Cross Culture Effect: Virtual Media for Thai Native Speaker as EFL Students

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Abstract. **In learning phonology, students study the characteristics of deep sound systems of English that makes it different from other languages. Furthermore, they will get to know phonetics which is discussed in a manner specifically about phonetic articulation and how it sounds. This research used quasi-experimental research design, in which the research subjects were 62 Thai students. The researcher used two classes, namely Experimental Group (EG) and Control Group (CG). In modern times, the use of technology can be used to support the learning process. Learning occurs when students are able to engage, talk, interact and do the learning process in accordance with their desires and abilities. Students are able to access information quickly through internet access. Not often, they exchange information with other students through the sophistication of their mobile features. Such a phenomenon leads the researcher to know the effectiveness of virtual media in teaching pronunciation for Thai native speaker as EFL students in Lukmanul Hakeem private school in Thailand.**

Keyword: cross culture effect, virtual media, native speaker, EFL students

INTRODUCTION

In the learning process, instructors have an important role to design, monitor and evaluate learning outcomes. There are several teaching roles in the learning process of English, namely as a facilitator, supervisor, manager, evaluator, and even has a role as a student [1]. As a facilitator, the instructor's role is to develop a learning environment that refers to social life, intellectual intelligence, and awareness of the use of language. An assignment for students is a learning plan to make students master the ability to speak English. In an evaluation, the instructor will refer to the competencies that have been achieved, compared to the weaknesses that students have.

The symbols used by one language with another language are possible just different. For example, in English, some of the letters used are different from the sound of letters in Indonesian. Two types of letters can be used, i.e. vowels (vowels) and consonants (dead letters). Vocal is produced from unobstructed air and flows from the larynx to the lips, but the consonants are not [2]. In English, students are also introduced to voiced types and voiceless in phonetic articulation [3]. Talking about the types of phonetic articulation used in English, students often have problems to distinguish and pronounce it. That matter perhaps due to differences in phonetic articulation in their mother tongue.

Foreign language learning consists of several factors, including, communicative competence, grammatical competence, language proficiency, as well as a change in attitudes towards one's own or another culture. Cultural competence, for example, the cognition of the patterns, customs, beliefs, and systems of intending of another country, is indisputably an entire part of foreign language learning, and many teachers have seen it as their aim to comprise the teaching of culture into the foreign language program. It might that the opinion of communicative competence, which has blazed a track, as it were, in foreign language teaching, stressing the function of linguistic context and the conditions under which language can be applied precisely and suitably, 'fall[s] short of the mark when it arrives to actually fitting students with the cognitive acquisitions they demand in a second-culture environment' [4].

To meet the needs of students in this era, students may use media that can provide colour and material interesting for learning a language [5]. Besides the use of media has a positive impact on several aspects, for example, motivation, behaviour, thinking power, and the times [6].

In learning phonology, students study the characteristics of deep sound systems English that makes it different from other languages [7]. Furthermore, in phonology, students will get to know phonetics which is discussed in a manner specifically about phonetic articulation and how it sounds. In previous lessons, they only know the phonetic symbols from the book. Meanwhile, how to pronounce it not so emphasized.

In modern times like now, the use of technology can be used to support the learning process.

Scivenerr in [8] asserts that learning occurs when students are able to engage, talk, interact and do the learning process in accordance with their desires and abilities. Students are able to access information quickly through internet access. Not often, they exchange information with other students through the sophistication of their mobile features. Such a phenomenon leads the researcher to know the effectiveness of virtual media in teaching pronunciation for Thai native speaker as EFL students in Lukmanul Hakim private school in Thailand.

METHOD

In experimental research, researchers must arrange variables of at least one hypothesis that states the causal relationship between the variables that come about. The variables analyzed included independent variables and the dependent variable that had been explicitly decided by the researcher since the starting out the research. The following is an explanation of the meaning of experimental Research as well as the characteristics and process of preparing experimental research.

In this experimental research, researchers must execute three essentials, namely manipulating activities, controlling activities, and reflection. Researchers split up the object or subject of the research into two groups: the experimental group that obtained treatment and the control group that did not acquire treatment.

Research variables and experimental conditions are regulated in an orderly manner (rigorous management), either by establishing control, manipulating directly, or randomly (randomly). There is a control group as the base data (base line) to be compared with the experimental group.

This research focused on controlling variance, to maximize the variance of variables related to the research hypothesis, minimizing the variance of confounding variables that might affect the experimental results, but not the research objectives. In this case, the researchers controlled the students used as the subject of the research. They were chosen by considering that they are EFL students. In addition, this study minimizes the variance of errors, including measurement errors. For this reason, the selection and determination of subjects, as well as the placement of subjects in groups was carried out randomly. All important variables are kept constant, except the treatment variables that are intentionally manipulated or allowed to vary. The researcher applied virtual media in experimental group, while in control group, they got drilling only.

The Process Experimental Research

In the case of students' mother tongue, Thai students got difficulties to pronounce the English word correctly. Thus, the researcher used virtual media to help them practice in a good way of pronunciation.

After conducting relevant literature studies, formulating research hypotheses, determining operational definitions and variables, the researchers made a research plan. Identification of variables that are not needed were made as in the beginning. The next stages were determining how to control variables, choosing the right experimental design, determining the population and choosing a research sample, dividing subjects into control groups and experimental groups, making appropriate instruments, identifying data collection procedures and determine the hypothesis.

While the hypothesis was determined, the researcher collected the experimental data by treating the experimental groups. Grouping and describing data for each variable were done to analyze the result. After analyzing with appropriate statistical techniques, experimental research report can be constructed.

The research subjects are Thai students. The researcher used two classes, in which each class consisted of 26 students. Those two classes are categorized into an experimental group (EG) and control group (CG). The sample from the population was chosen randomly. Here the research procedure made by researchers:
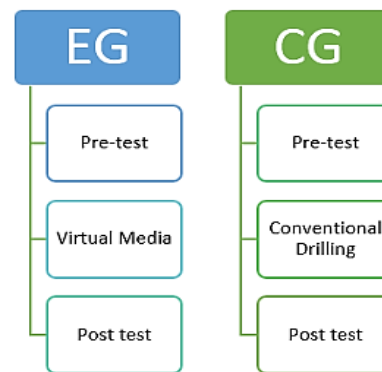

Figure 1 Research Plan

From Figure 1, the researcher gave pre-test and post-test for both group. The pre-test was used to know the innate capacity or the proficiency of students to pronounce English words. However, the experimental group (EG) used virtual media as the treatment, while the control group (CG) used conventional drilling as the treatment. There were two kinds of measurement used by researchers. The first measurement was taken between groups. It means that the researchers tried to measure the post-test of both groups to see the significant one. The second measurement was done within a group, while pre-test and post-test of each group were measured. It was done to know whether each treatment is significant or not. In order to analyze the data obtained, the researchers used

Independent Sample t-test measurement by using SPSS.20.

RESULT & DISCUSSION

There were 26 students used in this research for both Expretimental Class (EG) and Control Class (CG). The mean score for CG was 61.54, while the mean score of EG was 78.27. Thus, there was a difference mean score for both CG and EG, in which it was shown in the following table.

Table 1. Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Score	CG	26	61.54	9.568	1.876
	EG	26	78.27	6.315	1.239

In Table 2 below showed that Sig. Levene's Test for Equality of Variance was 0.008, which means it is less than α=0.05. It can be considered that the data variance between CG and EG was heterogeneous (See Table 2).

The equal variances not assumed significant (2-tailed) value was 0.000. It was less than α=0.05. It can be examined that Ho was rejected and Ha was accepted. Hence, there was a difference significance between CG and EG, which means the virtual media used in this research affected different students' achievement.

Language is inseparable by its acculturation [9]-[11]. Therefore, learning any linguistic communication bequeath demands affect learning its acculturation. Only by agreement the culture of the object language bequeaths a language apprentice be able to part decently in the language she or he is determining.

Cultural deviation is the principal comes forth in cross-cultural teaching [12]. Without acknowledging deviations in customs and habits among people of unlike ethnics, faiths, neighbourhoods, areas, and countries, disarray and misinterpretation will continually repeat in communicating with others. It is the power to acknowledge these deviations, adjust rendition and respond by rights to people or positions in the communicating with these communities that comprise the centre of cross-cultural understanding. Hence, a cross-cultural agreement is demanded in communicating not only by people of another nationality.

Likewise between the Indonesians descending from another neighbourhoods and cultures (e.g., the Sundanese and the Balinese), In this esteem, the destination of preparation in cross-cultural understanding is to assist students to develop attitudes, cognition, and acquisitions demanded to successfully affair within their own micro-culture, mainstream culture, and the worldwide community [13]. This also encounters to the Thai as EFL students. Students will be able to get enough cognition, internalize mental attitude, and acquire acquisitions demanded to function suitably in the culture at completely levels: local, national, and worldwide. It is indicated that this destination would be accomplished on the consideration that all the students, no matter of their gender, ethnicity, race, culture, socio-economic class, religion, or exceptionality, have the same chance to acquire at school [13].

In acquiring (instructional), sources of information are lecturers, teachers, instructors, students, interpreting material and so on. Learning media is a messenger (information) technology that can be applied for learning intentions. Learning media is also a touchable means to have learning capacity or substantial. Learning media are all matters that can be applied to carry messages from the sender to the recipient so that they can make the ideas, beliefs, concerns and interests of students so that the learning process comes about. In the teaching and learning process, a teacher can employ the media to get in material to students [14]. From this agreement, the media is not only assisting as an instrument for having material. However, media can also be employed as an instrument to gain student motivation and concern in the learning process. Learning media are complete forms of stimuli and instruments allowed by teachers to assist students to acquire rapidly, accurately, easily, correctly and do not fall out verbalism [15].

Table 2. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Score	Equal variances assumed	7.637	.008	-7.442	50	.000	-16.731	2.248	-21.247	-12.215
	Equal variances not assumed			-7.442	43.310	.000	-16.731	2.248	-21.264	-12.198

CONCLUSION

Foreign language learning consists of several factors, including, communicative competence, grammatical competence, language proficiency, as well as a change in attitudes towards one's own or another culture. In studying phonology, Thai EFL students only know the phonetic symbols from the book. Meanwhile, how to pronounce it not so emphasized. Using virtual media has been helping them to learn phonetics' articulation. It was proved by the result of this research that the use of virtual media in Experimental Group showed better mean score than students in Control Group that did not use it.

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