

ABSTRACT

Tunisa, Salshabilla Rahma (2022) University EFL Students' perception of using Instagram to learn English.

In today's digital era, people can not only learn by using books; many other ways or media can be used to increase knowledge or skill, like online platforms. Social media could help users communicate and share information with one another. Instagram is one of the popular social media for communicating with others by sharing photos, videos, or direct messages using smartphones, which are easy to carry anywhere. This popularity of Instagram can make it a potential medium for developing English skills. Thus, this research aimed to explore 1) students perceive of using Instagram to learn English, 2) Instagram features and accounts have the most influence on learning English.

This research utilizes a qualitative approach with a case study method. Data collection was conducted through questionnaires and interviews. In selecting the participants, purposive sampling was used. The total number of questionnaire participants consisted of students from the 2020 batch of the English Language Study Program, and four of them were chosen for interviews to explore the features and accounts that have the most influence on learning English.

This research found that, 81.1% of students agree that using Instagram has an impact to learn English because Instagram has features that share English, such as Insta story, posts, reels, and IGTV. Students indirectly develop English skills by watching videos or tutorials, reading subtitles, or viewing other people's posts. English learning accounts also impact to learn English skill; currently, there are so many English learning accounts on Instagram that engage content and are interesting with the visuals presented.

In conclusion, this study is essential to be explored, considering learning English is an important thing in the learning process. Learning a new language requires the acquisition of four skills in general. First, it is essential to learn how to communicate effectively in English by speaking, reading, listening, and writing. Second, writing requires practice and knowledge of three other language skills: listening, reading, and speaking. As a result, Instagram emerges as one of the media to improve students' English skill and create a better process in the future. Also, the results of this study can be used as a guide, especially for English teachers who want to use an English learning account or feature on Instagram to help students learning English.

Keywords: learning English, Instagram, Students' Perception