

CHAPTER I

INTRODUCTION

1.1 Background of the study

Recent developments in information and communication technology have transformed the way language is used and learned. Advances such as artificial intelligence, online platforms, and interactive applications have provided learners with broader opportunities to engage in language practice beyond traditional classroom settings (Setiawan, 2023). One of the most significant impacts of these technological developments is the ease with which individuals can communicate across cultural boundaries.

The rapid growth of online communication platforms has accelerated intercultural interaction, enabling people from different cultural backgrounds to exchange ideas, perspectives, and experiences more directly (Khotimah et al., 2024; Erangga Adi Putra et al., 2024). In the era of globalization, the ability to speak a foreign language has become increasingly important, as it allows individuals to adapt to diverse communication styles and global contexts (Siregar, 2023). Language is a tool for communication, but it also conveys a person's perspective, beliefs, and mentality. Gaining a deeper knowledge of different cultures and improving communication are two benefits of learning a foreign language (Ahtif & Gandhi, 2022).

Through technology-mediated cross-cultural communication, learners are exposed not only to linguistic structures but also to the cultural meanings embedded in expressions, idioms, and social practices. Language serves as a medium for

communication, while simultaneously reflecting an individual's viewpoint, values, and mindset. Acquiring a profound understanding of many cultures and enhancing communication are two advantages of learning a foreign language (Erangga Adi Putra et al., 2024). Through technology-enabled cross-cultural contact, users acquire knowledge of the language as well as the significance of its phrases, idioms, and associated social structures.

Digital technology has revolutionized cross-cultural communication, making information sharing easier and quicker. However, this convenience also presents challenges in cross-cultural communication through digital media (Fitriyani et al., 2024). Intercultural communication entails recognizing and employing many modes of expression, traditions, and principles to prevent misinterpretations. This facilitates a deeper understanding of diverse cultures and enhances communication efficacy by fostering global communication skills, expanding views, and increasing cultural knowledge. Ultimately, this will foster a more harmonious and inclusive global community (Erangga Adi Putra et al., 2024). Recent developments in cross-cultural interaction have opened new opportunities for language learning that differ significantly from traditional methods. Communicating openly and naturally with people from diverse cultural backgrounds allows learners to experience language use more authentically (Rahmah et al., 2024). In the contemporary era of globalization, a strong understanding of intercultural communication is increasingly important to prevent misunderstandings and to foster positive relationships across nations (Widiyanarti et al., 2024). Intercultural communication entails recognizing and employing many modes of expression, traditions, and

beliefs to prevent misinterpretations. This facilitates a deeper comprehension of many cultures and enhances communication efficacy by fostering global communication skills, expanding views, and increasing cultural knowledge. Ultimately, this will facilitate the establishment of a more harmonious and inclusive global community (Lintas et al., 2024).

Cross-cultural communication that happens through technology, especially on the internet, often happens in informal, spontaneous conversations with no strict rules. In these kinds of situations, people can respond quickly and go beyond formal language use, which can help people connect and communicate better. As a result, learners may learn more about how people from different cultures use language and improve their speaking fluency at the same time (Rosa Dwi, 2021). In today's digital environment, various communication platforms enable individuals from different backgrounds to interact in real time (Dahniar Nur et al., 2024). Platforms such as Tandem and HelloTalk allow users from diverse cultural contexts to engage in face-to-face communication without prior planning (Miyazaki et al., 2022). Interactions on these platforms are generally spontaneous, as conversations develop naturally based on shared interests or immediate responses. This relaxed and unstructured interaction provides users with opportunities to practice language skills more comfortably, which can accelerate the language learning process (Jalil et al., 2024).

Language-learning platforms such as Duolingo, HelloTalk, and Babbel have also gained widespread popularity (Ghaida Thifal, 2025). Originally a platform for random video chats, OmeTV is now extensively used as a spontaneous and cross-

cultural language learning tool that allows users to communicate directly with speakers of other languages from across the world (Hero Putri & Sri Kuning, 2025). This technology enables more extensive access to learning assets, allowing people to learn languages anytime and anywhere, in this way accelerating the language acquisition process.

Social media use is becoming a useful tool for assisting with learning English, especially when it comes to enhancing speaking and writing abilities (Mushtaq et al., 2022). In addition to observing language usage in natural settings and interacting with local speakers, learners may stay up to date on new terminology and idioms used in a variety of contexts. According to research by Shahzadi (2020) Social media helps learners enrich their vocabulary and improve their writing skills through online comments, posts, and discussions. Additionally, social media use encourages casual language learning, which raises learners' motivation and comfort level to practice English in more relevant and organic settings (Takengon & Tengah, n.d.). Additionally, it enables learners to participate in cross-cultural and interactive learning, which speeds up the process of learning English (Vromans et al., 2023)

One popular platform is OmeTV, a random video chat app that brings together users from different countries without prior planning. According to research by (Kurtuldu & Ozkan, 2022) In order to enhance their English speaking and listening abilities, users must be able to think fast and adjust to a variety of accents and cultural backgrounds throughout interactions on this platform. Research by (Ratnawati et al., 2023) showed that the use of OmeTV can improve

learners' listening skills through direct interaction with native speakers. The use of OmeTV has shown a positive influence on the development of learners' English language skills, particularly in speaking and listening skills (Rahman et al., 2023).

According to research by Wahyuningsih & Nurona (2024) Indonesian learners who utilised OmeTV reported feeling more comfortable speaking English, gaining new cultural understanding, and growing their global social circle by having direct exchanges with English speakers. Also, (Suryanto & Fitrawan, 2023) study showed that OmeTV's virtual face-to-face connection prompted learners to utilise English naturally, which improved their speaking fluency and vocabulary development. Some additional studies support these conclusions by showing that OmeTV may greatly enhance learners' speaking abilities. As a result, OmeTV serves as a useful tool for language learning, giving learners the chance to practice speaking English in authentic and intercultural settings (Adisty & Nasihah, 2024). While joining OmeTV, users are greeted by a screen that connects them with strangers from across the globe. Saying hello or "how are you?" is the first step of a discussion that lacks a script or storyline. Following one other's interests or just reacting to spontaneous quips, the discussion then flows organically. Every speech and answer comes from a fully real and unscripted setting; there are no restricted directives. OmeTV contact feels so natural and genuine because of this. Language learners will find OmeTV to be a unique experience because of its unplanned and spontaneous engagement approach. As soon as users log in, they start video chats with random strangers, which results in organic and unplanned discussions (Jalil et al., 2024). Through greetings, questions, and natural conversational shifts based on

shared interests or spontaneous responses, learners participate in informal English conversations focusing on open communication.

In this situation, there's a key process known as spontaneous cultural inference. It's when someone automatically and without thinking figures out the meaning behind cultural clues, like how someone speaks, their facial expressions, what they wear, or what they talk about (Fu et al., 2007). Language learners often interpret people from other cultures based on their smile and easygoing speech, even without explicit words. Direct communication is the main goal of this technique, helping learners become confident speakers without making mistakes, and it helps them recognize accents, overcome language hurdles, and expand their vocabulary in real-world discussions. The cross-cultural dynamics of interaction on OmeTV are a significant factor (Suryanto & Fitrawan, 2023).

Users from diverse countries are exposed to English language nuances, style, and idioms, promoting context-based learning where learners adjust their speech to suit cultural backgrounds and social norms. Learners must adapt their speech patterns to fit cultural norms and traditions, promoting natural English learning outside the classroom and using pre-made resources. According to research by Wahyuningsih & Nurona (2024), Learners gain confidence and fluency in speaking from these spontaneous exchanges because they are compelled to think and act quickly. Such interactions also enrich their learning experience by providing direct insight into cultural habits and language use in informal situations. Research on the OmeTV platform has primarily focused on the sociocultural effects of online interactions in cross-cultural communication, with little information on

spontaneous communication processes related to English language acquisition. The researcher aims to identify the limitations of prior studies.

1.2 Statement of the problem

Based on the background of the study above, the statement of the problem are:

1. What is the communication that occurs in conversations on ome?
2. What are the factors that promote or hinder the success of users' spontaneous communication on the OmeTV platform?
3. How does spontaneous communication in OmeTV affect learners' speaking in English?

1.3 Purpose of the study

Based on the statement of the problem above, the purpose of the study are:

1. To identify the communication that occurs during spontaneous conversations on OmeTV
2. To describe the factors that encourage success or become obstacles in spontaneous communication on the OmeTV platform.
3. To explain how spontaneous communication through OmeTV affects the development of learners' English speaking skills.

1.4 Benefit of the study

The result of this research are expected to give some benefits for:

1. Learners:

To give some knowledge or solutions to increase their speaking ability.

2. Institution

to provide educational institutions with important information about how digital media and spontaneous cross-cultural interactions help learners develop their language skills and global communication skills.

3. Future researchers

To serve as reference material for further research on the use of digital media based on spontaneous conversation in the development of language skills, especially in cross-cultural contexts.

1.5 Scope and limitations

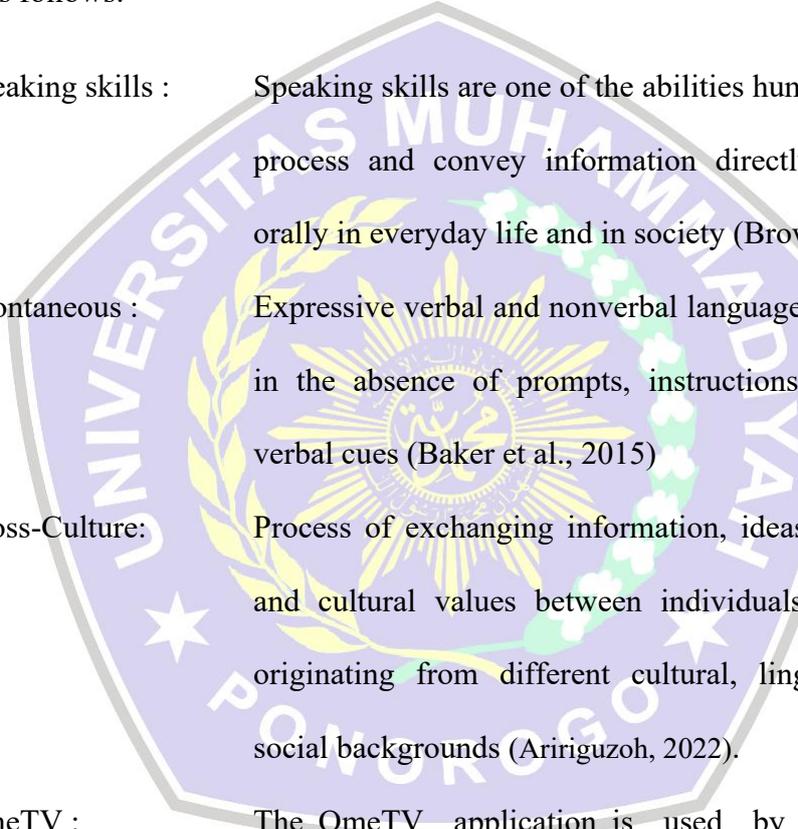
The scope of research on the spontaneous interactions that take place on the OmeTV platform and their impact on the English speaking skills of university learners. The research focuses on analyzing the form of interaction, its impact on the development of speaking skills and the factors that influence the success of spontaneous communication.

The limitation of this research is participants who actively use OmeTV for international communication purposes, particularly in the context of English language practice. The data collected is from interaction experiences that occurred within a specific time period and does not cover all variations of the OmeTV user

experience. The focus of the study was only on speaking skills and did not include other English language skills such as reading, writing, or listening.

1.6 Definitions of key terms

To avoid misunderstanding of this research, the researcher will define some key terms as follows:

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- Speaking skills : Speaking skills are one of the abilities humans have to process and convey information directly to others orally in everyday life and in society (Brown, 2016)
- Spontaneous : Expressive verbal and nonverbal language that occurs in the absence of prompts, instructions, and other verbal cues (Baker et al., 2015)
- Cross-Culture: Process of exchanging information, ideas, emotions, and cultural values between individuals or groups originating from different cultural, linguistic, and social backgrounds (Aririguzoh, 2022).
- OmeTV : The OmeTV application is used by learners for communication, they can immediately practice speaking English with native speakers and communicate with them easily (S. Wahyuningsih & Nurona, 2024)