day turned it from being a communication tool into being a part of culture and communication. For this reason, it is very important to examine the effects of social media on the process of intercultural communication and cultural adaptation.

In Educational context, the development of technology could be used to improve students skill in learning English. For example, the use of Smule as of the product of technology especially online media that could be use to enhance EFL college learners' understanding English for intercultural communication. Smule as one of Social media, representing all of the web-based apps allowing individuals to interact at one another and providing a sharing environment for all kinds of content is produced by other media tools.

The study written by Yang (2015) entitled "Enhancing Intercultural Communication and Understanding: Team Translation Project as a Student Engagement Learning Approach". This paper resulted on a team project-based translation on Aboriginal culture designed to improve university students' intercultural communication competence and understanding through engaging in an interactive team translation project funded by the Australia-China Council. A selected group of Chinese speaking translation students took part in two Australian English books.

The second previous study written by Seyfi and Guven (2016) entitled "Influence of New Media on Intercultural Communication: An Example of An Erasmus Student". This study is to examine the influence of social media in the intercultural adaptation process of Erasmus students who came to Turkey for educational purposes. Complete analyses were designed using both qualitative and quantitative research methods. The last previous study written by Wang et al (2009) entitled "Smule : sonic media "An Intersection of the Mobile, Musical, And Social". They analysed about the implication of Smule toward the social interaction.

However, the previous studies did not investigate teacher's ways in implementing Smule in the online media. In this case, the teacher is discussing about the implementation of online media in teaching writing, not speaking. Furthermore, this study investigating the use of online media that is Smule to enhance intercultural communication. The writer discusses about how the teacher applies Smule joint pop song across the different culture and ethnics. It is covered in the paper entitled "Using Smue Joint Singing Pop Song Through Online Media to Enhance EFL College Learners' Understanding English For Intercultural Communication" (A Case study at a Private University in Ciamis West Java).

Related to the background of the study, the problem is formulated as follows:

1. How does the university students implement Smule joint singing pop song through online media to enhance their understanding English for intercultural communication?
2. What are university students' perceptions on the use of Smule joint singing pop song through online media to enhance their understanding English for intercultural communication?

LITERATURE REVIEW

An overview of culture

There are some definitions of culture. Different perspectives must be developed to understand it. Culture is a concept used in different meanings. Emphasizing it is the usage of the concept by different studies and each one has its own definitions depending on their perspectives (Zhang, 2007, p. 78). Cecen (2016, p. 4) said that every discipline puts forward various approaches about culture from their own perspectives. The concept of culture has such huge dimension that it cannot be expressed with only one definition. Therefore, it is very hard to conceptualize a definition that could be welcomed by everyone. However, it is commonly accepted that all the values and products build the culture altogether. Since its concept is considered to have many dimensions. Such definition mostly focuses on given features. However, it cannot be said that these definition attempts are successful.

The expert studies the style designed not only the content of the definition, but also its borders. The question of culture involves existence of people and their interactional territories. Some definitions and explanations make this question's different aspects known. This improvement sets the topic more complicated rather than making it a

whole (Hou, 2003, p. 46). The study examined some culture definitions, the basic one conceptualized by Tylor (1871), showed culture is a complex process consisting of information, art, traditions and other suchlike capabilities and habits owned by a man as a member of the society (Spitzberg, 2010, p. 12). Culture is a learned set of given interpretations about beliefs, values, norms, and social practices, influencing the behaviours of a relatively large group of people (Lustig and Koester, 2006, p. 25). According to Güngör, culture came up from people attempts who live in a community together for various life solved-problemse. Some of these solution become the community property by being steady, and culture consists of them. there are various instruments containing the sustainability of culture. It means that today the best instrument is mass media (Gudykunst, Hammer, & Wiseman, 2017, p. 18).

The influence of mass media are both wide and limited. They are wide because it has an important role in all the fields. Thus, mass media is important for the daily life, these effects are limited since there are many cultural experience sources. According to Fantini (2005, p. 94), communication is culture. Making communication at the main culture's definition, Habermas observes symbolic process as well as the relation between these activities and their symbolic environment. According to Habermas (2011, p. 3), communication is derived from the transfer and renewal of cultural information, the social integration and grouping, personal identities and identifications. Culture and communication are concepts with deep relations at one another. Therefore, they affect each other.

The individual culture socialises and also determines how to communicate. Each community has a cultural feature that forms "authentically" and live in. Aforementioned culture and cultural setting consists of all life fields, such as the economic, social and political area. Despite of mass media development which is getting globalized, culture has become a meta that is produced and marketed. Culture and media products, are exported to countries that can not produce mass media instruments by developing countries that can not produce them (Chen, 2009, p. 46). The effect of media comes not only from its content. Each element which is embedded in the text contributes to the interaction while the content is being transferred. There are background details in the profundity of the text. Attitudes and habits of heroes and even the objects they use in movies or in media texts affect audience. Behaviour patterns that are embedded in this kind of detail, which are thought to have a lesser effect, actually make a genuine change of modelling.

The dimension of cultural change is substantially embedded in these background details since a dominant culture-related structure is formed in these background details, and given information is offered within the integrity of this structure. Messages that are emitted from mass media provide the dominant culture to prevail over other cultures and to manufacture consent or its adaptation (Dodd, 2008, p. 72). To put it in another way, mass media plays a key role for intercultural sustainable communication and contributes to intercultural adaptation.

Intercultural Communication and Cultural Adaptation

Giving the explanation of intercultural communication, communication must be perceived as a multi-dimensional process, rather than only an act. Communication must be defined considering the cultural features of individuals involved (Kartari, 2014, p. 75). Having used the concept of intercultural communication for the first time, Hall (2013, P. 5) reveals important data to figure out cultural differences with the Information Systems Theory (Kartari, 2014, p. 75). Kartari (2014, p. 75) categorises human activities as ten core messaging systems; being interaction, association, subsistence, bisexuality, territoriality, temporality, learning and acquisition, play, defence and exploitation. Hall (1990) shows that over the first two systems of the theory, interaction is at the centre of the culture universe, also stating that the most complex and at the same time most institutionalised communal life sustained by living beings belonging to humans. To sum up, intercultural communication is the “communication between people of different cultures and ethnicities” (Neuliep, 2014, p. 12).

Intercultural communication is a intention of intercultural contact and, as such, has been widely examined. It generally considers an ideal type of contact that requires openness and empathy, and resulting in a deep understanding of the other (Billingmeirer & Forman, 2015, p. 76). Intercultural dialogue is a process consisting an open and respectful exchange or interaction among individuals, groups and organisations with different cultural backgrounds or world views. The aims are as follows: to develop a deeper understanding of diverse perspectives and practices; to increase participation and the freedom and ability to make choices; to foster equality; to enhance creative processes.

There are many cultural components affecting intercultural communication. Generally, they are values and norms, social scenarios and roles, ethnocentrism,

uncertainty and anxiety, conventional thoughts and prejudices (Chen, 2009, p. 63). These elements that affect intercultural communication naturally expose the necessity of questioning the competency of intercultural communication. With the effect of globalisation process, on the one hand, borders are eliminated, but on the other, the world disintegrates even more. In its process, on the basis of intercultural dialogue and intercultural communication, the concept of intercultural communication competence is getting even more vital (Chen, 2009, p. 63). According to Wiemann communication competence is the ability of an individual participating in interaction to choose the most appropriate communication behaviour among the possible choices within the present conditions in order to reach the objectives of both parties during interaction.

Communication comprises two functions in acculturation/adaptation process. They are interindividual communication and mass communication. Individuals with a new community know almost nothing about to acquire knowledge about basic needs in daily life, such as – in the first place – the language of that community, behavioural patterns, clothing, arts, activities, shopping places and food. If they can fulfill the aforementioned needs, these individuals will mainly choose to communicate with the members from their own country. However, information that requires to be learned urgently via interindividual communication about this foreign community may not be learned due to problems deriving from both the newly-arrived person and the individual who will provide that information. In this stage, a communication alternative which is more compatible with a newly-arrived person's psychological state comes in advance (Zhang, 2007, p. 96).

The nature of Smule

The communication media tool is expanding on purpose based on non-verbal interactive music from mass media. We create technology, design, and engineering as well as the resulting implications for global social communication and a new aesthetic for collaborative musical engagement within this framework.

Smule a company designing and implementing tools to facilitate such musical social intercourse provides a unique platform for research with a unique potential to bring its visions to a wide population. In the first six months since Smule's inception, it has reached a user base of more than one million iPhone owners. Smule demonstrates that, through mobile, sonic, social means is possible to effect immediate penetrations on a massive scale, creating global communities overnight.

Furthermore, Khoiriyah, Waris, & Juhansar (2019, p. 34) stated that there were some steps in implementing Smule. First, to sing karaoke using Smule application, the user should sing his/her lyrics part. If user sings as solo, the lyrics will not have different colour. Meanwhile, for the collaboration singing, the user will be directed to sing the blue lyrics part, the partner of duet will be directed to sing the grey lyrics part, and orange for singing the lyrics together. If the user sings the song properly, such as good in the intonation, stars show how excellent the intonation appear when singing. People are free to choose what song they want to sing whether it is local or international songs. Second, using headphones for conducting Smule. Third, minimize reverb (reverb is that echo sound that heard by the Smuler). These all the steps in conducting Smule that could be used to improve students' pronunciation, intercultural communications, and students' self confidence.

In addition, Khoiriyah et al., (2019, p. 36) also stated there are several advantage features of Smule application that one can use to sing a song. The first is self-recording option with video. Smule application is not only audio recording but also video recording application. User can use video filter to make his/her face looks brighter when he/she is recording his/her video. Second, sing like a star with audio effect. The users having bad voice do not need to worry when they would like to sing because Smule application provides professional features to edit voice easily. Users can edit their own voice by applying effects which is available as they need. Third, share on the global platform. Some persons have social media to inform their activity to their social media's friends. They may share or promote themselves, as they have ability to sing. They could record their voice and video when they are singing and then share it globally through social media, like Facebook, Twitter, Instagram, and WhatsApp Messenger. Fourth, duet with featured artists. It becomes prior feature of Smule application to sing karaoke with many artists without meeting directly. It is a prior feature where other application does not. Fifth, collaboration with the original singer. Smule application presents different experience by providing collaboration singing with the original singer. It makes the singer fans can sing together with their favorite singer.

METHOD

Case study was applied in this research. Yin (2014) underlined the power of high-quality case study research that focused on rigour, validity, and reliability. Clearly a proponent for case study research, Yin (2014) openly addresses its enduring criticisms

as a methodology and persuades the researcher to carefully consider whether a case study is the most appropriate method for their inquiry project. This method was used to investigate the phenomenon in this study using Smule's joint singing pop song through online media to build EFL college learners' understanding English for intercultural communication.

FINDINGS AND DISCUSSION

The finding of this study closely reflected previous study, like the one conducted by Yang (2009) entitled :Enhancing Intercultural Communication and Understanding: Team Translation Project as a Student Engagement Learning Approach.

The previous study was similar with the recent research proposal in which both of the study focus on enhancing students intercultural communication through the use of online media. However, the previous study did not investigate teacher's ways in implementing the online media. Furthermore, this study fill the gap by investigating the use of online media that is Smule to enhance intercultural communication.

The second previous study was conducted by Seyfi and Guven (2016) entitled :the influence of online media on intercultural communication: An example of an Erasmus student. The previous study showed that the online media contributes on students intercultural communication. He states that the use of online media enhance students communication skill. The similarity of the study with the present research proposal is both of the study focus on intercultural communication. However, the students perception was not investigated. It is the gap that will be investigated by the writer in this research proposal.

The subsequent point to be discussed was social media and intercultural communication. Social media representing all of the web-based applications enabling individuals to interact at one another providing a shared environment for all contents produced by other media. Anthony Mayfield sorts social media types as blogs, microblogs, social networks, wikies, podcasts, forums and content groups. Social networks enable people to communicate with their friends and share contents by using their own personal websites. Websites like Facebook, Myspace, Wikipedia, Apple iTunes, YouTube and Twitter are examples of social networks (Leeman and ledoux, 2003, p. 96).

In community life, media plays an important role and has different effects on society. In our day, the youth, in particular communicate online (93%) and (63%) of

the youth is online every day, indicates the power of social media within a society. From this aspect, social media is getting naturally a channel not only for personal or organisational communication, but also for social communication. In addition, social media expands and increases its activity every single day. In other words, apart from popular applications, such as Facebook and Twitter, social media operates within daily life in various ways (Kim, 2011, p. 36).

CONCLUSIONS

This study investigated questions on students' ways in implementing Smule joint singing pop song through online media to enhance students' understanding English for intercultural communication and university students' perceptions on the use of Smule' joint singing pop song through online media to enhance their understanding English for intercultural communication, the writer drawn the conclusions with reference to the research question above.

In responding the first research question, the writer concluded that there were some step conducted by the students. The first step is downloading the application of Smule on the on the playstore. The second was determining the appropriate song that would be sung. Finally, the third was conducting song with the original singer. In addition, the students understanding for English intercultural communication was gained when the students learnt about the lyric, meaning, and the background of the song, it make the students communicate passively with learning and singing the song. They also learnt, grammar, linking verb, and English accent.

In conclusion, based on the data from questionnaire in order to answer the second research question on the university students' perceptions on the use of Smule' joint singing pop song through online media to enhance their understanding English for intercultural communication, it is concluded that the use of Smule was able to enhance students' speaking skill, students' English accent, and intercultural communications.

On the finding and the scope of this study, the writer put forwards some suggestions to the other researchers who are interested to this topic. As stated earlier, this study focused on the analysis from the data of the use of Smule students' speaking skill, students' English accent, and intercultural communications. On the other hand, this study attempted to apply Smule in education field.

This study is expected be a new tool for the English teachers giving the joyful situation as the way to reduce the students' boredom in the classroom. Thus, Smule

could be utilized for the teacher especially to recognize intercultural communication, recognize new accent, and invite students' interest to join the teaching and learning processes.

Based on result of this study, most students enjoyed and have fun of joining the teaching learning process related to learn English using Smule. Thus, this study is expected be a good news for the students in relation to assist them to enjoy their teaching and learning atmosphere in the class.

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