CHAPTER 1
INTRODUCTION

A. Background

In this modern digital era, teaching English can be done in several ways, one of them is using social media. Social media refers to web based and mobile technology that allows the creation, sharing, and discussion of user-generated content, including sharing web articles and posts, text, and photograph updates on daily happenings, and the broadcasting of opinions and ideas (Kern et.al. as cited in Hermkens, McCarthy & Silverstre, 2014).It can give benefits to students and teachers and it becomes a tool to communicate with others to express some thing. Besides, it can be used practically. It is easy to be accessed by using handphone and adequate internet anywhere and anytime.

More than 1 billion users of Facebook, LinkedIn, and Twitter have provided around 25 percent of internet users because this is a new concept of social media (Monica & Anamaria, 2013). One of the Social media frequently used is Instagram. Since it was launched in October 2010, there has been a rapid growth of uploads and use of Instagram where users can easily to upload and change using filters where Instagram is a relatively new concept of communication (Hu, Manikonda, & Kambhampati, 2014).

Instagram was launched in October 2010, It was created as spinoff that was aimed to exploit GPS to share their location (Weilenmann, Hilman, & Jungselius, 2013). Instagram is widely used by people all over the world, including Indonesia. There are many photos and videos given captions in various languages, including English. Also, the caption is a unique thing in this research because many users read the caption with the picture posted by us. Instagram is not only used to post photo but it can be used as a strategy to make creativity and innovation in teaching learning process.

There are several studies conducted on Instagram for English learning. The first, an investigation by Ramdhany (2017) "The Students" Interest In Learning Vocabulary through Instagram at Fourth Semester of English and Literature Department of UIN Alauddin Makassar." The second by (Monica & Anamaria, 2013) "The Impact of Social Media on Vocabulary Learning Case-Study Facebook". The third by Salomon (2013) "Moving on from Facebook: Using Instagram to connect with undergraduates and engage in teaching and learning".

The researcher saw that the previous study were indeed extraordinary, and almost having the same thought but it has the differences with this research. What makes it different is the participant, the researcher take senior high school students for this research and also the reseracher using English caption for improving students" vocabulary. A caption is a text that transmits an object. (Alfiyatun & Muntaha, 2018). Therefore, the researcher will research Students vocabulary mastery through reading English caption on Instagram at SMAN 1 Mande Cianjur because the problem is Students still confuse about memorizing pleasant vocabulary. Therefore, the researcher will introduce Instagram as a learning media.

B. Research Questions

This study aimed to identify and examine students" vocabulary in the digital era through reading an English caption on Instagram; the following research question addressed:

1. What is the result of students in improving vocabulary before readingEnglish caption on Instagram?
2. What is the result of students in improving vocabulary after readingEnglish caption on Instagram?
3. How significant is the difference between improving students' vocabulary after using Instagram?

C. The Purposes of the Research

The aims of this study are, as follows:
1. To describe the students' vocabulary improvement before reading English caption on Instagram.
2. To describe the students' vocabulary improvement after reading English caption on Instagram.
3. To reveal the differences between students in improving vocabulary byusing Instagram.

D. The Significances of the Research

This research gives several significances. Practically, this research is expected to improve students' vocabulary by reading English caption on Instagram.

Theoritically, this research can be useful for teaching learning process concerning English for improving students' vocabulary by reading Englishcaption on Instagram and Expected that it can be used as basic study for the next research.

E. Critical Framework

In this digital era, there are still many English teachers who teach uses conventional techniques to teach English vocabulary. Whereas currently, the development of technology is very good. It should be able to make a positive millennial generation. So that using social media can give benefit for teaching and learning and therefore, English Caption on Instagram will be easy to access.

Instagram was launched in 2010, it is an application that is used to provide information and share photo to be saved as memories (Lee, Lee, Moon, & Sung, 2015). Instagram is a frequently used application because at this time Instagram is a way to share the expression of users thorough images and it is a new way of communication through image and video

(Shazali, Shamsudin, & Yunus, 2019). Social media has an impact on new words that appear like selfie, viral, hastag etc (Monica & Anamaria, 2013).

Instagram is not only used to share photos and comments but also can be used as a tool in teaching learning. It can be used in language classrooms. Instagram gives contextualized visual data can give a help in language classrooms. It is useful because it offers visual elements for students. Also it can be used to create a social connected community of students as the tool or media (Al-Ali, 2014).

However, Instagram provides benefits as a learning tool for students,especially in their discussion activities of their assignments (Mansor & Abd. Rahim, 2017). The researcher interested in Instagram as social media to help student"s vocabulary mastery and forgetting learned vocabulary is another serious problem while learning English vocabulary. Forgetting is the loss of information over time. People typically recall information betterjust after learning that after a long delay (Chen & Chung, 2008).

Therefore, the researcher is very curious about the use of Instagram as a learning media to improve student"s vocabulary mastery and it is also hoped that it can help students in vocabulary mastery.

F. Hypothesis

Hypotheses are statements in quantitative research in which the investigator makes a prediction.

H0: There is no effect of Reading English caption in improving student"s vocabulary at SMAN 1 Mande Cianjur.

H1: There is the effect of Reading English caption in improving student"s vocabulary at SMAN 1 Mande Cianjur.

G. Previous Research

Several of the research conducted on Instagram or Social media. The first research was conducted by Monica & Anamaria (2013). They stated in their research.The Impact of Social Media On Vocabulary Learning Case Study-

Facebook.The result of this study is There was no significant difference from the two experimental groups so that there was no superior between the experimental group and the control group, but after pre-test, there was an increase for both.

The second research was conducted by Alqunayeer (2016). The paper entitled "The Impact of Teaching through Twitter on Students" Vocabulary Learning: A Case Study of Qassim University." The research explains that There are any differences between traditional teaching and using twitter in teaching ann it is done at Qassim University. In collecting the data, it use Quantitative research through experimental and giving questionnaire.

The Third,research was conducted by Ramdhany (2017). The paper entitled,,"The Students" Interest In Learning Vocabulary through Instagram at Fourth Semester of English and Literature Department of UIN AlauddinMakassar." This research collected the data by using descriptive quantitative research. In this research explains that the students" interest is high and had positive result in learning vocabulary.

The fourth, research by (Salomon, 2013). The paper entitled "Moving on from Facebook: Using Instagram to connect with undergraduates and engage in teaching and learning." This research is about Instagram as a fun learning tool for students and also it has a meaningful way with diserve, urban, undergraduate students and the goals of teaching learning.

The Fifth, the research by Kamal (2019). It is stated in his study "Learning English Vocabulary Through Instagram." The result shows that the mean score of the pre-test was 43.44 (very poor) and after learning through Instagram, the mean score increased to be 83.75 (good). Based on the data the researcher concluded that there was the improvement of the students" in mastering vocabulary through Instagram. The data shows that this research is important to support the next reseacher.