

Application of Critical Thinking on the Social Media (Case Study Comments and Statuses on Facebook about Miss Tourism Competition on West Nias)

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Abstract. Hoax and harsh words are really mushrooming on the social media among Indonesian society. Though Indonesian society has been limited by the Act Electronic Information and Transactions Article 27 paragraph 1-4, but still there are so many hoax and harsh words that appear on the social media. One solution of the problem that was mentioned that critical thinking must be applied on the writing comments and statuses on the social media. The purpose of this study is to find out how the critical thinking applied on the comments and statuses of facebook. The topic is about Miss Tourism Competition on West Nias. This research is a qualitative research using a critical discourse analysis approach. Data is collected from comments and statuses written on Facebook. After collecting the data, it is analyzed using the theory of critical discourse analysis and the theory of critical thinking. The result is many of the respondents who gave comments and statuses on the Facebook about Miss Tourism Competition on West Nias did not applied their critical thinking. It is proved most of the comments and statuses was given consist of many harsh words to undermine Miss Tourism Competition on West Nias because the dress that was wearing by all the participants on that event. Suggestion that can be given by the author is critical thinking education must be carried out especially for young generation, because critical thinking skills are very important for them to analyzed what happen around of their world and the most important one is to avoid hoax and harsh words mushrooming on the social media.

1. Introduction

Because the development of technology in the present, influences the development of social media usage. Based on wearesocial hootsuite research social media users in Indonesia have reached 150 million people or 56% of the total population of Indonesia. Unfortunately the use of social media is sometimes not followed by the ability to think critically [1]. So finally many of the users on social media often produce writings on social media that contain hoaks and harsh words. Even though the Indonesian people already have Information and Electronic Transaction (ITE) Law 11/2008 which prohibits people from writing hoaks and harsh words on social media, hoaks and harsh words still flood in social media, especially among the public Indonesia [2]



Nias is an island located in the west of Indonesia, but is part of the Province of North Sumatra. The island has developed by having one municipality and four districts namely Nias Regency, North Nias Regency, South Nias Regency and West Nias Regency. This island is an island that has always been famous for its tourist areas. Now it is fixing itself so that the island's tourism will be more advanced.

Each regency began organizing the Miss Tourism Competition with the goal is to support the government promoting the districts. Miss tourism usually comes from energetic young generations full of ideas and creativity. It is hoped that through the competition, the tourism of Nias Island could develop through the ideas and creativity of the young generation.

One of the activities to choose Miss Tourism in Nias Island is Miss Tourism competition in West Nias Regency. This activity became viral because according to most people the contestants wore the dresses that did not reflect Miss Tourism. According to the description given by most users of social media design from other West Nias miss tourism dresses is very different. The dresses are too sexy, too open. Their clothes are similar to the dresses worn by Hollywood actress do not represent Nias culture. Finally opinions on social media flow so much, flooding the media. There are many harsh words written in social media about the event. Most of those giving opinions are the young generation, who have a good educational background. Comments and criticism may be given on social media, but of course it must be in a corridor that does not violate the Information Law and Electronic Transaction (ITE) No. 11 of 2008 [2]. Of course it has something to do with the application of critical thinking.

On the the facts explained, researchers interested in conducting research about The Application of Critical Thinking on the social media. This study aims to analyze the application of critical thinking in writing comments and status on social media about the Miss Tourism Competition on west Nias.

2. Research Question

Base on the purpose of this research thus the major research question is: How does *Gamagama* Nias t-shirt can be the media of learning culture?

3. Literature Review

3.1 Facebook

Facebook is the famous social media in the world. It is an interactive network that can be used to share the information and the thoughts around the world. People can share interests across “political, economic and geographic borders” [3]. Facebook was founded by Mark Zuckerberg and his fellows Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. And it was opened to the public since 2006 [4]. Since that time Facebook was used by many people around the world including Indonesian.

Base on the Jakarta Post Facebook is the four highest number social media used by Indonesian people. According Jakarta Post in Indonesia there are 130 million accounts on social network means 6% of total global user. Many people in Indonesia are interested using the facebook Through Facebook user can post the comments, statuses, share photographs, post links to news or other interesting contents from the web, chat live, and watch short form video, event facebook can be a tool for business also [5].

It can be concluded that Facebook is the famous social media that is used by many people around the world including Indonesia. Through Facebook, people can share information and thoughts using photograph, short video, link etc.

3.2 Critical Thinking

Everyone needs to have a critical thinking skill. Cotrell explained that critical thinking skills is very important. People at every age and in all contexts need to apply critical thinking skills because it gives a lot of benefits [6].

The meaning of Critical thinking is “Cognitive activity associated with using the mind. Learning to think in critically, analytical and evaluative ways means using mental processes such as attention, categorization, selection and judgement”. If someone applying critical thinking it can prevent him from emotional attitude and build the barrier that could be affecting someone’s thinking [7].

Critical thinking skill is not naturally appeared in human mind, it is needed to train. It is like a muscle in human’s body, to grow the muscle in the body it should be trained. According Cottrell “Critical thinking is not about natural trait it is about a certain set methods aim at exploring evidence in a particular way” [8].

Unfortunately base on the survey from 1000 people that using online platform. Most people (95 %) believe that critical thinking is important today. but on the other hand many of the people believe that the school do not enough to prepare the young people to have an effective thinking. 80% young people lack the ability to have critical thinking. And only 29% young people studied critical thinking in school [9].

Moreover according to Professor Patricia Greenfield from University California Los Angeles in this technology era critical thinking has been eroded it is because people read less and consume more visual media [10].

It may be explained that Critical Thinking the ability to think critically, analytical and evaluative ways. People get the benefit to have that skill. Critical thinking is essential especially for young people. However critical thinking could not appear from human’s mind naturally, it should be trained. The place to learn critical thinking is home and school unfortunately most young people do not learn critical thinking from the school.

3.3 Discourse

Human is surrounded by discourse. So that human must be careful to analyse the discourse. Hawthorn in Mills said “Discourse is linguistics communication seen as transaction between speaker and hearer as an interpersonal whose form is determined by its social purpose” [11]. Moreover Hinkel and Fotos stated "Discourse in context may consist of only one or two words as in *stop* or *no smoking*. Alternatively, a piece of discourse can be hundreds of thousands of words in length, as some novels are. [12]. It can be concluded that people is surrounded by the discourse. It can be a short or a long discourse because discourse is all kinds communication between speakers and hearers.

Discourse has many different functions and different forms” as it is seen on the table [13].

Tabel 1.Function and forms of discourse

No	Function	Form
1.	Information	Informative
2.	Expression	discourse
3.	Persuasion	Narrative discourse Argumentative discourse

However the threefold division seldom occur in the pure forms it can be applied in three form. For example the writer tell a story in order to persuade people about certain issue. According Van Dijk "Discourse is the way in which language is used socially to convey broad historical meanings. It is language identified by the social conditions of its use, by who is using it and under what conditions. Language can never be 'neutral' because it bridges our personal and social worlds," [14]. There are three function and form of discourse but it can not appear in one type function and form only can more than one function and form. The content of the discourse is language. And language is always be used under a

certain social condition. Thus every language that is used in the discourse is never be neutral. Human must be critical to analyze the discourse

3.4 Critical Discourse Analysis

As it is explained before, language in the discourse can never be neutral it has personal and social background. The study to analyze the discourse critically namely critical discourse analysis. There are some model to be used to analyze. First base on Fairclough models, it focuses on focuses on types of text, discourse practices, and social practice [15]. Second base on Teun Van Dijk model, it focuses on discourse relation, and participant mental cognition structure. [16]. Third base on Wodak, it has focuses on the historical aspect of the discourse, considering that a text may work in a certain social context in a certain time. [17]. Base on the explanation it can be explained that those three models focus on language and the meaning of the language.

There is one model which different from the three model mentioned before namely Sara Mills model. The focus of this model is women or feminism. This model would like to analyze the characters in a text that are described by the writer. It also consider about the position of each character in each social context, what their ideas are, and what the events look like. Beside that, the positions of the writer and the reader are taken into account [18].

In this study the reseacher concentrated on the comments and statuses on Facebook about Miss Tourism Competition in West Nias. Through critical discourse analysis the researcher would like to know the application of critical thinking on the text there are comments and statuses on Facebook.

4. Method of Research

This research is a qualitative research using the critical discourse analysis as the approach. The researcher collected the data from the comments and statuses on facebook about Miss Tourism Competition on West Nias. The data was analysed using critical discouse analysis or feminist discourse analysis. The researcher would like to find out the application of the critical thinking base the analysis of 10 clauses of original text (ST) in which found smaller linguistic units of words and phrases, it can be seen that all words, phrases, and clauses obviously empowering woman. There is not any word seems to under grade woman. If the fact most of the words, phrases and clauses seems to under grade woman it indicates the critical thinking is not applied in most comments and statuses on facebook about Miss Tourism Competition in West Nias.

5. Data Analysis and Result

- Base on the result of the study of the text, the reseacher found that most of the writers did not use the appropriate language. The terms and the languages the writers used was unpolite. And undermine the women, in the text as the object/readers.
- The writers also underestimate and blame the Nias leader, western culture, India culture and also a certain profession namely Sales Promotion Girl (SPG).
- Base on the text the researcher found that the writers mix their language with Nias Language. Most of the sentences were ungrammatical and had a lot of mistakes in spelling



Figure 1. Miss Tourism Competition on West Nias
Source : <http://facebook.pemilihan.pariwisata.nias.barat>

Table 2. List the Finding Data Base on Comments and Statuses

No	Initial	Comments and statuses	Translation	Interperatation
1	LF	Siapakah Pemimpin Nias hingga ia memperlakukan adat hingga tidak memiliki nilai bagi yang memilikinya?	Who is the Nias Leader until he treats the culture has no value to those who have it?	The writer undermine the leader of Nias and blame him as the one to make the make the value of the culture broke
2	HG	Seksi jg budaya <i>ono niha y</i> mulai <i>amb6</i> stok pakaian pas la <i>Tagu ba roda oroma jitambai</i> Sekalia za <i>dipake'in</i> baru <i>soroma wus6</i> <i>Dakha lebai</i> menonjol	It's so sexy. The fabric is lack, that is why it's so sexy. It is better if the model of the dress shows the tummy and breast	The writer satirize the model of the dress and also the one who wear that dress
3	AZ	Niha Barat (mungkin) bukan Nias Barat	It is a western people not a west Niassan	The writer compare the women who participate Miss Tourism Competition who is a west Niassan with western people, who always wearing the sexy dress
4	RL	Skalian jha ga pake baju	You don't need to wear clothes either	The writer so angry to participant of and give the comment they should not wear the clothes
5	RL	Mereka buka baju tanggung-tanggung coy	they are half-hearted wearing clothes	The writer satirize the model of the dress and an also the person who wear that clothes
6	SZ	<i>Tenga famili putri pariwisata da'a sa'ae tp wogale waha ba mboto nono alawe dano niha hulo SPG hahahahaha da'a nofotoi fangelaisi nono alawe nias no murahan sa'ae bahoro niha zi tenga niha khoda ba ba horo sagalawa faka, ka mane</i>	This is not a competition this is only to sale the thigh and body of the women it is the same like sales promotion girl. This event only to embrass Nias women. It is because the	The writer really underestimate the competition. He does not only telling a bad thing of the participant but also about other culture and a certain profession

		<i>sa'ae todora tola tola mano ba dano niha boro ma no perkembangan zaman jadi olifu ira adat nias, la fake adat india ma SPG motor hahahaha</i>	development era so they forget the culture of Nias. What culture they follow is it India or the sales promotion girl? hehehe	
7	SL	<i>afökhö hörö da wamaigi-maigi</i>	It hurts my eyes to see it	The writer seems very angry to the participant until he doesn't want to see it
8	AL	ini budaya pantai barat	This is west beach culture	The writer would like to compare the west culture and west Nias culture. And according to him west culture is bad
10	YH	Ya Tuhan apa yang terjadi dng mereka jadinya tak ada nilai	Oh may God what happen with them. The culture does not have value	According to the writer if the participant wearing that kind of dress the culture finally does not have value anymore

Table 3. The Finding Position of the Writers and the Readers

No	The Position of the Writer/Subject	The Position of the readers/objects
1	The writer only see the fact in one side. The writer does not think in another fact such as the creativity of the committee to make the event different from another event, the creativity of the designers to design the dress and also the ability of jury to choose the winner, so that the winner also could be the winner in the national event in the North Sumater regency.	The position of the readers (women) base on all the comments and statuses are very weak. The writer did not give the readers to explain the reasons why the participant wore the dress.
2	The writer just blame the participants and all the participant in that event are women. The terms and language that the writer used was unpolite and most of the time they just underestimate the participants.	According to the writers what the readers did was a great blunder and they must be punished and could not be forgiven.
3	The writer explained what the participants did, was not Nias culture but western culture. This is also not polite they compare western culture to the wrong or bad culture. The culture that owned by a certain society must be good to their society. What did the writer could say western culture is bad?	Base on the text, it can be concluded that women (objects, readers) is the one should be blamed. The one who should responsible for all the blunders on the Miss Tourism Competition on West Nias

6. Discussion

The finding showed that the critical thinking skill was not applicable in the text. The actors (writers) did not apply the cognitive process in his or her mind finally the terms and the language was very emotional [19]. The actors or the writers are young people. It is also indicated that schools do not enough prepare the students (young generation) to have an effective thinking [20].

7. Conclusion

Critical thinking skill was not applicable in the comments and statuses on the facebook about Miss Tourism Competition on West Nias.. The writers only blame all the things about Miss Tourism Competition especially all the participants who wore the dress on the Miss Tourism Competition. All of the participants are women. The writers did not apply the cognitive process of thinking and finally they produce a very emotional event

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