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INTERNATIONAL CONFERENCE OF
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**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

13 - 14 MARCH 2023

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ENGLISH PITSTOP

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ABSTRACT:

English Pitstop (EP) is an innovative project designed to help people learn and appreciate the English language. Through the official Instagram page, users can interact with different visuals, such as short videos, posters, and memes, all related to English. This project aims to be a well-known Instagram page in Malaysia and the first one that comes to mind when people think of an educational page. EP is a great way for English learners at any level to expand their knowledge and have fun while doing so. This project is sure to be an exciting and educational experience for all those who are passionate about English.

Keyword: English, pitstop, Instagram, educational

1. INTRODUCTION

English Pitstop (EP) is an educational platform designed to help students of all ages and backgrounds to improve their English language skills. It is based on a “pitstop” analogy – a site where people may quickly and effectively brush up on their English language knowledge and understanding, as well as improve their reading, writing, and speaking skills. EP is an innovative page dedicated to helping people specifically from Terengganu to enhance their English language skills. It emphasizes vocabulary, pronunciation, and spelling growth, providing individuals with the knowledge they need to feel confident and adept in the English language. Additionally, by demonstrating that English can be enjoyable, users are motivated to use the language on a regular basis, thereby establishing it. This may result in enhanced communication confidence, and Terengganu residents may become effective bi-lingual users of the language.

The platform was created to provide learners with a better understanding of the English language, and to emphasize the fact that it is possible to learn English without having to sacrifice entertainment (Habibah, 2020). With the help of EP, users are given access to high-quality and interactive resources that focus on enabling them to master the English language and apply it to their daily lives (The Benefits of Learning English, 2021). This allows users to bridge the gap between learning and practice, which can be beneficial for learning English, thus enabling them to become more comfortable with the language (Brown, 2020).

1.1 Project Objective

EP is an Instagram page that shares content such as short videos, posters and fun facts that helps people from Terengganu improve their knowledge of English. EP not only focuses on improving English pronunciation, expanding vocabulary, and perfecting English spelling but also on emphasizing how enjoyable and vital it is to speak English. By improving the



English skills of people from Terengganu and providing an opportunity to practice English, EP encourages them to have confidence when using the language daily. The EP project provides Terengganu citizens with an opportunity to improve their English skills and knowledge enjoyably and educationally. Furthermore, this project ensures that everyone understands the importance of English and enjoys the language, motivating future generations of Terengganu to be proficient in English. By providing a fun and educational experience, the EP project is beneficial for everyone involved.

1.2 Entrepreneurial Opportunities

EP is a project that provides entrepreneurial opportunities for people from Terengganu and students who feel that learning English is a daunting task. It opens up different prospects for those interested in self-employment or setting up a small business in the English language, as it allows them the opportunity to access resources, training, guidance and ideas that could lead to successful business prospects. The project provides a platform for sharing educational experiences and personal stories among entrepreneurs and aspiring business owners. With the guidance of trained professionals, the project can provide an invaluable opportunity to embark on an exciting business growth and success journey. The project provides a great opportunity for entrepreneurs in Terengganu, particularly those with a passion for helping others in the learning of English. The project targets a population who may feel that English is a difficult language to learn and allows entrepreneurs to reach out to them in helping them tackle these language barriers and gain a better understanding of English. With the potential for creative thinking and an expansive market, this project provides mostly untapped yet profitable opportunities for those entrepreneurs eager to make a difference in the lives of people around them.

2. METHODOLOGY

A Gantt chart is an important planning tool that can help to ensure that projects are completed ontime and to specification. The EP Project will require the use of a Gantt chart to provide a comprehensive overview of all tasks, deadlines, and additional resources allocated to deliver a successful project.



Figure 1: Gantt Chart for EP Project Planning

The methodology will include conducting online research for a literature review, and conducting online and offline surveys to gather data from the general public so that content can be created based on respondents' preferences. For example, a questionnaire has been created

that focus on a general error that people from Terengganu used to make and a short story that needs the respondent to read and record it. All the content on Instagram has been created using apps such as Canva and Animaker. By understanding the methodology behind this project, people will be able to understand the value of this project and the importance of accurate pronunciation. Additionally, online surveys can facilitate wide reach, especially on international platforms, which can provide a wide variety of information to be analysed (Kumar, 2018). Offline surveys, however, can also be beneficial in terms of getting more detailed answers, as well as obtaining more accurate demographic data (Kamal, 2016). Both methods have advantages and disadvantages and can both provide unique sets of data that can be used for research. Thus, it is ultimately up to the researcher to decide which form of survey is more suitable for their purpose.

3. RESULT AND DISCUSSION

The pronunciation errors identified in this project were derived from academic studies and daily observation. From week three to five (see figure 1), an online and offline survey has been conducted to hear the mispronounced words from a short story containing pronunciation error words (see figure 2) given to the respondent, in order to further validate the validity of the obtained results. The survey had 64 submissions in total. There are 35 male and 29 female. The majority of them are diploma students, as seen by the highest number of responses, while the remainder are degree and SPM students. The majority (42.2%) indicated that the dialect influenced them when speaking in English. With a score of 60.9%, it is clear that their mother tongue aids them in speaking English. The percentage of highest scores, 43.8%, demonstrates that the mother tongue even affects the learning process for speaking in English. Therefore, the response percentage (35.9%) indicates that the majority of individuals do not practise speaking English on a daily basis. With a score of 59.4%, the majority of responders are likely to make errors in pronouncing fricatives consonants such as the voiced TH. This clarified the errors that people frequently make. To recap, the greatest number of responses are neutral when they speak English, as evidenced by the 32.8% of neutral respondents indicated. As a result, the majority of them disagree having experience speaking English in front of a crowd (46.9%), and they agreed that English is difficult with the scores of 40.6%.

Finally, an Instagram account has been created to post short videos, posters, and memes. Every poster had questions that needed to be answered and the Audience can interact by commenting on the correct answers.

English Pitstop

This survey is an attempt to collect the pronunciation errors that people from Terengganu used to make and the survey is conducted by the researcher for the graduation project. All of the data you provided in this survey will be kept confidential.

Name: _____
 Education Level: _____

Rate your level of agreement or disagreement with each statement regarding the statements:

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|-------------------|----------|---------|-------|----------------|
| 1. My dialect influences me when speaking English. | | | | | |
| 2. My mother tongue helps me when speaking English. | | | | | |
| 3. My mother tongue hinders from my learning process of learning English. | | | | | |
| 4. I speak English on a daily basis. | | | | | |
| 5. I feel confident when being English speaker. | | | | | |
| 6. I have confidence when speaking English. | | | | | |
| 7. I have experience speaking English when in a crowd. | | | | | |
| 8. My opinion towards English is hard. | | | | | |

English Pitstop

Read the short story below.

Once upon a time there lived a farmer. He had amassed wealth by selling the produce that he got from his farms. He distributed that wealth to all the needy people. So, the whole village revered him for his magnanimity. But he had a persistent problem in his farms. Whenever he sowed seeds in his farm, the crows would come and eat them up. He was worried about this trouble and his profit from the farms went down. He contemplated the problem and came to a conclusion.

"I must do something about these crows. I will be ruined if I do not stop this dangerous and destroying tendency of these crows," he thought. He consulted this problem with his friends. They gave an idea to get rid of this nagging problem.

The next day, as suggested by his friends, the farmer bought a scarecrow and placed it on the farm. Then he sowed his seeds. "This season, I hope, I will get a good harvest," he said to himself softly.

When the farmer came to his farm a few days later, he saw that crows had pushed the scarecrow on to the ground. And the grains were all eaten.

Figure 2: English Pitstop questionnaire

3.1 Data Analysis

The data that has been collected from the questionnaire (see figure 3) shows that 22.1% of the respondents are likely to make mistakes in pronouncing fricative consonants such as the voiced TH /ð/ such as there, that, and then. 18.4% of respondents also made pronunciation errors in the -ed form such as in the word distributed, contemplated, and ruined. Additionally, 22.1% of respondents tend to pronounce certain words according to their spelling. For example the word ‘Sowed’, ‘amassed’, and ‘nagging’ have been pronounced as /səve/, /ə'mased/, and /nəgɪn/ instead of /səʊ/, /ə'mas/, and /nəgɪŋ/. 19.9% agreed that their mother tongue slows down the learning process of speaking English and 17.6% opinions from respondents think that English is hard to learn.

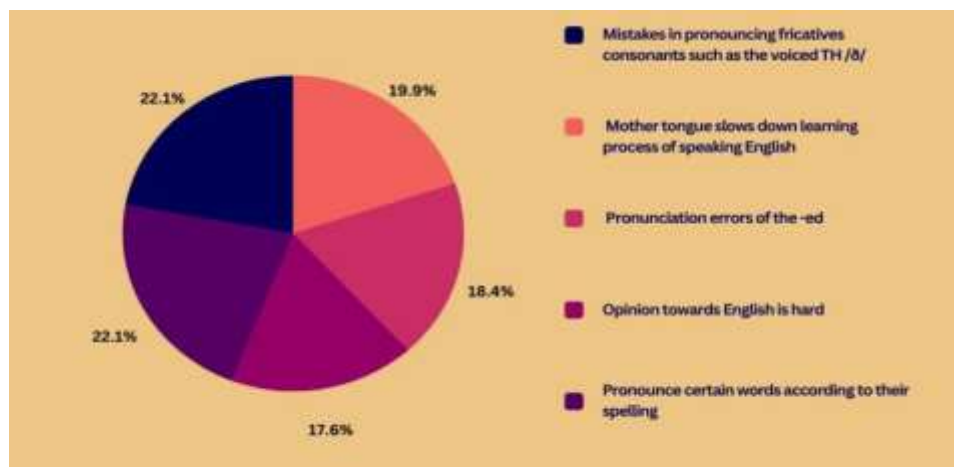


Figure 3: Pie chart of literature and general survey

3.3. Instagram Page

This is the Instagram page that has been created to post content such as short videos, vocabulary, and spelling posts (see figure 4). 19 followers gained from self-promoted by sharing it on Instagram stories and through WhatsApp status. A short video based on animation has been created to teach the correct way to pronounce words, while the poster has been created to add new vocabulary for the EP audiences (see figure 5). In addition, memes that contain fun facts have been created so that the audience can understand them easily. A few feedbacks have been received (see figure 6) were comments by some people who gave answers in a post that was posted on the EP page.

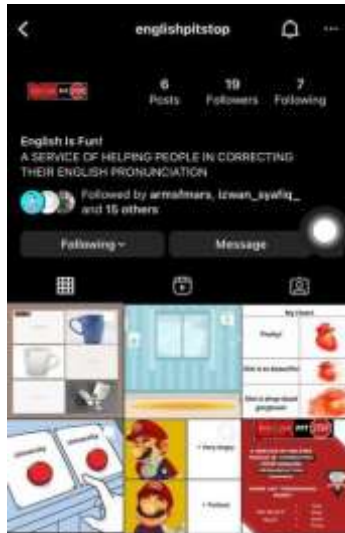


Figure 4: Instagram page

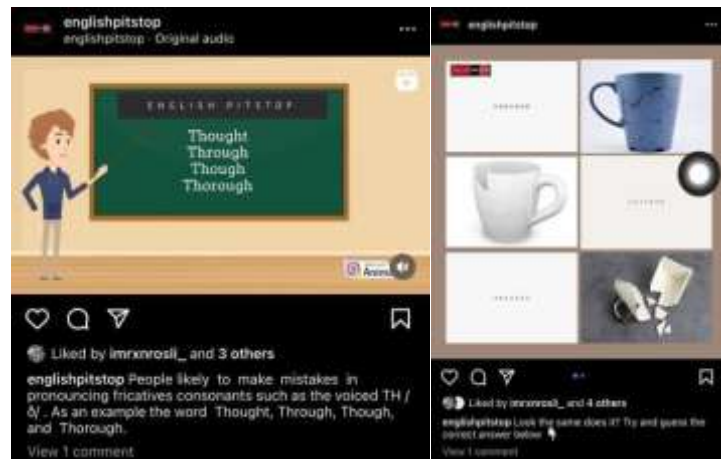


Figure 5: Short video and poster



Figure 6: Feedbacks

4. CONCLUSION

All in all, EP is a great Instagram page that encourages users to explore different facets of the English language including vocabulary, pronunciation, and spelling. As users progress through the platform, they are encouraged to use the language in a meaningful way with the ultimate goal of feeling increasingly confident and proficient in their English usage. Through the use of fun games and creative activities, EP creates an exciting and supportive environment in which users can practice their English skills and become comfortable with speaking the language in everyday life.

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First and foremost, praise god, the merciful for giving the blessing to complete this project with ease. My gratitude is to show towards my supervisor, Miss Choo Kim Fong, who is a lecturer from UITM Segamat, Johor, who helped me a lot with this project. A lot was discussed regarding this project and some of the ideas came from her. I appreciate everything she has done, which I will always remember. I sincerely appreciate all the effort she spent assisting me on numerous occasions. Her advice has made me more patient with many things and taught me to be more cautious when working on a project like this. I would also like to thank LG120 for allowing me to carry out a project that is very valuable not only for the present me but for the future me as well. This individual project has shown me the ropes towards being a successful entrepreneur and what qualities are necessary to maintain consistency in the entrepreneurial field.



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