Perceptions of Students Academy of Language Studies on Malay Language Learning in New Media

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Abstract

The development of information and communication technology has typically made it easier for information that b received quickly through the uses of devices such as laptops or smartphones that have internet access. New media is gaining more attention in society as many parties have opened their eyes to the importance of new media. New media is not only an alternative field of communication, but also of interest to other fields such as education field. New media also serves as a platform that imparts learning knowledge. TikTok and Instagram have become mediums for users to upload learning videos for their followers. This study was conducted to identify and analyze the perceptions of Academy of Language Studies, UiTM students on Malay language learning in new media. This study focuses on students of LG241, which is the Malay Language Professional Communication program. This study used a questionnaire form instrument distributed to 30 students consisting of 17 female students and 13 male students. This study uses the Technology Acceptance Model (TAM) theory by Davis (1989). This theory emphasizes four factors, namely usability factor, usefulness factor, personal and social network, and relevance. The results of the study found that most students can accept the learning of Malay language in new the media.

Keywords: [Perceptions, learning, Malay language, new media, Technology Acceptance Model]

Introduction

Progress rapidly technology information and communication already facilitate information received quickly using devices such as laptops or smartphones who have internet access. In line with the development of new media technology on time now, existence various site sharing videos seen very important for support process learning based videos (Sazanah Dr Ali etc al., 2019). Progress technology communication the media new in current modernity regularly no able immediately improve users for explore media new (Ika Destiana, Ali Salman & Helmi Rahim, 2013). According to Fatin Fatinah Manap and Aidah Abdul Karim (2017), new media can be defined as a group of applications built based on ideology and technology Web 2.0. Media new increasingly got attention in society since epidemic pandemic COVID-19 attacked the whole the world. Everything shapes a job and learning needs done using material technology.

Now, society is more exposed to a digital-based lifestyle. According to Kop (2011), internet technology viewed from the educational aspect has contributed the biggest change in learning in terms of delivery and learning content without borders. Various new media applications can apply in teaching and learning no count learning formal or no formal. Newspapers daily often display news about new media that can trigger revolutionary change in learning. According to the Utusan Malaysia daily newspaper dated 25 October 2020, presents the news 'TikTok as an educational medium'.

TikTok is a medium for giving birth more many generations which are creative and innovative. Many at circle users TikTok which using platform concerned for produce videos learning. As example, a teacher language Malay, that is Teacher Zack Kirana.

The existence of the media new enable individuals to interact regularly virtually, get news of current issues, information and share social activities from inside and outside country and learning science (Mohd Fadhil Aziz & Mardzelah Makhsin, 2021). Clearly the media new put one markers level related by progress educational technology. If first learning knowledge can be found through materials reading or internet resources, but now learning knowledge has been widely shared in application the media new (Warning Mahmad, 2019).

Research this implemented for recognize for sure and analyze perception student to the learning of the Malay language in new media. This study focuses on five aspects that is acceptance, knowledge, interest, effectiveness and whole in use of new media. This can affect many parties so that it is not looking at easy against learning in the media new. Learning concerned is sharing videos related to something topic learning. Although however, this learning is informal because it is a one-on-one learning way However, in case examined regularly more deep learning this can give impact which positive to all parties.

Along with the development of technology in the era of globalization, so far there has been much research done related to the media new especially research learning. Ika Destiana, Ali Salman and Helmi Rahim (2013) conducted a study on acceptance the media social in circle student university at Palembang, Indonesia. Research this using a questionnaire design given to 298 undergraduate students young at Palembang which aged in estimate 17 to 25 year. Research this applying the Theory of Technology Acceptance Model by Davis (1989). This theory is the backbone main to show the acceptance of social media among university students. The results of the study found that the acceptance of social media is influenced by several factors like factor easy use, factor connection and network between personal and social which give effect significant upon acceptance and usage.

The next study by Farizah Hashim, Adenan Ayob, and Mohd Rosli Saludin (2018) showing influence the media social against fault grammar in Malay language essay writing by fifth year students. The objective of this study is to know for sure the view of the teacher based on influence the media social against fault grammar in writing as well as identifying how the teacher overcomes the error. This study conducted a survey through a questionnaire conducted to 35 respondents who consisting of Malay language teachers in Kuala Pilah District, Negeri Sembilan. The data acquired analyzed regularly descriptive for know for sure score min view teacher based on the influence of social media on grammatical errors in essay writing students' year five and identify the score min against way which identified for overcome problem the said. Research enables students and teachers through process teaching and facilitation which parallel by progress technology latest at aside no forget to dignify the language Malay results cooperation all parties.

Ugartini Magesvaran and Zamri Mahamod (2021) run research see application the media new which works as medium learning language Malay. The objective of this study is to identify the level of student readiness and the constraints faced by students when using the Google Meet application as a language learning medium Malay regularly in line at school secondary. Google Meet is wrong one deep application the media new and introduced by Ministry Education Malaysia (MOF). Research survey this is done regularly quantitative with involves a total of 181 students from two schools in Kulim district, Kedah. A pilot study was conducted against 30 students which not involved in research real for evaluate validity and reliability of research questionnaire instruments. The results of this study found that the epidemic The Covid-19 pandemic has brought about a major change in the education system in the implementation of PnP to involve students and teachers to explore technology for facilitating presentation learning.

Nuwee (2017) in his study already explore attitudes student Thai university on the use of the internet in learning English as a Second Language (ESL). Research this examine frequency of students using internet in learning language English, perception student against skills computer and factor which affecting usage internet. Research this using method quantitative and qualitative. Data quantitative analyzed by using deviation standards, and data qualitative regularly analysis content. Results of research show that students frequently access the internet at home and students are proficient in using technology applications. Results from interviews by students found that there are three influencing factors Internet usage, i.e., field of study, computer skills and geographical area. In

conclusion, the students have a positive attitude towards using the internet in learning language English.

Golnaz and Azizeh (2014) studied the use of the internet in the learning process English by students at Esfahan University of Technology and analyze the behavior and the problem of students who face the challenge of using the internet platform for teaching and online learning. This study has prepared a questionnaire for 100 undergraduate students at the selected university. As a result of this study, students agree that the internet is the best medium to increase language vocabulary English and grammar indirectly and this makes learning more attract and nature free as much 93% from student agree that internet help them learn language English. Therefore, this article focus on getting to know for sure perception student Academy Studies Language UiTM against learning Malay in the media new and analyze perception student Academy Studies Language UiTM against learning Malay in the media new.

Methods

The design of this study uses a quantitative study in the form of a survey that involves students studying the Malay language program at the university level. Study data this is obtained from a survey study, which is the preparation of a questionnaire as an instrument which already given to 30 student Academy Studies Language UiTM which consists of from students of course code LG241 of the Professional Communication Malay Language program. 30 student this consists of 17 students' girls and 13 students the man who the majority aged between 21 and 25 years. Students course code LG241 is selected as respondents because these students fully apply the Malay language in teaching and learning. Research in the form of questionnaires is often used in the research field because it meets all the aspects required by a researcher. According to Munn and Drever (1990), the use of questionnaires in data acquisition is the way that most way to collect and record data from respondents.

Instruments research divided into a name section, that is section demographics, parts A, B, C, D and E. All parts are mandatory for respondents to answer. Questions filled out using the medium of Google Form to make it easier for respondents to answer all question and facilitate researcher for get aware answer by faster. Each question which is detailed in each section measured by using a Five-Point Likert Scale consisting of strongly disagree, no agree, not sure, agree and strongly agree. Part A shows the acceptance aspect new media, part B aspects of knowledge in the use of new media, part C aspects interest learning in the media new, section D aspects effectiveness learning in new media and part E overall aspects of learning in the media new.

Theoretical Framework of the Study

Acceptance and use of new media through learning the Malay language in research this will be parsed with using the Technology Acceptance Model (Technology Acceptance Model) by Davis (1989). This is in line with the highlights of the study using the concept of Technology Acceptance Model to study internet acceptance and application in the media new.

A Technology Acceptance Model was designed to form into two levels. Factor that leading to ease of use, utility factors, personal and social networking and relevance is the initial level of individuals using or accessing new media. All four-enablers change this studied for see as far as where perception student to the learning of the Malay language in new media. Indirectly, every indicator which is found in theory can be linked by perception respondents.

Factor easy use (Perceived ease of use)

Ease of use factor refers to the extent to which individuals feel that using a certain system is easy to understand and not difficult to learn (Davis, 1989). In new media context, it can be concluded that the factors that lead to ease of use of this means that individuals do not need much effort either in terms of time or inner energy to learn usage the media new.

Factor usefulness (Perceived usefulness)

Utility refers to the extent to which the individual believes that using something a certain system will improve the work performance of the person (Davis, 1989). Based on the definition, the

dimension of usefulness can be seen in terms of increasing productivity and making work more effective.

Network between personal and social (Interpersonal and social networks)

Interpersonal and social networking refers to the use of new media as medium of communication, learning, socialization or association between family members, relatives advance, friends close and friends school/university, member politics or celebrities (Davis, 1989).

Connection (relevance)

Connection defined as far as where usage the media new correlated by the life of its use whether in the work environment, school, or society (Davis, 1989).

Result and Discussion

The results of the study found that the students' perception of learning the Malay language in new media gives a positive perspective to students. Through student feedback in form questionnaire show students can receive learning language Malay in the media new. Analysis findings This is discussed in 6 sections, that is section demographics, section A (aspect acceptance the media new), section B (aspect knowledge in new media), part C (aspects of interest in new media), part D (effectiveness aspects of new media) and part E (overall aspects of new media). The following is a table of Five Point Likert Scale for all the questionnaire questions given to students.

Table 1. Demographics

No.	Question	Percent (%)
1.	**Gender**	
	Men	43.3%
	Female	56.7%
2.	**Age**	
	18-20	16.7%
	21-25	70%
	26-30	13.3%
3.	Do students have facility tools device like the following: computer, computer lap, phone smart?	100%
4.	Do students have access to the internet?	100%

Based on Table 1 above, the demographics of the respondents consist of gender, age and questions related to devices and internet access. Male respondents or male students recorded a total of 43.3% equivalent to 13 people while respondent's female or student female note down sum as much as 56.7%, that is 17 people. Section age anyway show that respondents or student which aged in 21 to 25 year olds get the highest percentage, which is 70%. While the age range of 18 to 20 years as much as 16.7% and age groups 26 to 30 year as much as 13.3%. Section question anyway show that all of them student have device facilities and internet access facilities, which is a percentage of 100% for both questions.

Table 2. Students' Perception of New Media Acceptance

No	Question	SD	D	NS	A	SA	Min
1.	I have an interest in exploring new media applications.	-	1 (3.3%)	1 (3.3%)	21 (70.0%)	7 (23.3%)	4.13
2.	I have been using new media apps for a long time.	-	-	2 (6.6%)	15 (50.0%)	13 (43.3%)	4.36
3.	I get a lot of useful benefits when using new media.	-	-	1 (3.3%)	21 (70.0%)	8 (26.6%)	4.23
4.	Simple and interesting features in	-	1	-	22	7	

	new media increase my excitement.		(3.3%)		(73.3%)	(23.3%)	4.16
5.	I have been using new media apps like TikTok, YouTube, Instagram, Twitter, etc.	-	-	-	18 (60.0%)	12 (40.0%)	4.46
6.	It's easy for me to access new media applications through smartphones.		4 (13.3%)	1 (3.3%)	19 (63.3%)	6 (20.0%)	3.90
7.	I think that new media applications can make it easier for me to gain new knowledge.		2 (6.6%)	2 (6.6%)	19 (63.3%)	7 (23.3%)	4.03
	Total	-	8	7	135	60	4.18

Table 2 shows the results obtained from the questionnaire through section A which related by aspects acceptance student against the media new. This section explains that the highest total mean score, which is as much as 4.18. Things this shows that students are more likely to choose the agree scale and the strongly scale agree This aspect of new media acceptance explains that students can accept new media medium in learning and life. Most students choose to agree on an interest in exploring new media and have used the medium new media over a long period of time. Technologies embodied in new media make many users interested in exploring and using it.

In general, this section shows the respondents, namely university students using new media for learning purposes. This can be linked to the Technology Acceptance Model by Davis (1989) which states that ease of use factors causes users to accept media technology. Davis (1989) also stated that a particular technology or system does not require much effort either in terms of time or energy in learning the use of new media. It is clear that students, that is as new media users, agree with the new media acceptance aspect.

Table 3. Students' perception of knowledge aspects in the use of new media

No	Question	SD	D	NS	A	SA	Min
1.	I have a new media app account like TikTok, YouTube, Instagram, Twitter, etc.	-	2 (6.6%)	-	23 (76.7%)	5 (16.6%)	4.03
2.	I often upload pictures or videos in new media accounts.	-	5 (16.6%)	2 (6.6%)	13 (43.3%)	10 (33.3%)	3.93
3.	I use new media applications at least 8 hours a day.	-	3 (10.0%)	6 (20.0%)	17 (56.6%)	4 (13.3%)	3.73
4.	I often see Malay language learning videos available in new media.	-	5 (16.6%)	3 (10.0%)	20 (66.6%)	2 (6.6%)	3.63
5.	I am knowledgeable to find Malay language learning videos in new media.	-	2 (6.6%)	2 (6.6%)	21 (70.0%)	5 (16.6%)	3.96
6.	I am wise to divide the time watching learning videos and social stuff in new media.	-	-	3 (10.0%)	23 (76.6%)	4 (13.3%)	4.03
7.	I think that new media applications are an easy medium to convey learning knowledge.	-	1 (3.3%)	3 (10.0%)	19 (63.3%)	7 (23.3%)	4.06
	Total	-	18	19	136	33	3.90

Table 3 above shows the results of the questionnaire part B, i.e., aspects of knowledge in the use of new media. This section states the total score mean of 3.90. This shows that students are more likely to choose the agreed scale. This aspect explains that students have existing knowledge of usage the media new. By that, students no have difficulty to looking for learning material. Based on the survey questionnaire, students agree that they have knowledge in exploring learning videos especially in Malay. Students also agree that they can divide the time by watching videos, learning and matter

social in new media.

In general, the aspects of part A and part B have a relationship where students can accept new media because they have knowledge in using new media. Thus, this can be linked to the Technology Acceptance Model. Davis (1989), argue that technology or media technology is a mechanism that is easy to use and no difficult for studied. Students can apply existing new media knowledge in finding Malay language learning materials. Be found various material learning which served by users the media new at in addition to conveying knowledge and information to users which another.

Table 4. Students' perception of aspects of interest in learning Malay in new media

No	Question	SD	D	NS	A	SA	Min
1.	I am interested in seeing videos based on Malay language learning in new media. more	-	2 (6.6%)	-	21 (70.0%)	7 (23.3%)	4.1
2.	I think that it is easy to understand certain content in learning Malay in new media.	-	2 (6.6%)	5 (16.6%)	19 (63.3%)	4 (13.3%)	3.83
3.	I am open to sharing Malay language learning videos with my friends.	-	3 (10.0%)	4 (13.3%)	19 (63.3%)	4 (13.3%)	3.80
4.	I think that there is new knowledge gained after watching Malay language learning videos in new media.	-	-	2 (6.6%)	22 (73.3%)	6 (20.0%)	4.13
5.	I am more enthusiastic and excited to see other Malay language learning videos in new media.	-	1 (3.3%)	1 (3.3%)	21 (70.0%)	7 (23.3%)	4.13
6.	I see many new media users who are creative and innovative in producing learning videos.	-	1 (3.3%)	-	23 (76.6%)	6 (20.0%)	4.13
7.	I think that the video shared is simple but packed with knowledge.	-	1 (3.3%)	2 (6.6%)	22 (73.3%)	5 (16.6%)	4.03
	Total	-	10	14	147	39	4.02

Table 4 above shows the results of the questionnaire part C, which is the aspect of interest in learning Malay in new media. This section states that the total mean score is 4.02. This shows that students are more likely to choose the agree scale as an answer option. This aspect explains that students have an interest in finding or exploring Malay language learning materials in new media. Through the medium of TikTok and Instagram, there are many users who often upload videos related to learning Malay such as grammar topics, building sentences and spelling mistakes. Indirectly, users of the medium are also eager to watch and learn from the videos displayed. This can be proven through the answer space provided by students in the questionnaire.

New media is a free space used by many groups in society. The user is free to determine the choice to use the application found in the new media. Indirectly, this convenience and freedom can attract more new media users. This can be linked to the Technology Acceptance Model by Davis (1989) which states that technology is a network between personal and social. Students can use new media as a medium for personal use, socializing, seeking knowledge and so on. Respondents or students use new media to find Malay language learning videos to gain additional knowledge.

Table 5. Students' Perception of the Effectiveness of Malay Language Learning in New Media

No	Question	SD	D	NS	A	SA	Min
1.	I think that new media has a positive effect on consumers.	-	2 (6.6%)	4 (13.3%)	21 (70.0%)	3 (10.0%)	3.83
2.	I think that the new media is the right platform to share Malay learning	-	-	2 (6.6%)	21 (70.0%)	7 (23.3%)	4.16

No	Question	SD	D	NS	A	SA	Min
	knowledge.						
3.	I am more sensitive to grammatical mistakes that are often made in Malay.	-	1 (3.3%)	2 (6.6%)	23 (76.6%)	4 (13.3%)	4.00
4.	I can distinguish right and wrong things in grammar as shown by Teacher Zack Kirana on the TikTok application.	-	1 (3.3%)	1 (3.3%)	21 (70.0%)	7 (23.3%)	4.13
5.	I can find out the correct spelling after watching Malay language learning videos in new media.	-	1 (3.3%)	1 (3.3%)	21 (70.0%)	7 (23.3%)	4.13
6.	I am more confident to construct sentences correctly after watching Malay language learning videos in new media.	-	1 (3.3%)	3 (10.0%)	22 (73.3%)	4 (13.3%)	1 (3.3%)
7.	I am more excited to find and access Malay language learning in other applications.	-	2 (6.6%)	2 (6.6%)	21 (70.0%)	5 (16.6%)	3.96
	Total	-	8	15	150	37	4.02

Table 5 above shows the results of the questionnaire part D, which is the effectiveness aspect of learning Malay in new media. This section states that the total mean score is 4.02. This shows that students are more likely to choose the agree scale as an answer option. This aspect explains that new media shows a positive angle to users. This is seen from the student responses in the questionnaire. Students agree that new media is the right platform to convey and gain knowledge of Malay language learning. Through the students' responses, they also showed an increase in knowledge of learning the Malay language. If new media is used as a place to find knowledge, it will have a good and positive effect on users.

This can be linked to the Technology Acceptance Model by Davis (1989). One of the factors in this theory is expediency. Davis (1989) explained that technology can improve the performance of a user. Through the students' responses in the questionnaire, the majority agreed to gain knowledge of grammar in new media. For example, one TikTok user who often uploads Malay language learning videos, namely Teacher Zack Kirana, received positive praise in the comment section. Teacher Zack Kirana often shares Malay spelling mistakes so that it gets the attention of TikTok users. The video that was uploaded once reached more than 500 thousand views. Students can benefit and improve their knowledge after watching Malay language learning videos in new media.

Table 6. Students' Perception of the Overall Aspect of Malay Language Learning in New Media

No	Question	SD	D	NS	A	SA	Min
1.	I think that students only need to pay the cost of the internet to get knowledge of the Malay language.	-	3 (10.0%)	4 (13.3%)	19 (63.3%)	4 (13.3%)	3.80
2.	I think that new media can be a medium to channel knowledge to users.	-	-	1 (3.3%)	23 (76.6%)	8 (20.0%)	4.16
3.	I think that new media has a lot of benefits if used properly.	-	-	-	22 (73.3%)	8 (26.6%)	4.26
4.	I think that new media can be used as a medium to hone the skills of video making.	-	-	2 (6.6%)	21 (70.0%)	7 (23.3%)	4.16
5.	I think that new media can be used as a platform to earn a side income.	-	1 (3.3%)	4 (13.3%)	19 (63.3%)	6 (20.0%)	3.86
6.	I think that it is easier to understand	-	2	1	20	7	

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Malay language learning through simple videos than reading material.		(6.6%)	(3.3%)	(66.6%)	(23.3%)	4.06
7. I think that all parties need to explore learning in new media.	-		3 (10.0%)	21 (70.0%)	6 (20.0%)	4.10
Total	-	6	15	145	44	4.05

Table 6 above shows the results of the questionnaire form part E, i.e., aspects whole learning language Malay in the media new. Section this state sum score min is as much as 4.05. Things this shows students tend to choose the agree scale as an answer choice. This aspect explains in detail students' overall perception of Malay language learning in new media. Aspects of this include the access process to the internet, use of new media, benefit the media new, results from the media new etc. Almost all the students agree that new media can not only be used to socialize, but various useful knowledge can be obtained. Students also agree that all parties do not matter level age needs explore learning in the media new. This can link to the Technology Acceptance Model by Davis (1989). One of the factors in this theory is the connection or relevance. Davis (1989) explains that usage of the media new can correlated by life a whole day user.

Things this regularly not directly show the media new can be an alternative or savior of users to do daily work. For example, students who are not able to attend face-to-face classes due to the Covid-19 pandemic, but students can continue learning online. Various applications available in new media to be used as an alternative. The technology system or new media itself will remain relevant if used by all parties equally comprehensively.

Conclusion

In conclusion, this study found that students tend to do something based on knowledge and interest. Students are more interested and interested to learn Malay language learning in new media. This is because the students are indeed already using platform the media new for activity social or interact in virtual. Students can use the time and opportunities available for exploring learning in the media new. Media new often display video sharing learning especially the Malay language by user's new media or among teachers. Learning Malay in new media is an element which is easy to understand and not difficult to learn. The researcher hopes that this study can open many eyes parties to explore learning in the media new.

By no means directly, users and followers in the media know of benefits and goodness and don't waste time browsing useless things. This research too gives spirit to the teachers for tamer in explore digital based learning. This will have an impact and give birth to a generation that will come which is more creative and innovate.

Acknowledgments

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