

GLOCALIZATION OF ENGLISH LEARNING IN THE GENERATION Z COMMUNITIES AMONG ENGLISH LEARNERS IN SOLO CITY

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ABSTRACT

This research discusses the phenomenon of the glocalization of Generation Z in learning English among English learners especially in Solo city. The effect of globalization for Gen Z where they were born and grow along with the development of technology. The purpose of this research was to find out and understanding the glocalization of English learning in the generation Z communities among English learners in Solo city. The approach used was a quantitative approach with a descriptive method. The data collection technique used were observation, interviews, documentation study, with data collection tools in the form of observation, questioner, interview, and documentation. Research findings showed that the glocalization of technological developments is very influential for generation Z in shaping self-identity in this era. It can be seen from the English learners in Solo city did not leaving the mother language although learning a foreign language. Based on the observations, interviews and documentations that the researcher carried out that through the innovation of technology can make the emotional closeness created by the learners and will be able to compete and introduce their local culture to the international world. From the result of the research that the glocalization of learning English still need to improved by balancing the use of global languages and local languages. Like as learning English use local culture. So that, in the future it is expected that there will be internationalization of local Indonesian culture.

Keywords : Glocalization, English Learning, Generation Z

INTRODUCTION

One of the impacts of globalization on nations in the world is glocalization, which can be interpreted as a symptomatic process resulting from the meeting of two elements, namely global elements and glocal elements in life. From the glocal conditions like this a popular slogan emerged: Think globally, act locally (Pakir, 2000), which is general express that the society's attitude to open ourselves to global ideas flows through high technology communications networks, while still on the local values in own cultures.

The influence of the era of globalization has made learning English is compulsory. English is international language that has been used in several aspects of

life. It can not be denied that English belongs to all nations who use it, not only the native speaker. As pointed out by Smith (2005) that language represents cultural values and views of the world.

Many generation names based on the birth of year such as Gen X, Y, Millennials and Gen Z. In this study, the researcher focused on the Generation Z, which this generation was born in 1997 to 2012. Now they are between 12 and 26 years old. This Generation grow in a digital era that the continues to grow broad access to technological tools like as smartphones, tablets, and the internet. They are very easy to use of social media, streaming services, and online communication platforms. Generation Z learning English has a variety, not focused on the future. Gen Z like English because their favourite movies, songs and wants to meet their idols. Generation Z is very familiar with the technology, everything they need can be searched via the websites. There are many kinds of English learning applications based on the needs. According to Gen Z, they use of learning media from the applications help them to improve their skill and abilities. From the explanations above, the researcher want to explore how about the glocalization of learning English in the generation Z communities among English learners in Solo city. With the English as a global language, does Generation Z still maintain the culture? Here, the researcher want to know about the glocalization of Gen Z in learning English, need to analyzed from the speaking style and learning English style.

LITERARY REVIEWS

Glocalization is formed by two terms, globalization and local. It means that the term "glocalization" can not be separated from "globalization". Glocalization is commonly a term utilized to refer to the modification of a global product to meet local needs and norms (Lusianov, 2020). The term of glocalization connects to the global and local together or a blend of local and global. Patel & Lynch (2013) emphasizes glocalization is a good decription of blending and connecting the local and global contexts while maintaining the significant contributions of the different cultural communities. It caused of the education national indonesia is multiethnic.

Thomas Friedman said that glocalization as a cultural capability (local) when it meets other string cultures (global), it will absorb the influences and naturally enter then enrich the local culture and reject things that are strange.

One of the medium in process of glocalization is language. Use of the language can bring the emotions of global products closer to a local. So that the implication of glocalization in English learning is a suitable strategy to be applied in education. . It caused of the education national indonesia is multietnic. Thomas Friedman said that glocalization as a cultural capability (local) when it meets other string cultures (global), it will absorb the influences and naturally enter then enrich the local culture and reject things that are strange.

Many original generation was developed in our environment due to globalization such as Generation X, Generation Y, Digital, Millenial, Generation Z. According to Ryder in his book (Budianti, 2018) that the term " generation" refers tp a group of people who have the same responsibilities and time. The lineage of generation can be seen from the year of the birth, therefore a Generation is a group of people who can recognize each other based on their year birth, gender, location, and similar traits that influence their quality of life. Generation Z is the generation which is born from 1997 to 2010. Generation Z is currently in formal education, both school and college, as well as the business world. Generation Z was born early of the 21th century who are familiar with technology and internet. Generation Z is a generation that also be called digital natives that as the N-(for Net) and D- (for Digital) (Prensky, 2001: 2). It means that the generation Z has absorbed benefits of the technology faster that the millenial generation. It can be said that Generation Z was born in an era when technology was already grew up.

The resarch of glocalization of English learning has been done by I Ketut Seken (2015) from Ganesha University of Education. He focused on the teaching local English under the national culture.The result of this study that the teaching of glocal English in the schools can prevents the students from the negative impact of the foreign culture that the language may contain. The other research is done by Maryam Gusti Maya (2023) from UIN Ar-Raniry Banda Aceh. She writes exploring diffrences in English learning strategies between millenial and Gen Z. This study

focused on motivation, experience and individual preferences. The results showed that Gen Z students rely on smartphone for learning English, believing that self learning is essential. Millennial students are more experiential learning, trusting the process, and struggle. This study suggests that English educators and researchers should use varied methods for Gen Z and understand the contemporary character of Gen Z. The next researcher also done by Lalila Ulsi Qodriani and M. Yuseano Kardiansyah (2017). They focused on the globalization English learning in the Electronic School Book Curriculum 2013 "When English Rings a Bell". Based on the result of the study that the globalization in English learning have positive impact and need it is very useful to achieve the goals. From all the previous studies, all of them different in the object of the study. Here, the researcher focused on the globalization English learning in Generation Z.

RESEARCH METHOD

In this study, the type of research method used is qualitative descriptive research. The data in this research are students in Surakarta who study at UIN Raden Mas Said Surakarta, UNS and UMS English Education department. The researcher used purposive sampling in this research. Creswell (2015:407) suggests that purposive sampling is a sampling technique that researchers choose in selecting individuals and places to study because they can understand the phenomenon in this study. The subjects of this research are 30 students. It taken from 10 students of UIN Raden Mas Said Surakarta, 10 students from Muhammadiyah University of Surakarta (UMS) and 10 students from Sebelas Maret University of Surakarta (UNS).

The source of the data in this study is taken from questionnaires, interviews conducted on Generation Z in learning English, especially students in the city of Surakarta English education department at UIN Raden Mas Said Surakarta, UNS, and UMS which are also called respondents. This research is also complemented by secondary data sources taken from journals, thesis, and books as references. In collecting data, the researcher used questionnaires, interviews and documentations.

The data analysis used data collection, data reduction, data display, and drawing conclusion.

DATA ANALYSIS

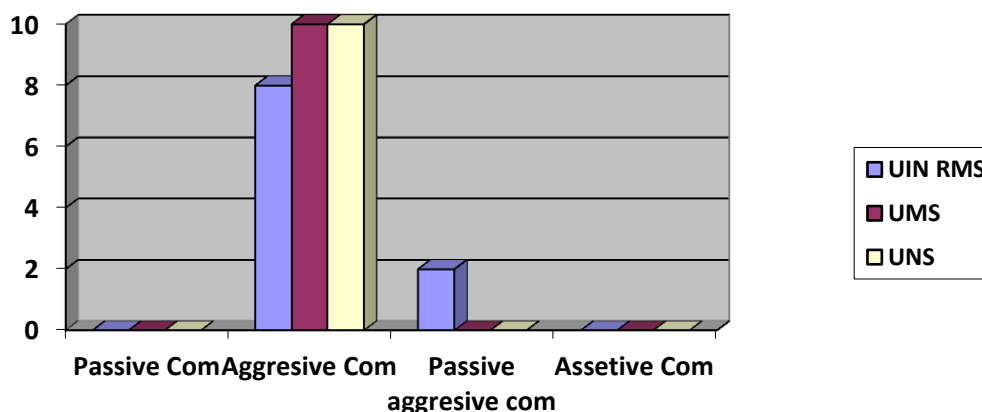
Based on the result of analysis that the glocalization of English learning in Gen Z communities among English learners in Solo city have conducted in 3 of universities in Surakarta such as UIN Raden Mas Surakarta, UMS Surakarta, UNS Surakarta. To know about the glocalization among them, the researcher identified from the communication and English learning style.

1. Communication Styles

(Bourne : 1995) informed that communication style consist if passive communication, aggressive communication, passive-aggressive communication, and assetive communication.

Based on the interviews, the communication style by the Generation Z is aggressive communication. It means that this style complete opposite of passive communication. It involves loud, demanding and clear communication of what an individual wants or needs. It often involves attempt to dominateor control the environment or others according to personal demands.

Table 1. diagram of communication style



From the diagram above, it can be explained that the speaking style of Generation Z tends to be more formal and uses standard language. However after the

influence of globalization, the speaking style of Gen Z to be more relaxed and uses slang words. It caused of the global popular culture. Gen Z often uses English in daily conversation. A habit from the conversation, code mixing still often occurs. According to Artha (2019: 27) two kinds of code mixing:

a. Innercode- mixing

"Oh My God, aku durung ngerjakno discourse analysis"(Ky, Wednesday May 01, 2024, UIN RMS).

"Wow, dosene literature cool banget" (Nr, Wednesday, May 01 2024, UMS Surakarta).

"OMG, cuacane is very hot" (Nt, Wednesday, May 01 2024, UNS Surakarta).

The examples above is Inner code Mixing.in which happens because elements insertion from the original language with all its variation. It means that innner code mixing was happen in the conversation may the someone forgot the vocabulary or reflex to say that. If we saw from the conversations above,because it was happen in Surakarta So, it still in use Java language. It means that Gen Z used local language.

b. Outer code- mixing

"Aduh uangku habis, maybe next week ditransfer lagi" (By, Thursday, May 02 2024, UIN RMS)

"Bukunya ini recommeded sekali"(Si, Thursday, May 02 2024, UMS Surakarta)

" Gimana nih, phone battery low" (Yt, Thursday, May 02, 2024, UNS Surakarta)

Outer code mixing in which occurs because of elements insertion stemming from foreign language.

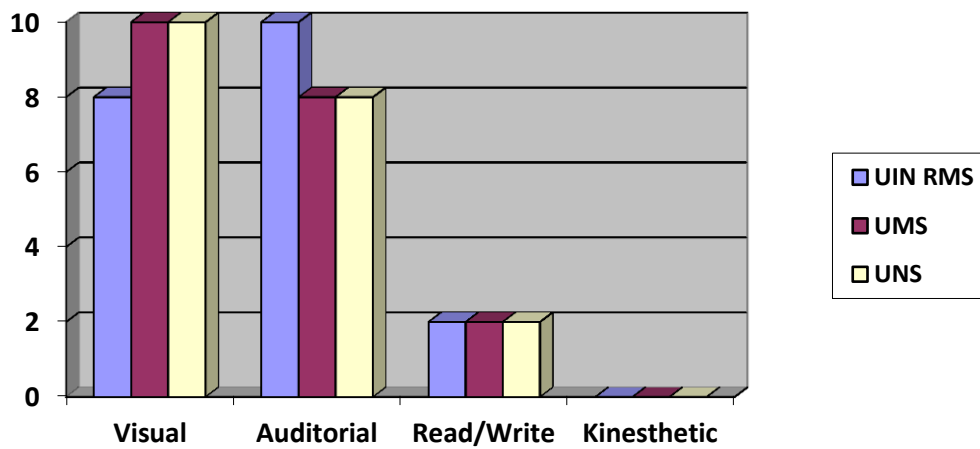
From all explanation, we can said that the speaking style of Generation Z more relax and used informal language. They often used trend word and popular among friends peers, it caused the effect of global culture foreign language.

2. English Learning Style

Fleming (2006) have identified some types of language learning style such visual, auditorial, read/write and kinethetic. The choice of learning style is strongly influenced by the nature of motivation for Generation Z.

Based on the interviews of Gen Z, the result of English leraning style can be described by diagram as under :

Table 2. diagram of learning English style



From the chart above can be described that one EFL used 2or 3 to learning of English. For example; the EFL from UIN RMS used 3 learning style such as visual, auditorial and read/write. The majority learning style have been used by English learners from 3 universities is visual and auditorial. Gen Z tends to prefer more interactive andvisual learning. They prefer to learn through video, gamification and content that can be accessed by online.

“I like watching youtube to complete the task” (Kn, Friday, 03 May 2024) from UIN RMS Surakarta.

“I always download application from play store to improve the skill” (Yr, Friday, 03 May 2024) from UMS Surakarta.

“I often watching from twitter or istagram account to get knowledge of English” (Km, Friday, 03 May 2024) from UNS Surakarta.

We know that Gen Z was born in digital era has developed. So from that, they got the benefits the technology. They found what they need. Due to the influence of technology global give the impact to Gen Z, they are constantly eagerly to learn how to put the new knowledge they acquire into practice in their daily lives. Socialmedia and heavy use of technology can help this generation's talent in good ways as well (Turner, 2015).

Foreign culture will influence a person's psychology and sociology towards the generation Z lifestyle. Gen Z is having progressive attitude, oriented towards to social action, reflected in the art and culture they consume or create. This is described as equality, diversity and sustainability. In the era of society 5.0 is very influence on the culture. Many of Gen Z know about the culture but they are reluctant to preserve it. Therefore, the existence of foreign culture entering the Gen Z will certainly cause a shift of art and cultural values themselves. They interested in the spread and fusion cultures through new perspectives related to changing values in society. So that, Gen Z can accept these cultural values as an interpretation of local culture through the development culture in the digital era.

From the analysis above that the glocalization of learning English in Gen Z is still low, it caused the influence of global culture entering the psychology and sociology of Generation Z. Become an English user with status second or foreign language and the same time as bilingual speakers, learners will develop two cultural systems in his mind at the same time: global culture and local culture. The two languages will become a medium for two cultural systems and will interact with each other. In this case, the local culture will developed and be facilitated by the use of English, in addition for global culture system will develop if be facilitated with use of Indonesian as first language.

CONCLUSION

Glocalization of language learning English as a foreign language is the answer to concerns and understanding regarding the possible eroded of cultural values nation's. It caused the influence of Western culture infiltrate through spread and

learning English. From the result of the research that the glocalization of learning English still need to improved the by blancing the use of global languages and local languages. Like as learning English use local culture.

Everything related to material involving Western culture must be carefully selected because of the material like this can be inappropriate or even contrary to local contexts. Global cultural concepts need to be introduced to students to solidify their skills in using English but always emphasizing respect for local language and culture, that is the learner's own culture and language. As well the same goes for learning methods, which too must be evaluated to fit the context local context.

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