

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 BACKGROUND**

English is currently one of the languages studied in Indonesia the most in practically every context. beginning with educational institutions, classes, and even universities. for what reason? because people need to be able to compete on a worldwide scale in this rapidly developing era. The demands of the modern world are rising quickly in all fields and for humans as well. One way to stay up to date with these demands is to become proficient in technology and English. Nowadays, it is widely understood and the official language of several commonwealth nations. More nations than any other language use English as their official language. Furthermore, the Indonesian government has made learning English a requirement for graduating from elementary school to college. As a result, there is a growing competition among people to learn English. And Indonesia is no different.

English instruction is now required for youth, even as the government works to prepare students for global competition. Universities even provide specialized majors for studying English. It is difficult for someone who speaks English as a second or even third language to become fluent in the language in a short amount of time (as we all know, Indonesia is still heavily dependent on its regional language for mother tongue usage). Naturally, there is a procedure involved in learning a foreign language. The student will undoubtedly face numerous obstacles and challenges during the learning

process. Pronunciation is one of the issues that many people have when learning English.

Having good and correct pronunciation can make it easier for you to communicate with your interlocutors or native speakers and understand the meaning of the words or sentences you say. By understanding and mastering English pronunciation What is pronunciation? Pronunciation is a way of pronouncing the sounds of language. According to Yaniafari & Olivia (2022) defines pronunciation as the act of creating speech sounds that include articulation intonation, vowels, inflection, and accent formation, in relation to the accuracy or acceptability of speech. and in her journal, Isakova (2022) considers that English pronunciation is one of the most challenging skills to master and learn.

Pronunciation is one part of speaking ability that will be directly and clearly observable and knowable. However, pronunciation can also be said to be one of the most difficult parts of learning English. When someone speaks in English, the person listening will be able to directly identify how the speaker pronounces it. When the speaker makes a mistake in English pronunciation, it will be immediately recognized by the listener. Correct pronunciation in English can also help the speaker to be more confident in speaking English. Poor or even incorrect pronunciation can reduce and mask one's English speaking ability. If the speaker can speak with good accuracy but the words spoken are difficult to understand due to pronunciation errors, it will make communication not go well.

So based on these difficulties, several large companies launched many artificial intelligence technologies to help and overcome the problems and difficulties experienced by students in the learning process. Of the many artificial technologies launched today, the ELSA Speak (English learning speech assistant speak) application is one of the most widely accessed applications by almost everyone, both for joint learning in the classroom, and for independent learning.

Anggraini (2022) mentioned that ELSA Speak was designed by Vu Van in 2015 in San Francisco, United States. The formation of this application itself was made by combining artificial intelligence and speech recognition components to help improve the quality of pronunciation in English. The ELSA application is included in the top 5 best artificial intelligence applications in the world raised by Research Sniper with more than 10 million users globally, including Indonesia.

Basically, artificial intelligence like ELSA Speak is very helpful for its users. Unlike other applications that only focus on learning vocabulary and grammar, ELSA uses speech recognition technology that can help users to help improve and perfect their English pronunciation. In addition, this application can correct user pronunciation errors. Also, this application can be set up a learning schedule and can remind users according to the schedule that has been set.

Because of the benefits of the Elsa Speak app, many students from elementary to high school in Indonesia are now accessing it. In fact, it is not uncommon for students to access this application to be used as a means of self-study. Students at Universitas

Kristen Indonesia Toraja are no exception. Based on observations made by the author, the author found that there are several students in the English education department of Universitas Kristen Indonesia Toraja who use this application to learn English and practice improving their pronunciation skills. In the description on the [elsaspeak.com/id](https://elsaspeak.com/id) page, it is mentioned that the ELSA Speak application can detect pronunciation errors in users with an accuracy of more than 95%. Then it is also mentioned that this application can also receive advanced feedback to correct pronunciation errors. This feature is one of the things that distinguishes ELSA from other applications. Moreover, this application can be accessed for free. Then the author himself, who is also a user of this application, feels curious about how positive the perceptions of other students who use the ELSA Speak application are related to the advantages and benefits that this application itself has. Therefore, the author would like to research a research topic entitled

**”Students’ Perceptions of Improving Pronunciation Skills by Using Elsa Speak Apk in Individual English Learning” .**

## **1.2 RESEARCH QUESTION**

In relation to the background of the study that has been presented before, the problem of this study is formulated as follows :

“How is the students' perceptions of using the ELSA Speak app in improving pronunciation skills in individual English learning?”

### **1.3 RESEARCH OBJECTIVE**

The purpose of this study is to find out how is the students' perceptions of the use of the ELSA Speak app improve students' pronunciation skills in individual English learning.

### **1.4 THE SIGNIFICANCE OF THE STUDY**

#### **A. Theoretically**

This research will be useful for future writers who are interested in analyzing the improvement of students' pronunciation skills by using elsa speak application in individual English learning. This research is expected to be an additional source for future researchers.

#### **B. Practically**

1. The students, to help students in improving their pronunciation skills,
2. The other researcher, this study will add their references for who those conduct a research enhancing students pronunciation skills by using elsa speak apk.

### **1.5 RESEARCH METHODOLOGY**

This research used a quantitative approach, where this method is an attempt by researchers to collect numerical data, the numerical data is then processed using statistical work formulas and derived from variables that have been operationalized, with certain measuring scales such as nominal, ordinal, interval, and ratio scales (Indrawan & Yaniawati, 2016, p. 141).

## **1.6 KEY TERMS**

### **A. Perception**

Perception (from Latin perceptio, 'to gather, receive') is the organization, identification, and interpretation of sensory information to represent and understand information or the environment presented.

### **B. Pronunciation**

Pronunciation is the way in which the sounds of a language are pronounced.

### **C. ELSA Speak App**

ELSA Speak (English learning speech assistant speak) application is one of the most widely accessed applications by almost everyone, both for joint learning in the classroom, and for independent learning.