

**CULTURAL AWARENESS AND MISUNDERSTANDINGS ON
COMMENTS OF “THE LANGUAGE NERDS” FACEBOOK PAGE**

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG**

2023

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PAGE**

THESIS

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Cultural Awareness and Misunderstandings on Comments of “The Language Nerds” Facebook Page**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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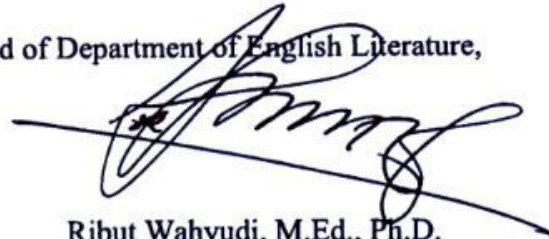
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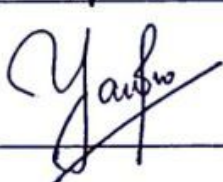
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MOTTO

“Don’t be average, do whatever you want, you will be unstoppable”

DEDICATION

"This is dedicated to my father and mother, two great people in my life who have made everything possible for me to reach this final stage, to my friends who have made this challenging journey enjoyable and rewarding".

ACKNOWLEDGEMENT

I want to thank Allah the most gracious and merciful, who has given me the opportunity to make this one complete. Salawat and salam may be upon the prophet Muhammad SAW, who has led us from the darkness to the lightness.

Furthermore, the author intends to thank Dr. Meinarni Susilowati, M.Ed. as a supervisor who has taken the time, direction, suggestions, solutions, motivation, guidance, also Dr. Galuh Nur Rohmah, M.Pd. M. Ed. And Dr. Yayuk Widyastuti Herawati, M.Pd. as my examiners have given feedback and suggestions for my thesis.

ABSTRACT

Firmansyah, Geovany (2023) Cultural Awareness and Misunderstandings on Comments of “The Language Nerds” Facebook Page. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Meinarni Susilowati, M.Ed.

Keywords : Cultural awareness, Cultural misunderstanding, Sociolinguistics, Facebook page.

The Facebook page "The Language Nerds" is a popular medium for people interested in learning different languages and cultures in the context of humor. However, the page is also a source of some insight. In this thesis, I explore the relationship between cultural awareness and understanding on "The Language Nerds" Facebook page.

The research method used in this theory is descriptive qualitative with human instruments. The theory used in this study is the theory put forward by Storti (2011) about cultural awareness. The data was taken from the Facebook page "The Language Nerds" by viewing and analyzing posts and comments related to culture.

This study found that there are three types of cultural awareness levels found in the data collected, namely unconscious incompetence, conscious competence, and unconscious competence. There is a lot of cultural awareness at this last level. Cultural awareness at each level has different levels. Then, this study found new findings: The importance of context, the role of cultural values, and the role of language. I conclude that there are new findings in this research, especially findings on cultural values and the role of language.

I recommend that future researchers use different ways to collect and analyze the data. In Addition, future researchers can analyze cultural awareness and misunderstanding in other media.

ABSTRAK

Firmansyah, Geovany (2023) Cultural Awareness and Misunderstandings on Comments of “The Language Nerds” Facebook Page. Skripsi. Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Meinarni Susilowati, M.Ed.

Keywords : Kesadaran budaya, Kesalahpahaman budaya, Sociolinguistik, Halaman Facebook.

Halaman Facebook "The Language Nerds" merupakan salah satu media yang populer bagi orang-orang yang tertarik mempelajari berbagai bahasa dan budaya dalam konteks humor. Namun, halaman tersebut juga menjadi sumber beberapa kesalahpahaman. Dalam tesis ini, saya akan mengeksplorasi hubungan antara kesadaran budaya dan kesalahpahaman di halaman Facebook "The Language Nerds".

Metode penelitian yang digunakan dalam teori ini adalah deskriptif kualitatif dengan human instrument. Teori yang digunakan dalam penelitian ini adalah teori yang dikemukakan oleh Storti (2011) tentang kesadaran budaya. Data diambil dari halaman Facebook “The Language Nerds” dengan melihat dan menganalisis postingan dan komentar terkait budaya.

Studi ini menemukan bahwa ada tiga jenis tingkat kesadaran budaya yang ditemukan dalam data yang dikumpulkan, yaitu inkompetensi bawah sadar, kompetensi sadar, dan kompetensi tidak sadar. Ada banyak kesadaran budaya pada tingkat terakhir ini. Kesadaran budaya pada setiap tingkatan memiliki tingkatan yang berbeda. Kemudian, penelitian ini menemukan temuan baru: Pentingnya konteks, peran nilai budaya, dan peran bahasa. Saya menyimpulkan bahwa ada temuan-temuan baru dalam penelitian ini, terutama temuan tentang nilai-nilai budaya dan peran bahasa.

Saya merekomendasikan agar peneliti selanjutnya menggunakan cara yang berbeda untuk mengumpulkan dan menganalisis data. Selain itu, peneliti selanjutnya dapat menganalisis kesadaran budaya dan kesalahpahaman di media lain.

نبذة مختصرة

فرمانسيه، Geovany (2023) الوعي الثقافي وسوء التفاهم حول تعليقات صفحة "مهووسو اللغة" على الفيسبوك. أطروحة. الأدب الإنجليزي ، كلية العلوم الإنسانية ، الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج. المستشار: د. مینارني سوسيلواتي ، M.Ed. الكلمات المفتاحية: الوعي الثقافي ، سوء التفاهم الثقافي ، اللغويات الاجتماعية ، صفحة الفيسبوك.

وسيلة شائعة أخرى للأشخاص المهتمين بتعلم لغات وثقافات مختلفة في "The Language Nerds" Facebook تعد صفحة سياق الفكاهة. ومع ذلك ، تعد الصفحة أيضًا مصدرًا للعديد من سوء الفهم. في هذه الرسالة ، سأستكشف العلاقة بين الوعي على الفيسبوك "The Language Nerds" الثقافي والمفاهيم الخاطئة على صفحة وأسلوب البحث المستخدم في هذه النظرية هو الأسلوب الوصفي النوعي باستخدام الأدوات البشرية. النظرية المستخدمة في هذه "The" الدراسة هي النظرية التي طرحها ستورتي (2011) (فيما يتعلق بالوعي الثقافي. تم الحصول على البيانات من صفحة من خلال عرض وتحليل المنشورات والتعليقات المتعلقة بالثقافة Facebook على "Language Nerds". وجدت هذه الدراسة أن هناك ثلاثة أنواع من مستويات الوعي الثقافي الموجودة في البيانات التي تم جمعها ، وهي عدم الكفاءة اللاواعية ، والكفاءة الواعية ، والكفاءة اللاواعية. هناك الكثير من الوعي الثقافي في هذا المستوى الأخير. الوعي الثقافي في كل مستوى له مستويات مختلفة. ثم يخلص هذا البحث إلى نتائج جديدة: أهمية السياق ودور القيم الثقافية ودور اللغة. أستنتج أن هناك نتائج جديدة في هذا البحث ، خاصة النتائج المتعلقة بالقيم الثقافية ودور اللغة أوصي بأن يستخدم الباحثون المستقبليون طرقًا مختلفة لجمع البيانات وتحليلها. بالإضافة إلى ذلك ، يمكن للباحثين في المستقبل تحليل الوعي الثقافي وسوء الفهم في وسائل الإعلام الأخرى.

TABLE OF CONTENT

STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGEMENT	vii
ABSTRACT.....	viii
ABSTRAK	ix
TABLE OF CONTENT.....	xi
CHAPTER I INTRODUCTION.....	1
A. Background of the Study	1
B. Research Questions	6
C. Objectives of the Study	6
D. Significance of the Study.....	6
E. Scope and Limitation	6
F. Definition of the Key Terms	8
CHAPTER II REVIEW OF RELATED LITERATURE	10
A. Cultural Awareness.....	10
B. Cultural Misunderstanding.....	10
C. Social Media (Facebook)	15
D. Facebook page “The Language Nerds”	15
CHAPTER III RESEARCH METHOD	17
A. Research Design	17
B. Research Instrument.....	17
C. Data and Data Sources	17
D. Data Collection	18
E. Data Analysis	18
F. Triangulation Data.....	19
CHAPTER IV FINDINGS AND DISCUSSION.....	21

A. Findings	21
B. Discussion	60
CHAPTER V CONCLUSION AND SUGGESTION	65
A. Conclusion	65
B. Suggestion.....	65
BIBLIOGRAPHY	68

CHAPTER I

INTRODUCTION

A. Background of the Study

With today's advancements in technology, with social media, individuals have more options to communicate with each other. Like practical life, social media does not preclude cultural misunderstandings. Cultural misunderstanding is a conflict caused by a communication mismatch between two cultures (Yuliyanto: 2017). The other cause of cultural misunderstanding is the weakness of cultural awareness among people, so it has become a global issue. In this case, the global issue discussed affects everyone with low cultural awareness. For example, in "The Language Nerds" Facebook posts that contain a post containing an element of culture in the context of humor, several posts received a good response among the commenters but an unfavorable response due to cultural misunderstanding. With that phenomenon, cultural awareness or misunderstanding can occur on "The Language Nerds" Facebook Page, so I am interested in researching this topic.

When communicating through social networks, it is essential to respect other cultures. Similarly, when communicating in the English language through social media, it is important to be aware of other cultures to overcome any potential misunderstandings. To be responsible social media users, we should be mindful of our words and phrases, showing respect for people and cultures that differ from ours. Engaging with social platforms enables us to easily share knowledge, exchange ideas, and gain insights about various topics. In the meantime, social engagement is a dynamic relationship between individuals, teams, or both. (Xiao:

2018). Despite Xiao's assertion, the good thing is that since the rapid development of technology, people's communication has been much easier.

Now, the Internet world is developing fast. With the Internet, people can communicate with people far from their own. (Azarista: 2022). Social media Facebook is a social media that exists on the Internet to connect with other people. On Facebook Social Media, a user can share daily life activities, receive likes and comments, and many functions that appear in the same space on the screen, making it easy to identify and discover the data they are looking for. (Caers et al., 2013). In addition, While on Facebook, the user can join Facebook groups or pages. Unlike Facebook Groups, with Facebook pages, someone can only view and comment, and replies can be liked, commented on, and shared. To engage with other users, the user has to respond to Facebook page posts and is able to respond to the comments of other users. At the same time, diverse people from various cultures pose societal issues, especially cultural misunderstanding.

This research examined the works of sociolinguistics, particularly with regard to cultural awareness and misunderstanding on Facebook. Nasrullah (2015) has pointed out that social media refers to media platforms that exist on the Internet that allow users to reposition themselves and engage, collaborate, share, and interact with each other to create virtual and social bonds. Setiadi (2016) points out that the new form of communication is social media. Hence, social media has become a new forum for connecting with others, making it a lot easier for individuals to communicate. In another case, Facebook Social Media and its features known as Facebook Pages could serve as a medium that brings together a

large group of people that have the same interests and passions. The Facebook page feature can make finding the desired topic easier. For this reason, I am interested in examining cultural awareness and misunderstanding in social media, specifically on the Facebook page "The Language Nerds."

Meanwhile, some researchers, including Wardani et al. (2018) and Khotimah (2020), studied how to increase cultural awareness. Wardani's study focuses on batik cultures and the decoration of temples. Meanwhile, my research focuses on cultural awareness and misunderstanding on social media, specifically on Facebook pages. Hasanah et al. (2019) and Mashudi et al. (2022) have also studied cultural awareness, their study examined the effect of cultural awareness on the usage of the English language system as a secondary language. In addition, Pituxcoosuvann et al. (2020) also studied cultural misunderstandings, in contrast to this study, discusses the impact of cultural awareness alerts on specific communications. In both studies, they had what they have in common: they discuss implications for issues of cultural awareness and misinterpretation, unlike the current study, which examines and analyzes objects on Facebook pages with cultural awareness issues in the context of sociolinguistic research. Also, I have yet to find any studies examining whether The Language Nerds Facebook page is associated with cultural awareness and misunderstanding.

Being culturally aware social beings, society should be aware and understand the development of its history and culture in its area Shyryaeva & Trius (2013). Furthermore, Masitoh et al. (2023) in their research about cultural awareness, discussed studies that examined the role of cultural awareness in

determining foreign second language learning strategies. Their study used real-life objects. Therefore, it is essential to do research that is discussed on social media, such as in this paper, on "The Language Nerds" Facebook page. Selected Objects from Facebook social media based on language use in Facebook page posts "The Language Nerds" are characterized by asking questions of cultural awareness in the comments of posts by combining interesting language with cultural context. I chose Facebook as the object of research because Facebook ranks first as the best-selling social media compared to other social media (Sasmito, 2015).

The previous study on cultural awareness was conducted as well by Karakuş et al. (2020). Their research examined the effects of Storyjumper software teaching second graders life sciences. Karakuş project differs from this research, namely in the object studied where Herawati uses the thing of students while this research uses comments on Facebook social media. Meanwhile, Del (2022) stated that cultural awareness plays an important role in learning by non-native ESP teachers. On the other hand, Wolanin (2019) argues that his cultural awareness studies can be developed through various methods, including reflective assignments, journal writing, and semi-structured interviews. Saraswati (2022), in her research, talks about video-based materials that can facilitate cultural awareness in English learning, improving knowledge, skills, and attitude. These capacities play an essential part in relating to other people who have cultural differences and also cultural awareness. Furthermore, Shepherd (2019), in her research talks about cultural awareness in the health area, especially about the effectiveness of cultural awareness training in reducing health inequalities. Based

on the opinions of experts regarding cultural awareness, the importance of factor values in human life can influence a person's cultural awareness and meaning.

After the statement about cultural awareness that was discussed by several experts, I used the theory from Storti (2011) because that theory can be implemented for this research, and also, Storti's theory is still rarely used by other studies. On the other hand, in previous studies, most researchers discuss cultural awareness in daily life, so few people use cultural awareness in social media as a research topic. For this reason, this study differs in that language research is conducted through social awareness on social media by acquiring subjects on the Facebook page "The Language Nerds." Daiyun (2016) said that when two cultures meet, misunderstandings are inevitable. Misreading leads to misunderstandings, and misunderstandings lead to problems. On the other hand, given the increasing number of cultural differences that exist today, the issue of cultural misunderstanding is inevitable.

I conducted this research because I was interested in the interactions on social media that still often lead to misunderstandings between social media users, specifically on "The Language Nerds" Facebook page. The users interact with language and cultural topics that lead to misunderstandings for some who see and comment on posts on the page. The objective of this study is to explain how cultural misunderstandings originate on "The Language Nerds" Facebook page. This investigation is intended to discover cultural awareness and misunderstandings that appear in the responses of subscribers to "The Language Nerds" Facebook page, which causes issues such as misunderstandings between

posts on the page and comments on posts elsewhere. This research investigates cultural awareness and misunderstanding that occurs in comment responses. Starting with this premise, I dedicated more time to investigating the cultural awareness issue in daily life and social media.

B. Research Questions

Based on the above discussion, two research questions are proposed, namely:

1. How is cultural awareness represented in comments responding to “The Language Nerds” posts?
2. How are the misunderstandings represented in comments in response to “The Language Nerds” posts?

C. Objectives of the Study

Based on the proposed research questions above, the objectives of this research are as below:

- To describe how cultural awareness is represented in comments responding in "The Language Nerds" Facebook posts.
- To describe how misunderstandings are represented in comments responding in “The Language Nerds” Facebook posts.

D. Significance of the Study

This paper is essential in further comprehending sociolinguistics, specifically in cultural awareness studies. Theoretically, this research provided

new knowledge to the readers about cultural awareness in social practice, especially in social media. Besides that, with this research, readers can understand the four levels of cultural awareness to research data which form comments responses in Facebook posts. Also, the readers can realize new findings in language and cultural areas in this research. With the data from this research, it is hoped that readers will understand more about cultural awareness in social media. Using a sociolinguistic perspective would be of great benefit to studying a Facebook page that talks about the language and culture on humorous data. This study could be a reference source for future studies on similar topics, like cultural awareness and misunderstanding.

E. Scope and Limitation

Facebook page posts, including those from "The Language Nerds," have provided valuable data regarding language and cultural elements. Further analysis of the posts' comment charts was conducted, focusing on relevant comments on the post's content. As Luthfia (2014) argued, daily communication difficulties, misunderstandings stemming from language barriers, and cultural differences must not be ignored because they can cause conflict between the two parties.

This research analyzes sentences and words in "The Language Nerds." However, this study only examined cultural awareness and unconscious awareness from "The Language Nerds" posts. Furthermore, this study only analyzes the published data between January and April. Therefore, the data published on "The Language Nerds" before January and after April not be accommodated. The criteria of the data that I

collect only include cultural context in the posts, the humor that I understand, and the post with no sexual context.

F. Definition of the Key Terms

1. Cultural Awareness

When we interact with other people, we need to be aware of that person's background. Cultural awareness comes to the core when we interact with people from different cultural backgrounds. Everyone sees and interprets things differently (Quappe & Cantatore 2008).

2. Cultural Misunderstanding

Cultural misunderstandings are common on social media these days. This is because the interaction between society does not happen on social media, and cultural misunderstanding is one of the problems that is not easy to avoid.

3. Unconscious Incompetence

Unconscious incompetence is the first level of cultural awareness, also known as blissful ignorance. At this stage, people are not yet aware of cultural differences. It doesn't occur to you that you've made a cultural mistake or misunderstood a lot of behavior going on around people. Storti (2011).

4. Conscious Incompetence

Conscious incompetence is the second level of cultural awareness. At this step, people begin to realize that there are differences between them and the locals, even though they know very little about what those separations are, how many they might be, and how deep they might be. People knew there was a problem, but people weren't sure how big it was. People are less sure of their intuition, and people are

starting to realize that there are things that people don't understand. People may start to worry about how hard these people are to spot. Storti (2011).

5. Conscious Competence

Conscious competence is the third level of cultural awareness. People realize that differences exist between the way people and the local people behave, though people understand very little about what these differences are, how numerous they might be, or how deep they might go. People know there's a problem here, but people are not sure about the size of it. Storti (2011).

6. Unconscious Competence

Unconscious competence is four levels of cultural awareness. The people no longer have to think about what other people are doing in order to do the right thing. Culturally appropriate behavior is now second nature to people, people can trust the instincts because they have been reconditioned by the new culture. It takes little effort now for people to be culturally sensitive. Storti (2011).

CHAPTER II

REVIEW OF RELATED LITERATURE

The theory of cultural awareness by Storti (2011) assumes that it can shape human behavior. Wunderlee (2006) defines cultural awareness as the capacity to understand the impact of culture on human values and conduct. This awareness provides insight into the nuances of different cultures and the meaning they hold for humanity. Storti (2011) outlines four levels of cultural awareness: unconscious incompetence, conscious incompetence, conscious competence, and unconscious competence.

The cultural awareness theory proposed by Storti (2011) applies to this research as they align with the research question and objectives. Specifically, this study delves into the analysis of cultural awareness and the prevalence of cultural misunderstandings in user-generated comments on "The Language Nerds" Facebook page.

This research used theories related to sociolinguistic theory to examine cultural awareness on The Language Nerds' Facebook page. This study uses the following theoretical concepts: 1. Cultural awareness. 2. Cultural misunderstanding. 3. Social media (Facebook). 4. The Language Nerds.

A. Cultural Awareness

Cultural awareness is very important as we engage with other people. Cultural awareness is not only an awareness of existing cultures but also requires further learning about different cultures and the cultural distinction among each

other. According to Wunderlee (2006), cultural awareness could also be explained as an insight into our own culture's impact, which affects how we perceive another group of cultures outside of ourselves. By understanding their culture, we interact smoothly with others. In addition, by applying cultural awareness, we better understand another person's culture and increase our cultural awareness of our own. Based on Hasibuan (2012), awareness is the attitude of someone willing to follow all rules and understand their tasks and obligations. According to Hasibuan's opinion, an individual does not fully manage awareness.

Based on the above states, cultural awareness means different things. Anyone who understands cultural awareness can understand other cultures. One should honor the culture that is different in any interaction with others. Cultural issues should be taken into consideration to prevent adverse events. According to Wunderlee (2006), cultural awareness has five stages of comprehension, the first stage being data. Data consists of characters that do not go through the communication process between each code in the data plane system. It is important to have data about the differences that exist. The existence of data help simplifies the communication process. The second is cultural considerations. At this stage, one must understand the general concept of culture. A cultural overview helps one strengthen the communication and interaction process. The third is cultural knowledge. At this stage, one must understand the culture, not only of others but also of one's culture. The fourth is cultural comprehension. Cultural comprehension allows one to understand the specific dynamics of a certain culture.

Finally, there is cultural competence. The role of cultural competence is the ability to make decisions and be culturally intelligent.

Wunderlee's statement above differs from that of Storti (2011), who states that there are four levels of cultural awareness, namely:

1. Unconscious incompetence

Unconscious incompetence is the level of consciousness at which a person is in impeccable ignorance. At this level, a person does not know or acknowledge cultural differences. If a person makes a cultural mistake or misunderstands the behavioral situation around a person, they don't think. An example of this level in the data found:

Example: What are you talking about?

The sentence in the previous example is asking with confusing meaning; from that comment by Mohammed, I conclude that Mohammed needed to learn about the context and culture in the United States. After analyzing Mohammed's Facebook account, I found that Tiongkok is a place that has been visited; from that account I did not know that Mohammed is a American person. From that data, this data included the class level of unconscious incompetence.

2. Conscious Incompetence

In the stage of Conscious Incompetence, individuals acknowledge cultural disparities and dissimilarities in behavior among people. Although their comprehension might be limited, those at this level of awareness recognize

cultural differences, even if the extent of these disparities remains unclear due to gaps in understanding.

3. Conscious Competence

Moving up to the third level of cultural competence, we reach Conscious Competence. At this stage, according to Craig Storti, individuals possess knowledge of cultural differences and understand that they vary. Moreover, they make an effort to modify their behavior accordingly. Although they know their conduct, it still requires conscious effort from them. An example of this level in the data found:

Example: *It feels like one is French and one is American.*

In the previous example, from that comment that Marlana has written, I conclude that Marlana knows the characteristics of French people and American people, but with the word "Feels like" shows that Marlana is still not sure about that. Meanwhile, the researcher analyzes the Facebook account of Marlana and finds that Marlana is a woman from Minnesota. That means Marlana knows the American people but needs to figure out her statement in that comment. From that data, this data is Conscious Competence.

4. Unconscious Competence

The final stage of cultural competence is Unconscious Competence. In this stage, behavior has become habitual due to the new culture's reconditioning of one's instincts. This means that little effort is required to act with cultural

sensitivity. Stage four marks the point at which the newly acquired behavior becomes second nature. An example of this level in the data found:

Example: *I soo like this one!*

From that comment, she shows that she knew the context or meaning of the post. From the commenter above, she mentioned that she liked the post, which means she knows the word mentioned in the post, "Thesaurus." The reason and additional data that he understands linguistic terms are that he already has a "Top Fans" badge from the Facebook Page. From the data that have been analyzed in this case data, the level is included in Unconscious Competence.

This study aims to identify cultural awareness and misunderstandings in social media. For this reason, the researcher uses Storti (2011) to analyze the data in this research.

B. Cultural Misunderstanding

Cultural misunderstanding happens when two or more people speak the same language, but they mean or understand different things. (Sylvia, 2022, p. 1). Cultural misunderstanding is one issue that arises due to a need for more cultural awareness. Dissimilar culture shock and cultural misunderstanding are a problem of cultural awareness that can arise during interactions with persons from other cultures. In addition, cultural misunderstandings occur due to a lack of cultural knowledge, so problems such as cultural misunderstandings soon happen. Cultural misunderstandings can arise in real life as well as on social media. Various factors such as language differences, community patterns, discrimination against culture,

racism, ethnocentrism, and lack of cultural awareness can lead to cultural misunderstandings.

Knowing this, researchers can conclude that cultural misunderstanding is a problem of a person's weak cultural awareness and lack of understanding of other cultures.

C. Social Media (Facebook)

In this day and age, social media can be a new medium used as a popular utility. According to Obar & Wildman (2015), social media services are rapidly becoming a business and community phenomenon. Today we can more easily interact and connect with others in the social realm regardless of location and accessibility. According to Wati & Rizky (2009), Facebook is a social network through which users can get to know each other and interact for various purposes, which is also a reply. Facebook is a social media for sharing posts like photos, videos, contacts, and information. Facebook users can also join specific communities of their choice to create communication within that society that shares equal goals. (Pambudi: 2021).

Facebook is a social media that can interact and convey with other humans. A variety of features make it easier for people to use Facebook as a medium to interact with individuals and groups. Through Facebook, we can share public stories and opinions, meaning all users can see other people's activities.

D. Facebook page “The Language Nerds”

There are many types and varieties of pages on the Facebook social media platform, one of which is a Facebook page called "The Language Nerds," which is a page on Facebook that discusses language and culture in a humorous context. Language enthusiasts and linguistics enthusiasts dominate readers on this page. There are many posts and also interactions on these posts in the comments section "The Language Nerds."

CHAPTER III

RESEARCH METHOD

The research method was discussed in this chapter, which included the research design, research instrument, data, data source, data collection, and data analysis.

A. Research Design

This analysis adopted a qualitative paradigm because the problem of this study needed deeper and the finding need to description and explanation with more detail and complex. This research also used descriptive approach because it described as descriptive sentence and analysis. As a result, using qualitative descriptive techniques would be ideal for collecting data and developing research questions.

This study was also a sociolinguistic research due to this study explaining and researching linguistic aspects in social media, especially on Facebook.

B. Research Instrument

Research instruments are a toolsfor collecting data I collected the data from the comment section of “The Language Nerds” Facebook page of the post and comments that have cultural values posted from January to March 2023. I directly take sources from the comment sections.

C. Data and Data Sources

This research analyzes cultural awareness and misunderstanding on “The Language Nerds” Facebook page. The data were taken from “The Language Nerds” Facebook page. I selected data that potentially contained cultural awareness. I took 20 pieces of data from the comment section which were uploaded from 26th January 2023 to April 2023.

D. Data Collection

Data collection is crucial in research to obtain the required data according to the research criteria. The data collection was done in the following procedures:

1. I accessed the social network Facebook.
2. I opened the Facebook page entitled "The Language Nerds."
3. I collected posts published from 26 January to 30 April 2023 that had cultural and humor contexts.
4. I collected responses that showed the writer’s cultural awareness.
5. I read the data three times. On the first reading, the researcher understood the sentence's meaning. In the second reading, I read for the deeper meaning of the sentence in the data. in the last reading, I justified the data used whether it contained information which showed cultural awareness.
6. I took screenshots of the posts by considering potential context of the data.

E. Data Analysis

I analyzed the data by classifying them based on Storti's (2011) theory, and then I divided the data into two sub-topics: cultural awareness and misunderstanding. The levels of cultural awareness were classified into conscious competence and unconscious competence, and misunderstanding were classified into unconscious incompetence and conscious incompetence. Then, the data were classified as unconscious incompetence if the commentator did not know the culture. The data were classified as conscious incompetence if the comment showed that the person knew the cultural aspects but not the proportion of that culture. The data were classified as conscious competence if the comment showed that the writer knew the culture and the person made particular change from the old culture to the new one. The data were classified as unconscious competence if the comment indicated that the person was already culturally sensitive.

After that, I classified the data into cultural awareness or misunderstanding from the data that had been analyzed. Lastly, I look for how cultural misunderstanding appears in the comment based on analyzing the comment data with classified unconscious incompetence and conscious incompetence into cultural misunderstanding.

F. Triangulation Data

I used data triangulation in the data analysis process by doing observation, documentation, and note-taking. In this study, I observed the data in the comment section, then documented and made note-taking. In this study, I keep taking the data source, then member checking of the account commenters, then made documentation by screen capturing data for the analysis. With that process, I

concluded that the data was valid because the data had passed the triangulation, observation - member checking – documentation.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, I analyze the result of this research, cultural awareness, and misunderstandings of "The Language Nerds" Facebook page. I analyzed the data based on the comment section. This chapter is divided into two parts, finding and discussion. Importantly, the findings are discussed to answer the research questions in this study.

A. Findings

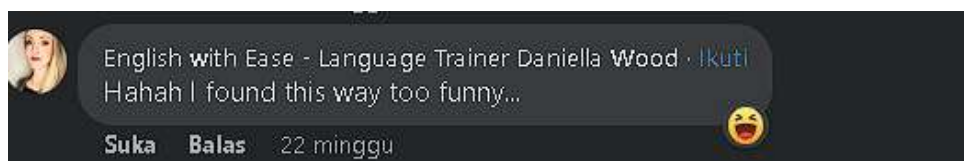
To answer these two research questions, this part describes the different levels of cultural awareness in the posts and comment section on "The Language Nerds" Facebook page. The comments found in this study contained a culture of awareness and understanding. I arranged the findings based on data based on actual information on "The Language Nerds" Facebook page, where I analyzed the level of cultural awareness and explained how that understanding occurs in the comments on "The Language Nerds" Facebook posts.

In this section, I analyzed 20 pieces of data from "The Language Nerds," posted between 26th January 2023 to April 2023, based on Storti (2011) theory. The data are below:

Datum 1

The data was taken on 26th January 2023 on the same day of the post. The comment was posted by Daniella Wood, with the account name "English

with Ease – Trainer Danella Wood.



Here is the comment from that account:

“Hahah I found this way too funny...”

I found facts about the comment posted by "englishwithease.de," based on Gottingen, German.

The data above is found in the comment section "The Language Nerds". From the context of the data, it can be inferred that the post is indirectly offensive to Italian culture in the form of a noodle fork. The image is described as a hand gesture commonly associated with Italians (finger purse) which adds another layer to the sarcasm. The comment may be making a tongue-in-cheek reference to stereotypes or cultural humor, suggesting that the image isn't genuinely funny but is being presented as such. Then the phrase "way too funny" suggests that the person found the image extremely amusing. Using "way too" in this context often indicates exaggeration, implying that the image might not be that funny. Third, the inclusion of "Hahah" indicates laughter. However, when combined with the rest of the comment, it can be interpreted as forced or insincere laughter, adding to the sarcastic tone.

In this case, the data shows that the cultural awareness type is conscious competence. This level aligns with the given comment. The person explicitly states that they found the image funny, indicating an understanding of the humor associated with the Italian hand gesture in a metaphor of fork image. The comment suggests that the person possesses knowledge of the cultural context and consciously recognizes the humorous aspect. Although they consciously acknowledge the humor, it still requires effort to appreciate it fully. Therefore, conscious competence is a suitable classification for this comment.

Datum 2

From that picture which was posted on 3rd January 2023, I found the comment posted on 26th January 2023, 3rd April 2023, and on 6th April 2023. The comment was published by Dasun Nirmitha.



Dasun writes in that comment:

“Take this cookie it’ll be with you forever. Right behind you”

The comment starts with the phrase, "Take this cookie." In a literal sense, offering a cookie is a kind gesture or act of generosity. However, when combined with the following statement, the tone starts to shift; the cookie, in this post cookie mentioned on image that holding by a man has a meaning that the sentence is sarcastic to the website those using cookies for a readers of the website. Then, the

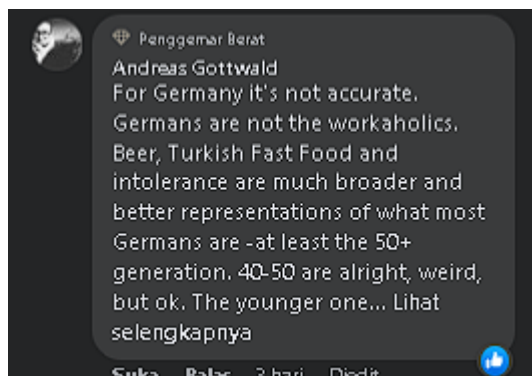
phrase "it'll be with you forever" is an exaggeration and implies that the consequences or implications of accepting the cookie will have long-lasting effects. This is likely intended to be humorous or ironic. The addition of "Right behind you" after the previous statement adds an element of surprise or an unexpected twist. There may be negative or undesirable consequences associated with accepting the cookie.

From that comment by Dasun, it is clear that Dasun has known about the context of that post. Dasun mentioned "cookie" with some embellished words that have intrinsic meanings. It can be inferred that Dasun has often found the "cookies" in some websites he has visited. The information from his Facebook profile, Dasun is a programmer who is working on software engineering. With the available data, it can be concluded that Datum 2 includes unconscious competence because Dasun has good habits and culture regarding the context of those posts.

Datum 3

The data was posted on 2nd April 2023. I found the post on 6th April 2023 in the Facebook post "The Language Nerds." and was commented on 3th

by Andreas Gottwald.



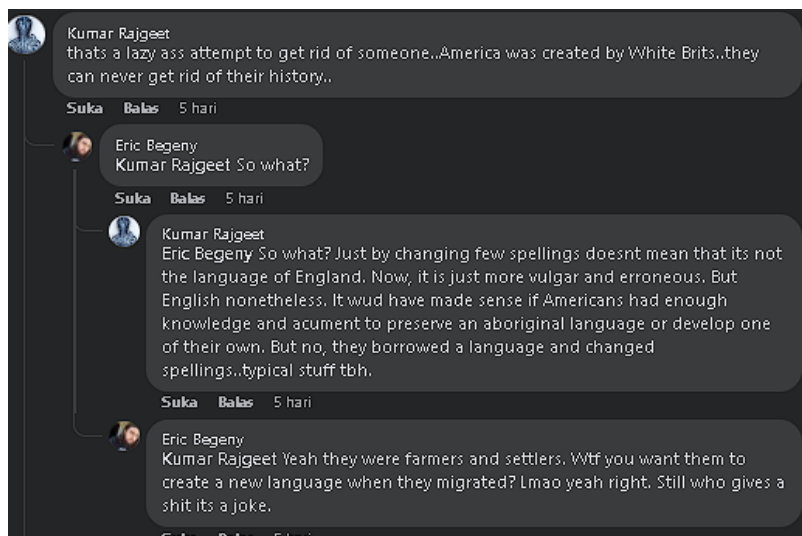
Andreas wrote the comment below:

“For Germany it’s not accurate. Germans are not the workaholics. Beer, Turkish Fst Food and intolerance are much broader and better representations of what most Germans are -at least the 50+ generation. 40-50 are alright, weird, but ok The younger one...”

The comment challenges the stereotype that Germans are workaholics shown on the post. The person claimed that workaholism needed to be represented by particularly the older generation, accurately. Instead, he suggested that beer, Turkish fast food, and intolerance are more representative. Then, the comment employs a touch of humor and sarcasm. By mentioning beer, Turkish fast food, and intolerance, the person used exaggerated elements to create a humorous stereotypes associated with Germans, contrasting them with workaholism. The humor lies in aligning these elements, suggesting that they are more prevalent or representative in German culture, particularly among older generations. Due to the fact found on his profile that Andreas is a German, the comment aligns with the level of conscious competence. It reflects an understanding of cultural stereotypes and challenges the accuracy of the workaholic characteristic associated with Germans. The comment demonstrates a conscious effort to correct misconceptions and provide an alternative perspective on German culture. This level relates to knowledge of cultural differences and trying to modify behavior accordingly. Therefore, conscious competence is the most suitable classification for this comment.

Datum 4

I found this post on 6th April 2023 and was commented on 1st April 2023 by Kumar Rajgeet.



Kumar wrote the comment below:

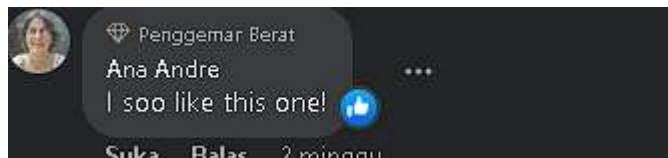
“that’s a lazy ass attempt to get rid of someone. America was created by White Brits. They can never get rid of their history.”

The image shows a lighthearted exchange between England and America about different spelling and humorous effect due to the differences. However, the comment posted by Kumar introduced a serious and contrasting perspective, by highlighting the historical connection between America and British. The comment indicated Kumar's substantial understanding that white British created American English.

The comment aligns with the level of unconscious competence. The comment demonstrates a conscious effort to engage with cultural perceptions and recognize the significance of historical roots. This level represents knowledge of cultural differences and modifying behavior accordingly. The comment demonstrates an unconscious effort to engage with and question cultural perceptions and history. Hence, unconscious competence is the most suitable classification for this datum.

Datum 5

I found this post on 8th April 2023. And was commented on 24th by Ana Andre.



Ana said in the comment below:

"I soo like this one!"

The comment itself does not provide explicit cultural context. However, it implies that the commenter finds the image and its content appealing or enjoyable. The cultural context may vary depending on the background and experiences of the commenter. The reference to a thesaurus, a tool used for finding synonyms, indicates some familiarity with the English language or language-related

resources. Then, the humor in this commentary derives from a play on words and a humorous twist in the image. The conversation between the dinosaur and the man suggests that the dinosaur is using an elaborate and sophisticated vocabulary. Still, the man misinterprets it as a "thesaurus," which is a reference book of synonyms. The unexpected punchline, "Oh crap! It's a Thesaurus!" adds a comedic effect by pairing the dinosaur's advanced vocabulary with the man's realization of the wordplay. And additional analysis, he understands linguistic words is he already has a "Top Fans" badge on his Facebook Page.

The comment, "I soo like this one!" suggests that the commenter appreciates and enjoys the humor presented in the image. However, based on the comment alone, it is difficult to determine the commenter's cultural competence level. The comment needs to explicitly demonstrate knowledge or understanding of cultural nuances or references. With a bit of context or information about the commenter's background or previous interactions, but from that comment, she shows that she knew the context or meaning of the post. From the commenter above, she mentioned that she liked the post, which means she knows the word mentioned in the post, "Thesaurus." I conclude the level is included in Unconscious Competence because the user's comment has a known and direct understanding of the context of the post.

Datum 6

I found the data on 23th March 2023 and was commented on 24th March 2023 by Melissa Johnson Ray.



21 Phrases Americans Say That Make Zero Sense To Non-Americans.

Why do Americans say "can I do" at restaurants instead of can I have? Are they going to cook it themselves?

Why do Americans say "of course" when you say thank you to them? Isn't that kinda rude?



Melissa said in comment section:

“When I lived in England and said “thank you”, my favorite response was “my pleasure”. In contrast, I’ve always disliked the American response “no problem”.”

The cultural context revolves around differences in linguistic expressions of gratitude and politeness between England and America. In England, the phrase "my pleasure" is often used as a response to express willingness and politeness when someone says "thank you." On the other hand, the phrase "no problem" is commonly used in American English to acknowledge thanks, indicating that the action performed was not an inconvenience. Meanwhile, the humor in the comment is originally from the sarcastic tone of the accompanying image's text, which questions the use of certain phrases or expressions in American English. The image humorously suggests that Americans saying "Can I do" at restaurants implies they will cook the food themselves, and the response "Of course" to a thank you is seen as somewhat rude. The commenter's contrasting preference for the English response "my pleasure" adds to the humorous undertone by highlighting the perceived differences in cultural norms.

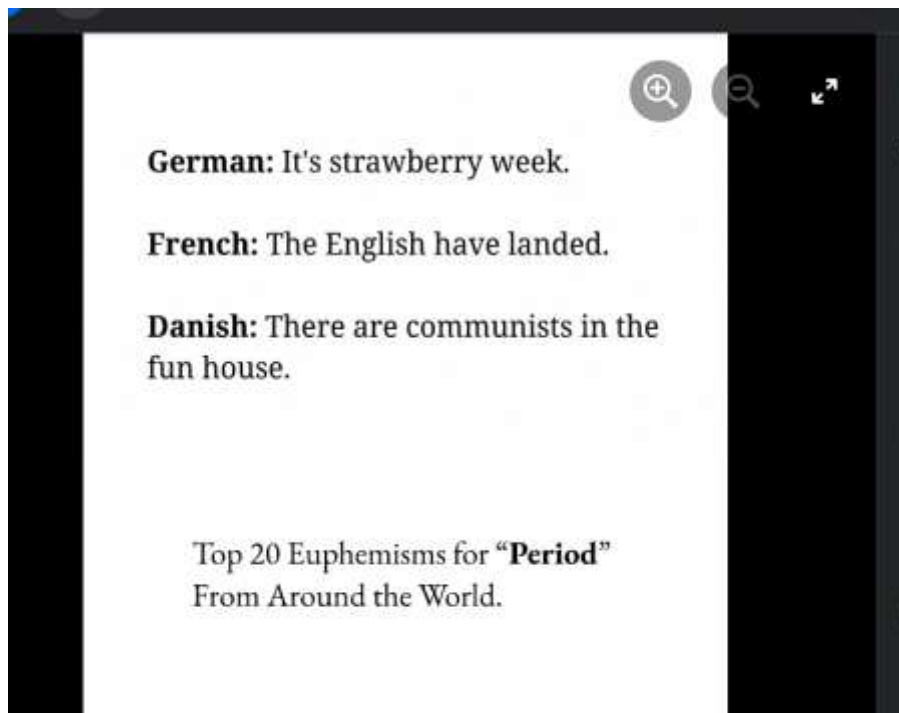
From that comment, Melissa told her story and experience when she talked with American people and also American speaking culture, she knows the culture, but she didn't like some responses from Americans when talking to her. Besides that, after analyzing the Facebook profile of Melissa, I found the data that one of her posts is in Linesville, USA. Not only that, but Melissa has also studied at the Indiana University of Pennsylvania.

The commenter exhibits unconscious competence by recognizing and understanding the cultural differences in responses to gratitude and expressing their preference based on their experience living in England and comparing it to the American response. This level fits the comment because the commenter shows

that he knows the culture and is an expert in their culture. From that data, in this case, Melissa is American and is aware of their culture. In this case, I can include unconscious competence.

Datum 7

The data was posted on 21st March 2023 and was commented on the same day of the posts by Patricia Forbes.



Patricia said in a comment:

"I've lived in Germany for over 30 years and no one I know says this..."

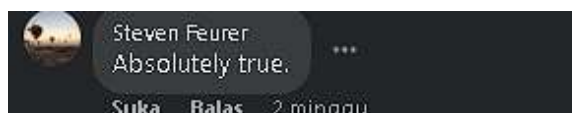
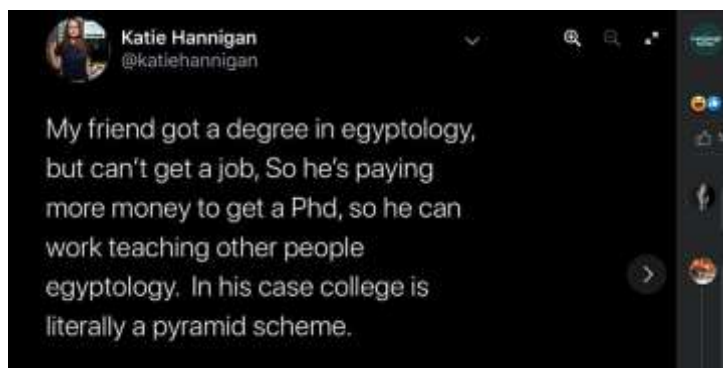
In terms of cultural context, the image provides a compilation of euphemisms for "period" from different languages and cultures. These euphemisms are creative and often employ humor or metaphorical language to refer to a sensitive topic. In this case, the German euphemism suggests a connection between the color and shape of strawberries and the topic of menstruation. Then, In terms of humor context, the posts mention the communist in the fun house; and the euphemism of "period" in Danish, not communists in the fun house.

From that comment, Patricia claims to be German; she mentions, "I've lived in Germany." Patricia conveys that she never know that sentence in the post. From that data, I conclude that Patricia knows the culture but is unsure if there is an "It's Strawberry week" in Germany. The commenter demonstrates awareness of cultural differences by stating that they have lived in Germany for over 30 years, indicating a significant amount of time spent in the country. They acknowledge that the German euphemism listed in the image for "period" as "It's strawberry week" is not familiar to them or the people they know. Then, the commenter shows an understanding that cultural variations exist within a country, even after a long period of residency. They are conscious that the euphemism may not be commonly used or known among their social circle or the people they have interacted with in Germany. Although the commenter is aware of the cultural disparities in

euphemisms for the "period," they still express their limited experience and lack of familiarity with the specific euphemism mentioned. This indicates a level of consciousness and recognition of cultural differences, even if their understanding is based on personal observations and interactions. Therefore, the comment demonstrates Conscious Competence because it reflects an understanding of cultural disparities in using euphemisms while acknowledging the limitations of their knowledge and social interactions.

Datum 8

The data post was taken on 20th April 2023 and was commented on 20th March 2023 by Steven Feurer.



Steven said in the comment:

"Absolutely true"

Steven conveyed from that comment that he already knew and understood the joke in the post. After analyzing Steven's Facebook account, I found the data

that Steven is Latin and ancient Greek in the open university and Egyptology major at The University of Manchester. Steven is Egyptology. In terms of cultural context, the post plays on the concept of a pyramid scheme, which is a type of fraudulent investment scheme where each participant recruits others into the scheme, leading to a hierarchical structure resembling a pyramid. This cultural reference to pyramid schemes is used humorously to describe the situation of the friend mentioned in the text.

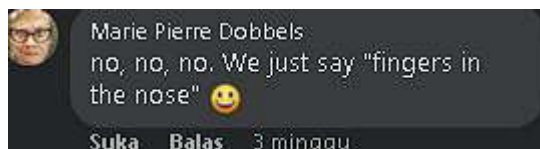
The humor lies in the irony and wordplay of comparing the friend's pursuit of a Ph.D. in Egyptology to a pyramid scheme. It suggests that despite investing time and money into obtaining higher education, the friend needs help finding employment in their field. The humor derives from the unexpected and clever comparison between a traditional pyramid scheme and the friend's educational journey, creating a satirical twist on the concept.

The commenter's response, "Absolutely true," indicates that they find the humor in the post to be accurate or resonate with their own observations or experiences. They perceive the analogy made in the post as an amusing and relatable reflection of the challenges faced by individuals in certain fields of study, even after investing significant time and resources into their education. In this case, I conclude that this data included Unconscious Competence because the commenter has a good culturally aware.

Datum 9

The data was taken on 18th January 2023 and was commented by Marie

Pierre Dobbels.



Marie said in the comment:

"no, no, no. We just say "fingers in the nose"

The cultural context of the comment needs to be explicitly stated in the given information. However, we can infer that the commenter is familiar with a cultural context where the expression "Fingers in the nose" is used as an alternative or humorous way of conveying the concept of something being easy. The exact cultural origin of this expression is still being determined with further information. The commenter humorously suggests an alternative expression for "it's a piece of cake" in response to the examples in the image. By saying, "We just say 'Fingers in the nose,'" the commenter implies that their language or culture has a different,

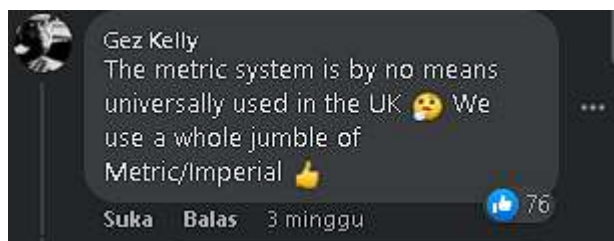
perhaps more humorous or unconventional, way of expressing the concept of something being easy.

The humor in the comment likely arises from the unexpected and literal nature of the proposed expression. By suggesting an action unrelated to the concept of ease or simplicity, the commenter adds a playful and light-hearted tone to the discussion. It's a playful twist on the idea of idiomatic expressions and how different cultures have unique ways of conveying common concepts. From that comment, Marie shows that she disagreed and justifies the post's statement. After analyzing the additional data in Marie's Facebook account, I found that Marie used France language to communicate in her account. Marie knows the post's cultural context and the right sentence.

The commenter seems to be aware of the cultural context and humor associated with the phrase "Fingers in the nose" as a way to express something being easy. They confidently respond with this phrase, indicating that they are familiar with its usage and understand its humorous connotations. The comment reflects an understanding and integration of the cultural nuances of the phrase, suggesting that the commenter has internalized the cultural context and can effortlessly employ it in a humorous response. This indicates a high level of cultural competence, specifically unconscious competence, where the behavior has become natural and automatic without requiring conscious effort or thinking. Based on the information provided, the level of cultural competence for the comment "no, no, no. We just say 'Fingers in the nose'" appears to be unconscious competence.

Datum 10

The data was taken on 18th March 2023 and was commented on 9th April 2023 by Gez Kelly.



Gez said in the comment:

“The metric system is by no means universally used in the UK, We use a whole jumble of Metric/Imperial”

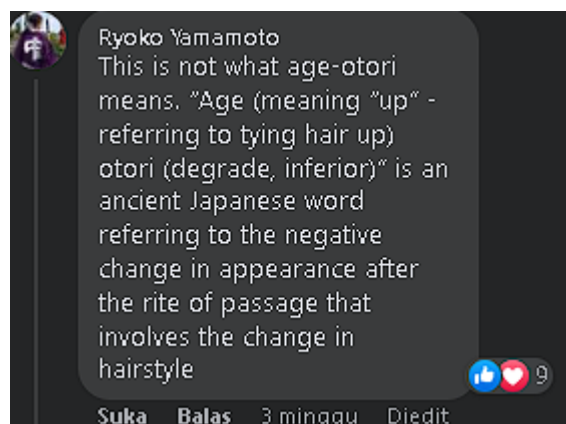
The comment highlights that the metric system is only sometimes adopted in the UK. It suggests that there is a mixture of both metric and imperial measurements used in everyday life. This cultural context refers to the historical influence of the imperial system in the UK and the ongoing transition to the metric

system. The comment acknowledges the coexistence and usage of both systems within the country. Meanwhile, the comment is humorous as it contrasts the British and American perspectives on the metric system. The British statement about developing the metric system is met with a comical response from Americans, who emphasize unusual comparisons involving deer height and hamburgers' weight. This humor is derived from the unexpected nature of the comparisons.

From that comment, Gez conveys that the metric system is only sometimes used in the UK. That's means Gez understands the joke and aware of the culture. I analyzed and found the data in Gez's Facebook account for additional data. I found that Gez is England person and also the author of one of the books, so he knew about the language and culture in England. Then, the commenter demonstrates an awareness of the culture between the metric system and imperial system usage in the UK. They recognize that the metric system is not universally used and instead describes a combination or "jumble" of metric and imperial measurements in daily life. This shows an understanding of the cultural context surrounding measurement systems in the UK and acknowledges the coexistence of different systems. The comment reflects an awareness effort to provide accurate information and highlight the cultural nuance of measurement practices. The commenter has a certain level of knowledge and awareness of the topic, indicating a state of Conscious Competence in terms of cultural understanding.

Datum 11

The data was taken on 18th March 2023 and was commented on 9th April 2023 by Gez Kelly.



Ryoko said in the comment below:

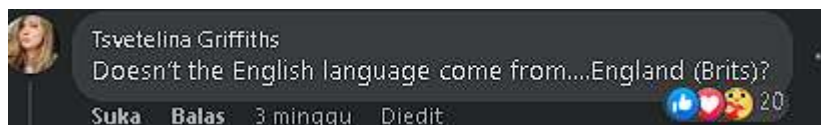
"This is not what age-otori means. "Age (meaning "up" – referring to tying hair up) otori (degrade, interior)" is an ancient Japanese word referring to the negative change in appearance after the rite of passage that involves the change in hairstyle"

The commenter asserts that the image's definition of "Age-tori" is incorrect. They provide an alternative interpretation of the term, explaining that it refers to the negative change in appearance after a rite of passage involving a hairstyle change. This demonstrates the commenter's cultural knowledge and understanding of the term within the Japanese context. Meanwhile, the comment does not explicitly introduce humor; it indirectly brings a humorous element by challenging the given definition and presenting an unexpected interpretation of the term "Age-tori." The humor arises from the contrast between the provided definition in the image and the commenter's alternative explanation, which adds an element of surprise or contradiction.

The commenter demonstrates a higher level of cultural competence by possessing knowledge of the term "Age-otori" and its meaning within the Japanese cultural context. They explain the linguistic components of the term and its association with a negative change in appearance after a hairstyle-related rite of passage. Then, from that comment, Ryoko conveys that she justifies the statement in the data post, which means Ryoko knows the language culture in Japan. After analyzing his profile account of Ryoko, I found the data that Ryoko uses the Japanese language to interact with others; not only does Ryoko use a Japanese outfit in her profile picture, we all know that Ryoko Yamamoto is one of the Japanese names. From that data, I can conclude that, in this case, it included Unconscious Competence.

Datum 12

The data was taken on 17th March 2023 and was commented on the same day by Tsvetelina Griffiths.



Tsvetelina wrote in comment below:

“Doesn't the English language come from....England (Brits)?”

The comment acknowledges the origin of the English language in England (Brits). This demonstrates an awareness of the historical and cultural background of the English language. It suggests that the commenter recognizes England as the birthplace of the English language and attributes its development to the British people. Then, the humor in the comment arises from the implied relief expressed by British people when they return home and no longer have to put on an accent. It shows that British accents, particularly when used by non-native speakers, can

sometimes take time to imitate accurately. The comment humorously suggests that British people may be relieved to be able to communicate without putting on their accents or facing challenges in understanding different accents.

In the comment, the person acknowledges the connection between the English language and England (Brits). They are aware that the English language originates from England. This shows cultural awareness and recognition of the historical association between the language and its place of origin. However, it's important to note that the comment only provides a further depth of understanding and insight into the cultural nuances or variations of the English language beyond its origin. The comment needs to delve into the complexities of regional accents or the diverse nature of English-speaking communities around the world.

Therefore, while the commenter shows awareness of a basic cultural fact, their understanding seems limited, suggesting a level of conscious incompetence. They recognize cultural differences but may need a deeper understanding or appreciation of the intricacies and variations within the English language and its usage across different regions and communities. From the data comment, Tsvetelina needed clarification on the English language comes from. She also didn't know the humor context in that post, which made her ask. I conclude that data included unconscious incompetence.

Datum 13

The data was taken on 15th March 2023 and was commented on 16th March 2023. Ranjeet Singh.



The Language Nerds



Ranjeet said in the comment section:

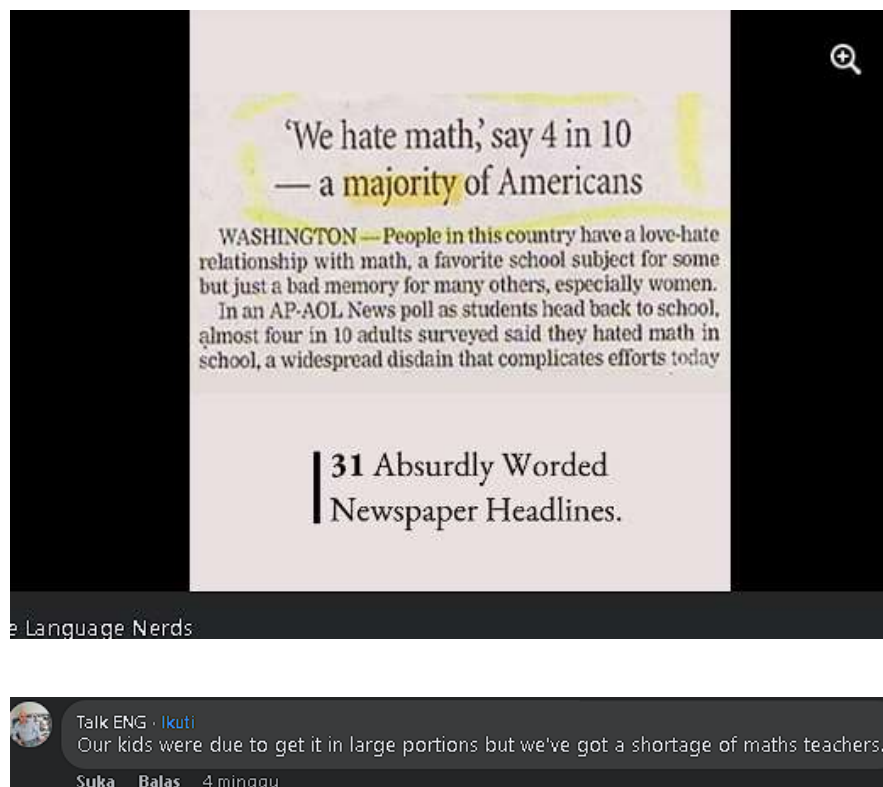
"Loll (with lol emotes)"

The comment reflects the cultural context of Indian cuisine, which is often associated with closely guarded recipes and secret ingredients. It humorously acknowledges the common perception of Indian restaurants being secretive about their recipes and culinary techniques. Then, the comment "Loll (with lol emotes)" is a response to the post about an Indian restaurant being secretive and requiring a legal agreement not to share the flatbread recipe, jokingly referred to as a "naan disclosure agreement." "Loll" is a variation of "lol," which stands for "laugh out loud." It indicates that the commenter found the post amusing. The addition of "lol emotes" suggests that the commenter expressed their amusement through the use of emotes or emojis associated with laughter.

From that comment, Ranjeet conveyed that he knew the joke and cultural context of the post. He typed "lol," meaning that he had been understanding, so he laughed at the comment. After analyzing the Facebook user of Ranjeet, I conclude that he is an Indian person. So, he knew the culture and know aware of the culture. In this case, the data included unconscious competence because Ranjeet has naturally culturally aware.

Datum 14

The data was taken on 13th March 2023 and was commented on 14th March by Talk ENG.



Talk ENG said in the comment section:

“Our kids were due to get it in large portions but we’ve got a shortage of maths teachers,”

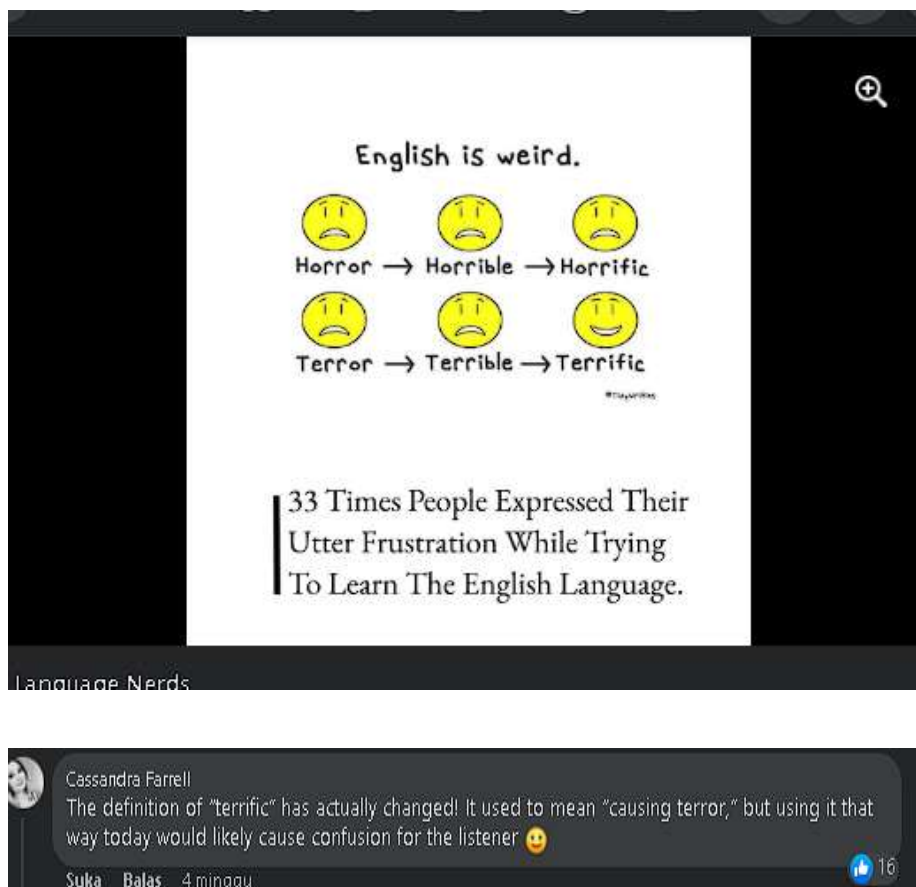
In terms of cultural context, the comment touches on the common issue of math education and the shortage of math teachers, which can be a relatable topic in many educational systems around the world. Additionally, it reflects a light-hearted approach to addressing the topic and using humor to cope with its challenges or frustrations. Meanwhile, In the image, there is a headline stating that "4 in 10 - a majority of Americans" hate math. The comment seems to be making a joke by connecting the shortage of math teachers to the idea of kids receiving math education in "large portions." It implies that the lack of math teachers is affecting the amount of math education children receive. The humor in the comment lies in the play on words and the ironic contrast between "large portions" of math education and the shortage of math teachers. It highlights a humorous perspective on the educational system's challenges and contradictions, specifically regarding math education.

From that comment, the Talk ENG account knew the context of the culture in that post. After analyzing the account of Talk ENG, I found that the account is for an English language tutor who talks about the English language. Then, the comment aligns with the characteristics of Conscious Competence. The person acknowledges the shortage of math teachers and its implications for their children's education. They possess knowledge of the cultural context surrounding the shortage of math teachers and the impact it has on the amount of math education received. The comment reflects an understanding of the situation and

the need to modify or adapt their kids' math education due to the shortage. From that data, I conclude that this case included Conscious Competence.

Datum 15

The data was taken on 12th March 2023 and commented on 14th March 2023 by Cassandra Farrell.



Farrell said in the comment section:

"The definition of "terrific" has actually changed! It used to mean "causing terror," but using it that way today would likely cause confusion for the listener"

In the image, the words are grouped together based on their similarities in spelling and pronunciation, but their meanings have evolved in different ways. The first group consists of "horror," "horrible," and "horrific," all of which convey a sense of fear or being afraid. The second group includes "terror," "terrible," and "terrific," which have different connotations despite their similar spellings and sounds. Then, the humor in this comment lies in the contrast between the negative associations of "horror," "horrible," and "horrific" and the positive connotation of "terrific." The comment suggests that using "terrific" in its original meaning of "causing terror" would likely confuse the listener because the word has undergone a shift in meaning over time.

From that comment, Cassandra conveyed that she knew about the history of the English words; she mentioned that the "Terrific" word was changed. After analyzing the account profile of Cassandra Farrell, I found the data that he is from England; this can be proven by her Facebook intro mentioning "New Englander." In this case, I conclude this data include Unconscious Competence.

Datum 16

The data was taken on 6th April 2023 and was commented on the same day by Marlena Myles.



Marlena writes the comment:

“Feels like one is French and one is American lol”

Culturally, the comment plays on the perception of French cuisine and its association with omelets. French cuisine is often celebrated for its culinary expertise and sophisticated dishes, including omelets. By humorously suggesting that one variation of the word is French, it implies that it might be the more authentic or superior option.

In terms of humor, the comment relies on the unexpected and playful contrast between the previous discussion of British and American English and the sudden introduction of French. It creates a light-hearted moment by introducing a cultural reference unrelated to the preceding conversation. The humor stems from the person's comment being a playful exaggeration and diversion from the original discussion. It adds a comedic element by suggesting that the person's statement about being Indian is neither British nor American but rather French, which is unexpected and amusing in the context of the conversation.

From that comment that Marlana has written, I conclude that Marlana knows the characteristics of French people and American people, but with the word "Feels like" shows that Marlana is still not sure about that. Meanwhile, the researcher analyzes the Facebook account of Marlana and finds that Marlana is a woman from Minnesota. That means Marlana knows the American people but needs to figure out her statement in that comment. Furthermore, the comment demonstrates a conscious effort to modify their behavior accordingly. The person states that their usage of the word is neither British nor American because they are Indian. This implies an understanding that their own cultural background influences their language usage. From that data, this data is Conscious Competence.

Datum 17

The data was taken on 5th April 2023 and was commented on the same day by Elina Keränen.



Elina said in the comment section:

” What is the actual case this is referring to?”

The image presents a hypothetical scenario of what it would be like if Facebook existed in 1776, the time of the American Revolutionary War. The text in the image, "The British are coming! Not all the British. Only the British army, so partly false," is a play on the famous phrase attributed to Paul Revere, "The British are coming!" The phrase is often associated with the start of the Revolutionary War and the American colonies fight for independence.

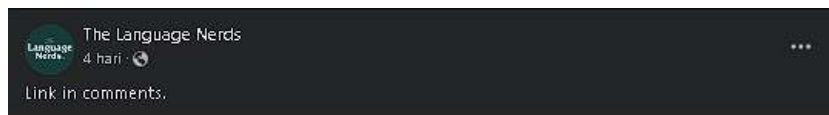
In the context of the image, the humorous element lies in applying fact-checking or clarification within a historical context. The phrase "partly false" is commonly used in fact-checking or debunking statements in modern times, but it is humorously applied to the historical event in this scenario. The humor in this comment arises from the collision between an iconic historical event and the contemporary concept of fact-checking. It playfully suggests that if social media platforms like Facebook existed during that time, there would be a need to clarify the accuracy of statements made, even in a critical moment like the start of a war.

The comment demonstrates unconscious incompetence as the person acknowledges the existence of cultural differences and their limited knowledge in this area. From the analysis, Elina needed to learn the meaning of the cultural context, specifically American history. Another fact that makes Elina didn't know the case or context in that post is that I found the optional data about Elina; she is not an American but an Indian person. Besides that, Elina uses the Indian language in that Facebook profile, which strengthens the notion that Elina is an Indian. From

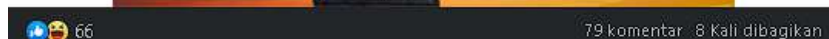
that data, the cultural awareness level in this data is Unconscious Incompetence. I conclude that data into unconscious incompetence because Elina was not aware of the culture of other countries, namely the culture of American history.

Datum 18

This data was taken on 2nd April 2023 and was commented on the same day by Mohammed.



The grammatical change that took The United States from 'are' to 'is'.



Mohammed wrote the comment below:

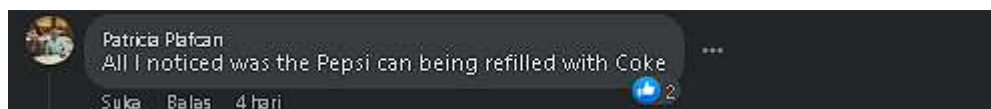
“What is you talking about”

Regarding cultural context, the comment reflects a need for more familiarity or knowledge regarding the specific grammatical change being discussed. The confusion expressed in the comment suggests that the person may need to be made aware of the historical linguistic transition or its significance. Then, the humor in the comment arises from the person's inability to understand or grasp the subject matter, as indicated by their question.

The comment demonstrates Unconscious Incompetence as the person acknowledges their lack of understanding and seeks clarification. They recognize that they do not comprehend the subject matter and express confusion by questioning the discussed topic. From that comment, I conclude that Mohammed didn't know about the context and culture of the United States. After analyzing Mohammed's Facebook account, I found that Tiongkok place that has been visited; from that account not know that Mohammed is a United States person. From that data, I conclude that this data included the class level of Unconscious Incompetence.

Datum 19

The data was published on 4th April 2023 and was commented on the same day by Patricia Plafican.



Patricia said in the comment section:

“All noticed was the Pepsi can being refilled with Coke”

Culturally, the comment highlights the difference between the intended modification of language (Spanish to Italian) and the humorous observation of the Pepsi can being refilled with Coke. It implies that the person noticed this humorous detail in the image rather than focusing on the language modification aspect. Then, the humor of the data stems from pouring water from a big bottle

into a small bottle, with the text suggesting an attempt to modify one's Spanish vocabulary to speak Italian, hoping nobody will notice. This humorously plays on the idea of trying to adapt or substitute one language with another, akin to pouring one beverage into a container of a different brand.

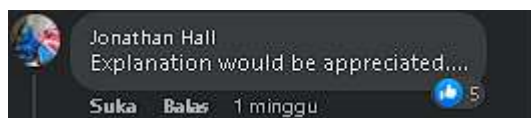
That comment shows that Patricia didn't know the implied meaning of the post; Patricia mentioned the word "All I noticed...." that means Patricia only noticed the Pepsi and the Coke, as the picture shows in the post that says Spanish vocabulary and Italian spoke. Besides that, after analyzing Patricia's Facebook profile, researchers found the data that Patricia is people who lived in Arkansas, United States. That data can strengthen the fact Patricia has different background culture. I conclude that this case included Unconscious Incompetence because of limited cultural understandings or interpretation.

Datum 20

The post was published on 27th March 2023 and was commented on the same day by Jonathan Hall.



he's a 10 but in pesos



Jonathan said in that comment:

"Explanation would be appreciated.."

The image features text that says, "he's a 10 but in pesos." This phrase plays on rating someone's attractiveness or desirability on a scale of 1 to 10 but with a twist. Instead of using a standard currency or unit of measurement, it humorously suggests using "pesos," which is the currency of Mexico. Regarding cultural context, the comment highlights using pesos as a cultural reference to Mexico. It implies that the person commenting might need to be more familiar

with the cultural context of pesos being used as a humorous rating system. They seek an explanation to understand the joke or reference better. Meanwhile, the humor in the comment stems from the alignment between the traditional numerical rating scale and the introduction of pesos, a currency associated with Mexico. It creates a play on words and a cultural twist, adding an amusing element to the image.

In that sentence from Jonathan, he says he needs an explanation for the post. He needs an answer because he didn't understand the post's context or meaning. Researchers found in the comment section peso is a common currency in several Latin American countries, and the problem is extreme inflation in some countries. There is a cultural difference between America and Jonathan's country, namely in England, specifically in Newcastle upon Tyne. In this data case, the data included Unconscious Incompetence.

B. Discussion

In this chapter, I discuss the types of cultural awareness and cultural misunderstanding done by Facebook users on "The Language Nerds" page. Based on cultural awareness and misunderstanding in this study, I found several posts in the comments chart of "The Language Nerds" Facebook page that contains cultural context and cultural misunderstanding. As well as images in the posts support this study's data. In reviewing the data, the comments on each customer on the page show cultural differences in Storti (2011). Some levels of cultural awareness include unconscious incompetence, conscious incompetence, conscious competence, and unconscious competence. In addition, to cultural

misunderstanding, I analyzed the Facebook profile of the related account. To find the level of cultural awareness on the Facebook page "The Language Nerds, I have 20 data from various comments from posts with different cultural contexts. While reviewing the data, I found all cultural awareness levels except conscious incompetence.

Based on these findings, I found 15 cultural awareness data and five cultural misunderstanding data, with details for the first level, unconscious incompetence. I found five data with this level. I did not find this level in their data for the second level, namely conscious incompetence. For the third level, conscious competence, I only found 6 data in the third level. And the last level, unconscious competence, I found 9 data with the unconscious competence level. According to the data at the first level, it shows that Facebook users on "The Language Nerds" page still have cultural differences, so they occupy the first level of cultural awareness. The five profile accounts mostly have country, language, and culture differences. According to the data at the second level, I needed to find data suitable for classification into this level. The data on the third level shows Facebook users on "The Language Nerds" Facebook page who are aware of the culture but not too sure about the culture. Then finally, the data at the fourth level shows that users who comment on "The Language Nerds" Facebook page have high cultural awareness. Besides, the fourth data has the largest percentage of other data in this study. It shows the many people who have realized and understood cultural differences.

I argue that each level has a cause related to the emergence of each level in my findings, at the first level, namely unconscious incompetence, this level appears in the findings in my study because these accounts have different countries, languages, and cultural limitations and different levels of humor from each individual to posts they have responded to. This is a strong cause of cultural misunderstanding at the level of unconscious incompetence. At the next level, namely cultural misunderstanding with the level of conscious incompetence, at this level I did not find suitable data because the commentary data did not match the intent of the story theory at the conscious incompetence level, which states that at this level, a person recognizes cultural differences but has knowledge limited to that culture. Then in cultural awareness, namely at the level of awareness, competency data can appear because these people have sufficient knowledge about culture, even though they still need to make an effort to be aware of themselves. The next level, namely cultural awareness of unconscious competence, at this level, it appears with the most data. This is because the account users have sufficient knowledge of culture and language to understand the context and humor of the posts they respond to.

The findings in this study have differences that contrast with other studies conducted by Hasanah et al. (2019). In their findings, they discussed the effects of cultural awareness on the use of English as a second language. In addition, this study also has differences in the use of theory used in finding findings in studies, for example, research from Pitoxcoosuvam et al. (2020), which also discusses cultural awareness and misunderstanding but uses a different theory from the

current study. In addition to this study's global context, people with good cultural awareness values can give comments that say they understand the humor and culture in these posts. Comments in the form of text can identify people who have high awareness values. Laugh or laugh emoji. Then people who are still at a low level of cultural awareness often comment questions by asking directly in the comments section if they need help understanding the humor in the posts. Cultural awareness nowadays usually occurs on social media like Facebook. Still, as a researcher, to avoid misunderstandings on social media, that is by being open-minded, respecting other cultures, and asking questions if people are unsure to understand something.

The data shows that the accounts on "The Language Nerds" Facebook users are predominantly aware of and understand posts with cultural context. In addition, there is also a minimal cultural misunderstanding in the comment section of "The Language Nerds" Facebook page. In terms of cultural misunderstanding, there are only a few cases in a small part of the data in this study; this is an average Facebook account with prominent cultural differences, making it vulnerable to cultural misunderstanding and low cultural awareness values.

In other findings other than in theory, I argue outside the theory used in this study: 1. The importance of context. The context in which communication occurs can also be a major source of misunderstandings. For example, a joke that is funny in one culture or one Facebook account user may not be funny in another culture or Facebook account user. 2. The role of cultural values. Cultural values can also lead to misunderstandings. For example, in some cultural contexts in the

posts, "The Language Nerds" have different cultures. Users from the same culture can understand the joke, but users from that different cultures cannot understand the joke because they have limited cultural knowledge. 3. The role of language. Language can also be a source of misunderstanding. For example, the different language that another user in the comment section can make that user didn't understand and misunderstand. Meanwhile, this research has an interculturality aspect. Cultural awareness and interculturality are two closely related concepts, and the study of interculturality has significant competencies for this research; for example, people understand and appreciate different cultural perspectives in a wider aspect.

Social media such as Facebook, especially on "The Language Nerds" Facebook page, can not only be recognized from their Facebook profile and the pictures they send on their Facebook account but also from their comment activities on pages and groups on Facebook. Through the language in the comments, the cultural understanding of the account can be recognized.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

There are several important points of this study. This study was conducted to discover the value of cultural awareness and misunderstanding in the comments of "The Language Nerds" Facebook page. The conclusions in this study were analyzed based on the study questions made by the researcher. In this research, I achieve new findings about language and culture in the theoretical contribution: 1. The importance of context. 2. The role of cultural values. 3. The role of language. Besides that, I collected twenty selected data in sentences in comments on Facebook page posts as the theory from Storti (2011). I used cultural context in selecting data through comments on "The Language Nerds" Facebook page. I took comment data in the period from January to April 2023.

Twenty different accounts and comments have been selected are comments from: englishwithease.de, Elina Keranen, Dasun Nirmitha, Andreas Gottwald, Mohammed Al-Saleh, Kumar Rajgeet, Marlana Myles, Patricia Plafican, Jonathan Hall, Ana Andre, Melissa Johnson Ray, Patricia Forbes, Steven Feurer, Marie Pierre Dobbels, Gez Kelly, Ryoko Yamamoto, Tsvetelina Griffiths, Ranjeet Singh, Talk ENG, and Cassandra Farrell. I took pictures that had been commented on from the account and took the comment text from the account with cultural comments.

Then, after analyzing all the data, I found three levels: unconscious incompetence, conscious competence, and unconscious competence. At the same time, I did not find anything at the second level, namely conscious incompetence. At the unconscious incompetence level, I only found 5 data. Then, at the third level, namely conscious competence, I found 6 data. And the fourth level, unconscious competence, I found many cases (9) that could be classified at this level.

From the study that was conducted, it can be concluded that the twenty data collected and then associated with the theory in this study shows that the account on the Facebook page "The Language Nerds" has many users who are aware of culture, from the data collected, at the level of unconscious competence has a considerable amount compared to other groups. Besides that, some cultural awareness occurs on "The Language Nerds" Facebook page, but not as much cultural misunderstanding appears on "The Language Nerds" Facebook page. Meanwhile, Facebook accounts that show cultural misunderstanding have a fairly low number of four people.

B. Suggestion

As a result of the research, this research could be better. There are many missing and unintentional mistakes when researching comments and data on "The Language Nerds" Facebook page. There are suggestions that I want to convey, and also, I hope it can help other researchers in conducting research in the same field. I didn't find a theory about a misunderstanding. Still, the first two types of view from Storti (2011) can be classified as a misunderstanding because those theories named

unconscious incompetence and conscious incompetence are caused by misunderstanding by weak culture and language. Also, those theories have a different portion of cultural knowledge.

I suggest future studies to analyze cultural awareness and misunderstanding in other media. Whether in real social life, groups in an area, or groups in an organization. I recommend real social life to get more accurate and in-depth data. The second is that future researchers can look for new theories and cases on other Facebook pages. Third, future researchers can compare with other Facebook pages or social media. Fourth, for further research, they can find data sources like Facebook pages that discuss the other thing to see the third-second level named conscious incompetence. Lastly, future researchers can identify and connect other cultural misunderstanding cases with interculturality.

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