

ABSTRACT

Nur'aida, Nida (2024) : Students' Perspectives on Utilizing @Folkative Instagram Captions as English Learning Media for Developing Their Reading Skills.

Reading skill is an essential component in language learning. To develop this skill, learners need relevant and familiar media. In this context, @Folkative captions can be considered one of the familiar media for learners. This study aims to explore students' perspectives and challenges in utilizing @Folkative captions as English learning media to improve their reading skills. The theory applied in this study refers to Nunan (2003), which states that language learning media should be relevant and familiar to the students. In this case, @Folkative Instagram captions represent cultural relevance and visual engagement. The study was conducted at UIN Gunung Djati Bandung, specifically in the English Education Study Program, using a qualitative case study method. The data were collected through questionnaires and in-depth interviews with five participants from the sixth semester. The findings reveal varied results in the three components of students' perspectives. In the cognitive component, the results indicate that students have a positive perspective on using @Folkative captions as learning media to improve reading skills, as they are able to identify general meaning, infer vocabulary, and determine the main idea from the captions. In the affective component, students also showed a positive perspective because they felt interested and enjoyed using @Folkative as English learning media. However, in the conative component, students showed a negative perspective, as they do not use @Folkative as part of their daily learning routine. Additionally, students faced several challenges when reading @Folkative captions. They occasionally encountered unfamiliar vocabulary, misunderstood the content due to a lack of contextual knowledge, and experienced distractions from certain content. These challenges led to a lack of interest in some topics provided in @Folkative captions.

Keywords: Students' Perspectives, Students' Challenges, Reading Skill, @Folkative Captions, Learning Media.