STUDENTS’ NONVERBAL COMMUNICATION IN INSTAGRAM POST AT TENTH GRADE OF SMA NEGERI 1 CILEGON (2020)

KOMUNIKASI NONVERBAL SISWA DI POSTINGAN INSTAGRAM PADA KELAS SEPULUH SMA NEGERI 1 CILEGON (2020)

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Abstract: The objective of this research is to investigate the use of nonverbal communication by students of SMA Negeri 1 Kota Cilegon in Instagram post. The researcher used qualitative method with a case study as a research design. The participants of this research were the English teacher and the students of X IPS 1 at SMA Negeri 1 Cilegon. The students were asked to post their performance in Instagram. The researcher used observation to find out the types of nonverbal communication that mostly used by the students in their Instagram post. Meanwhile, questionnaires and interview were used to describe the English teacher’s and students’ responses on the use of nonverbal communication. The data analysis showed that the most occurred nonverbal communication was gesture. The English teacher and students also gave a positive response to the use of nonverbal communication in the students’ performance.

Keywords: nonverbal communication, Instagram, students’ performance


Kata Kunci: komunikasi nonverbal, Instagram, penampilan siswa
INTRODUCTION

Nonverbal communication is a process of sending a sign meaningfully in transferring information. It is supported by Knapp & Hall (2002: 78) that nonverbal communication refers to communication that is produced by some means other than words (eye contact, body language, or vocal cues, for example). As Varner (2005: 122) said, “some researchers maintain that face-to-face communication up to 93 percent of an oral message is communicated nonverbally and that the nonverbal elements are a much better indicator of the true meaning than the actual words are”. So, nonverbal is important to be learned and mastered to live this life well which means nonverbal also plays important role in the education side since students and teachers need a good communication both verbal and nonverbal to achieve the learning goal which started with a good deliver message in communication.

On this research, the researcher is interested to focus on kinesics that Burgoon (2009: 17) defined as facial expressions, gestures, postures, and eye movement. Regarded to the function and meaning, the researcher sure that those four elements have their role especially those used by students. Those elements which are facial expressions, gestures, postures and eye movements were already analyzed by using the instruments which were observation, questionnaire, and interview to find out the nonverbal used by students and the students and teacher response of it.

As the researcher faced in pre-service teaching period for about two months started on September 12th and finished on November 16th, 2018 at SMA Negeri 1 Cilegon, nonverbal communication often happens in the teaching and learning activities. One of teaching and learning activities is students need to practice their speaking skills which have been well known as one of the important aspects to measure their speaking ability. Nonverbal communication plays an important role to support their performance for example when they mumble words, shuffles his or her feet, they looked to the one of the audience and their hand pointed to them, etc.

On the other hand, the teacher does not give students knowledge of nonverbal. It is supported by Negi (2009: 107) saying that normally, teachers constantly clarify, explain or discuss ideas to their students only by verbal. It is might be because there still lack of enough research on nonverbal communication in teaching practice as stated on Bambaeeroo and Shokpour (2017: 58). It caused the teacher just taught them about pronunciation and fluency. So, the researcher found that some students are lack of understanding about the use of nonverbal communication.
while conducting a performance. It makes the way they deliver the message seems to be passive and unclear. Thus, the researcher asked the students to apply nonverbal communication in their performance.

The researcher made this research more interesting by integrating it with one of the famous social media, Instagram. A recent survey also affirmed that Instagram is still the most popular social media network for teenagers (Mansor & Rahim, 2017: 109). As it is an online mobile photo-sharing, video-sharing, and social networking service. Using Instagram in teaching and learning activity is an alternative way to apply 21st century skills. Therefore, this study seeks to reveal the students of SMA N 1 Cilegon’s experience in applying nonverbal communication especially by using Instagram as a tool in their learning activities.

THEORETICAL FRAMEWORK

Nonverbal Communication
According to Mandal (2014: 418), he stated that nonverbal behavior includes all communicative acts except speech. “Nonverbal communication is a channel of communication that is based on unspoken signals which has several channels to convey, such as facial expression, body language, posture and gesture, and other nonverbal cues” (Anh, 2017: 9). In fact, “some researchers maintain that face-to-face communication up to 93 percent of an oral message is communicated nonverbally and that the nonverbal elements are a much better indicator of the true meaning than the actual words are” (Varner, 2005: 176). Thus, non-verbal signals are crucial to be understood in face-to-face interactions, to interpret what is meant and hiding below the surface.

Jain and Choudhary (2011: 26) suggested that nonverbal communication through potentially one of the strongest modes of communication can act as a barrier to convey the intended message.

Finally, the researcher concludes based on Miller (2005: 64), he provides a rather simplistic view of nonverbal communication as communication without words. The types of nonverbal communication already explained deeper in the text below. So, the researcher did the observation regarded to those theories above about the use of communication without words called nonverbal communication to reveal whether nonverbal communication used by students of SMA N 1 Cilegon going well or not especially in kinesics elements which stated by Burgoon (2009: 9) consist of four types, facial expressions, gestures, postures, and eye movement.
Types of Nonverbal Communication

1) Facial expressions
Facial expressions convey a lot about what a person is thinking about, it tells us a particular meaning. Within the area include all those facial expressions that are involved parts of the face and mouth, nose, cheeks, chin, eyes, eyelids, eyebrows or forehead (Gordillo, 2011: 333). Facial expressions include smiling, showing anger, and many other facial expressions that describe feelings and words. It concluded that the face reveals much of our emotional disposition, and there are social messages involved in suppressing or expressing those emotions.

2) Gesture
According to Tabensky (2002: 24), gestures are movements of the body, especially the hands or arms that express an idea or emotion. In addition, Kirkegaard (2010: 44) stated that gestures are something that can accompany the verbal message and strengthen it but can also be used when expressing emotions and feelings. Lunenburg (2010: 1) claimed that people tend to gesture more when they are enthusiastic, excited, and energized. Actually, there are so many other gestures used to convey a message such as pointing, thumbs up, extending palm upfront to the face, etc. So, gestures are powerful tools of communication because there is something should be moved.

3) Posture
According to Lunenborg (2010: 2) states “One of posture cues is standing erect which generally interpreted as an indicator of self-confidence, while slouching conveys the opposite.” It means that posture is another widely used cue as to a person’s attitude.

4) Eye Movement
Eye movement is a movement of the eye that indicates something. It might happen when the speakers trying to remember or recall their thoughts. It is supported by Brown (2000: 263) eyes can signal interest, boredom, empathy, hostility, attraction, understanding, misunderstanding, and other messages.

As mentioned earlier and explained deeper above, so it is clear that nonverbal communication in kinesics elements divided into four types (facial expression, gesture, posture, eye movement) which each type has an important role and its meaning. Thus, the researcher applied several instruments to reveal it. The researcher did an observational checklist to analyze the frequency of the nonverbal types used by students which are facial expression, posture, gesture and eye movements.

INSTAGRAM
A recent survey affirmed that Instagram is still the most popular
social media network for teenagers (Mansor & Rahim, 2017: 134). Instagram is currently one of the most popular SNSs in the world with over 300 million active users (Instagram Press, 2015: 66). The focus Instagram is for users to post individual images or videos with a description on their profile, some 30 million images and videos are posted daily (Instagram Press, 2015: 205).

Since there is so much research about how powerful Instagram is, it makes the researcher used Instagram as a tool in this research. The researcher used Instagram as a template where the students able to post their speaking performance about the topic that they already learned. The researcher believes that using Instagram this research made it easier and interesting.

**RESEARCH METHOD**

**Research Design**
In this research, the researcher used a qualitative method. According to Cresswell (2008: 37), qualitative research is a means for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. Cresswell (2014: 4) also stated that qualitative research involves the studied use and collection of a variety of empirical materials (case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts) that describe routine and problematic moments and meaning in individuals’ life.

Therefore, the researcher used a case study as a research design. So, this research was focused on the detailed explanation and aimed to present in-depth information related to the students’ nonverbal communication used by students of SMA N 1 Cilegon class X IPS 1 in their Instagram post.

**The Site and Research Participant**
The site of this research is SMA Negeri 1 Cilegon. The research participants of this study are an English teacher and IPS1 class in 1st grade students during the second semester of SMA Negeri 1 Cilegon.

The site and participant are chosen because of two reasons. The first reason was that this place is the school where the researcher conducted pre-service teaching so it gave the researcher more access to conduct the research. The second reason was the syllabus that belongs to first grade is match toward this research focuses since there is a speaking practice session.

However, there were nine students displayed on this research as the 25% representative from 35 students of X IPS 1 at SMA Negeri
Cilegon. Those nine students chosen based on the representative of students which divided into three categorize those were low, average, and high. It is supported by Cohen, that purposive sampling as its name suggests, the sample has been chosen for a specific purpose (2007: 112).

Data Collection Technique
1. Observation
The researcher used observations as the technique and observational checklist as the instrument. The observation employed for answering the first research question, through the students’ post in Instagram to identify the types of nonverbal communication which the most used by students. The observational checklist consists of 4 items which designed to reveal the types of nonverbal communication. As Burgoon (2009: 9) said it divided into four types: 1) Facial expressions, 2) Eye movement, 3) Gesture, 4) Posture.
2. Questionnaire
Based on the question proposed in the first chapter, the data needs the responses of the students’ nonverbal communication used in their Instagram posts. Cohen Et. al (2007: 317), stated that the questionnaire is widely used in a useful instrument for collecting survey information, providing structured numerical data, and often being comparatively straight forward to analyze.

The questionnaire was a close-ended. So, the students only need to answer by choosing yes or no to get the possibility of the response whether positive or negative. To collect the data from a close-ended questionnaire, the researcher distributed the questionnaire sheet as an instrument which includes ten questions that revealed students’ responses toward the use of non-verbal communication in their speaking practice as the Instagram post.
3. Interview
Interview employed to triangulate the data and to gain in-depth answers about the responses of the students’ nonverbal communication used in Instagram post. The interviewee was an English teacher of SMA N 1 Cilegon. It considered since the researcher already conducted the questionnaire to the students so to get a balancing perception between teacher and students, the interview was conducted with the English teacher.

According to Amunuzzaman (2017), the interview is a very systematic method by which a person enters deeply into the life of even a stranger and can bring out needed information and data for the research purpose. So, the interview can be simply described as a form of consultation where the researcher seeks to know more of an issue as
opinionated by the individual being asked

**Data Analysis Technique**

The researcher found various data in the field and then she tried to analyze by classifying the data after that she continued to interpret the data. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion. The data in this research obtained some data collection techniques such as observation, questionnaires, and interview. There was three concurrent flows activity in qualitative data analysis: (1) data condensation, (2) data display, and (3) conclusion drawing/verification (Miles, Huberman, & Saldana, 2014).

**FINDING AND DISCUSSION**

**Findings**

**The Types of Nonverbal Communication**

The researcher already used the observation checklist as the instrument to find out the types of nonverbal communication that mostly used by students based on Burgoon’s theory whether facial expressions, gestures, postures or eye movement. In this case, the researcher displayed the data in a chart to give a clear description of the data and help the reader to easily interpret the data as described below.

![Chart 4.1 The Types of Nonverbal Communication](image)

Chart 4.1 above indicated the numeric results of the types of nonverbal communication used by students. From Chart 4.1, it can be seen that gesture was the types which mostly used by students in the percentage 59%. The second position was a facial expression which used 87 times (31%) by students in their performance. Meanwhile, eye movement was in the percentage 6% and the last was posture 4% which used only 11 times from the nonverbal total used 278 times. All those numbers about nonverbal use can be seen clearly in the appendix which the researcher already described in the table.

**The English Teacher and Students’ Responses to Nonverbal Communication**

The interviewee was Mr. Yudha Sujatmiko as the English teacher of X IPS-1 at SMA Negeri 1 Kota Cilegon. There were five questions asked which talked about nonverbal communication and his response to it. The researcher also showed him two videos in which the first video was the student who used nonverbal rarely meanwhile the second video was the student which
used nonverbal frequently and appropriately.

The finding of the interview is Mr. Yudha knew about nonverbal communication as the “sign” in communication without words. Based on the interview script, the researcher concluded that Mr. Yudha as the English teacher of X IPS-1 at SMA Negeri 1 Kota Cilegon gave a positive response towards the use of nonverbal communication in the students’ performance.

Questionnaires were distributed to the students to gather information about the students’ responses on the nonverbal communication used in their performance which posted on Instagram post. The questionnaires were filled by the students after they saw some videos which divided into two categories which were student’s performance used nonverbal rarely with those who used nonverbal frequently and appropriately. There were ten questions asked to explore the students’ responses on the nonverbal communication used in their performance on Instagram post.

DISCUSSIONS

The Types of Nonverbal Communication
1. Facial Expression
The data analysis showed that students used facial expressions 87 times from a total of 278 nonverbal used by the students (31%). However, those students used the facial expression to express their feeling regarded to the messages that they deliver.

Since the facial expression is on the second position as the types of nonverbal communication that used by students so facial expression has a good role in helping students to have a good performance. The performance that a lack of facial expression is seems to be passive.

2. Gesture
The gesture was the type of nonverbal communication that mostly used by students in their performance. There were 163 from 278 times (59%) used by students. As stated by Lunenberg (2000: 1) natural body movement and gesture can strengthen and enhance the message. For example, #S.R.8 used her finger when mentioning the kind of plan that existed at the beach. So #S.R.8 used gestures to strengthen and enhance when she is delivering her message. As stated by Eunson (2012: 266) that gestures are movements of the body, especially the hands or arms, those express an idea or emotion. For example, #S.R.2 showed a thumbs up when talking about panda and saying “panda was so cute.” It was clear that thumbs up are one of gesture since #S.R.2 used her finger to express an idea while saying “cute” as a good meaning.
So, the gesture was the most type used by students in the Instagram post with a percentage of 59%. Since it was the most types used so it means that gesture has a big role in conveying students’ messages to make their performance clear and attractive.

3. Posture

Even posture was in the lowest position that applied by students in their performance, but it did not mean that posture has no role at all since there were still several postures used. There were 11 times (4%) that posture applied in the students’ performance.

According to Lunenberg (2010: 2), one of the posture cues is an erect body which generally interpreted as an indicator of self-confidence. For example, #S.R.1 when starting her story she straightened up signing that she was confident and ready to begin her story. Although posture was the lowest type used but it also has a role in students’ performance. The students mostly used posture to support their performance stated their enthusiastic in delivering their message.

4. Eye Movements

The eye movement was used 17 times (6%) by students. As stated by Lunenberg (2010: 2) that eye movement can provide instructors with an indication of a student’s mindset and thoughts. For example, #S.R.1’s eyes roll from right to the left up when saying “my study tour at......” at this moment, the speaker tried to remember the right word to continue her presentation. Actually, the moves of the eyes were under control therefore based on Lunenberg the moves indicate a mindset or thought.

The English Teacher and Students’ Responses to Nonverbal Communication

Since there were 96% of students’ answer was yes so the findings from the questionnaire gained that students mostly gave a positive response. Overall, the researcher found that most of the students had positive responses and good experiences in practice their speaking performance by applied nonverbal communication due to their positive responses toward ten statements addressed to them.

Moreover, a whole of the students X IPS-1 agreed that nonverbal supports their performance, such as to deliver their message well. They also considered using nonverbal communication in their next performance. Therefore, in the end, most of their responses indicated that the English teacher needs to teach them more about nonverbal communication. So the students will understand nonverbal communication well for the next they will be able to use it frequently and appropriately for the better performance.

Based on the five questions asked to the English teacher of X IPS 1
at SMA Negeri 1 Cilegon, it found that he already knew about nonverbal communication as a sign of communication without words. He said that he prefers to the second video, which used nonverbal frequently and appropriately. For the first video, he said that the presenter only used nonverbal at the beginning which is in the middle of the performance goes unwell and makes the listener or the viewer bored.

So, he agreed that by using nonverbal frequently and appropriately it will be a better performance. By a better performance, of course, there will be a better score. Therefore, he also said yes about the importance of requiring the students to add nonverbal in their speaking practice or performance.

After the interview conducted so the researcher quoted the English teacher’s response that by adding nonverbal communication the students get more attention because the audience attracted more and the message delivery well.

CONCLUSION

Based on the findings of the interview with the English teacher and the questionnaire which distributed to the students of X-IPS 1, the researcher concludes that the teacher and the students had positive responses of nonverbal communication used in Instagram post. The findings showed that they prefer to the performance which used nonverbal frequently and appropriately. So, it is clear that nonverbal helps the students in conveying their message to better performance and avoid passive and unclear performance. The use of Instagram also effective since it is an interesting social media that made the students do the task in a fun atmosphere. The students also attracted to do their best performance related to Instagram as a public platform so it can be seen not only by each student but also by other users too.

REFERENCES


