

ABSTRACT

Ritonga, Mawaddah Humairah (2024): THE CORRELATION BETWEEN EFL STUDENTS' INTENSITY IN USING SOCIAL MEDIA AND THEIR READING LITERACY SKILL: A Study in class XII, One of high schools in Bandung.

Social media platforms continue to evolve, with new features and benefits becoming available. Specific social media platforms have emerged for sharing many types of content, such as YouTube for videos and TikTok for short films. LinkedIn, with its resume-like layout, focuses on a user's professional relationships.

This research investigated the correlation between EFL students' intensity in using social media and their digital reading literacy skill.

This research used a quantitative method with a correlational design. The samples were 35 students of one class among 9 classes in one of senior high school in Bandung and the sampling technique used was random sampling. The questionnaire was used to obtain the data for the students' intensity in using social media and their digital reading literacy test from adaptive questions of PISA 2018 was used to measure the data for the students' digital reading literacy skill. The data analysis used Pearson Product Moment Correlation on the SPSS 27 application.

The results showed fair and positive correlation between students' intensity in using social media and their digital reading literacy skill. The r value (0.489) was higher than the r table (0.355) with a significant level of 0.05, indicating H_a was accepted and H_0 was rejected.

The conclusion was that there was a fair and positive correlation between EFL students' intensity in using social media and their digital reading literacy. Therefore, the limitation of this study is not only for English language learning but also for general language. Furthermore, the implication of this research is that social media platforms can be a learning medium for teaching and learning digital reading literacy skill or building reading habit in general. Nevertheless, it is necessary to improve this research by employing a larger sample size and detailed instruments to obtain more satisfactory results.

Keyword: Reading, Social Media, Digital Reading Literacy, Intensity, mobile learning.