

CHAPTER I

INTRODUCTION

This chapter focuses on the research background of the study, research questions, research purposes, research significance, research framework, and previous research.

A. Background of the Research

The research is intended to investigate students' perceptions of using Instagram to learn English. Children and young people dominate the Internet and social networks in the world. Social networks have become one of the most visited applications by people, especially teenagers (Mamudi & Alamry, 2021). Seeing that most young people or students use social networks, it can help people easily acquire courses or knowledge. This research is expected to figure out how they use Instagram and how they think using Instagram to learn English.

In today's digital era, people can not only learn by using books, and there are many ways or media that can be used to increase knowledge or skill, such as online platforms and multimedia games (Oktaviani & Desiarti, 2017; Sari, 2020; Sari & Oktaviani, 2021). This study is essential to be explored, considering Learning is an important thing in the learning process. Learning is a process to get knowledge of a subject or skill by study, experiences and instruction, learning English is a process of getting knowledge about English skill. 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. Third, for the reader to grasp their writing, they must convey their thoughts and feelings creatively (Baqiatus Sallamah & Husein As Sabiq, 2020). The students of English Education Department must master English well. Learning English is one of the important things for English majors.

Nowadays, social media is becoming popular in all circles of society, including students. They use social media to share information in text, audio, photos, or videos using their smartphones, which are easy to carry anywhere. Zhang (2013), as quoted in Handayani (2016), states that social media is prevalent and can be used as a tool to develop certain activities in the language learning process. Furthermore, Kamer and Lightnerin (2007), as quoted by Nikbakht and Boshrahadi (2015), say that students must be equipped with modern facilities so that they can be involved in the learning process. Many social media applications allow students to create their content about learning and to find additional learning resources (Alghamdi, 2018). This means that social media can be applied as a learning medium.

According to Hootsuite, also known as We Are Social (2022), a global socially-led creative agency with unrivaled social media, the number of active social media users in Indonesia in January 2022 was 191 million people. The number of social media users in Indonesia continues to increase every year. Instagram users in Indonesia are 99.15 million people, the population of Instagram users aged 13+ is 45.8%, and 52.3% of the users are female while 47.7% others are male. Instagram is the 2nd most used social media in Indonesia, after WhatsApp. The use of social media can provide benefits in learning. Social networking sites have provided many new opportunities for language learners to interact in authentic ways that were previously difficult to achieve (Chartrand, 2012). The students can use social media as a source for their studies and practice their skills.

Instagram is one of the most popular social media applications that can be used as a means to improve vocabulary (Habibah, 2021). Many students can spend quite a long time viewing various information through their Instagram accounts. According to Rokhmawati & Mastuti (2018) Instagram can be an alternative media to improve students' vocabulary mastery significantly. Furthermore, Ramdhany (2017) says that consciously or unconsciously, students can understand different vocabulary from their habits. He also says that students could learn vocabulary by reading

Instagram posts, updating status, or posting photos and videos via Instagram.

The Instagram users may have different perceptions of using Instagram to learn English. As stated by Gibson et al. (2009:94), perception is the process of giving meaning to the environment by individuals. Perception involves the formation of opinions about people or groups based on social relationships (Ilmi & Fitriati, 2020).

A limited observation at a State Islamic University in Indonesia shows that many students use Instagram. The researcher found students' opinions about the role of using Instagram on their outside classroom. Firstly, students state that Instagram can develop their English skill. Many students follow accounts that teaches English. From those accounts, students can watch videos or photos using English language. Most of them have a simple and clear explanation. Accounts on Instagram that share videos with English audio can come from special education accounts and influencers' accounts. Many of them learn new vocabulary through Instagram. They open Instagram regularly and follow many English accounts there. Some students said that they could broaden their horizons about aspects of English by reading and listening to English posts written and recorded by influencers. Some students follow educational Instagram accounts, such as @gurukumrd, @papateachme, @aarons.english, @englisharound, @inenglishwithlove, @englishbusters, @pronunciationwithemma. Those accounts share photos and videos about knowledge of English and ways to practice English skills multiple times.

There are numerous previous studies relevant to the current research. One of them was carried out by Habibah, et al. (2021). The study explored the effect of learning English vocabulary through Instagram. The next relevant research was conducted by Malikhatul (2020). Using qualitative method, the research discussed students' perceptions of their experience after using Instagram for their speaking activity in a private university in Malang, Indonesia. Another relevant research was conducted by

(Zalzabilah, 2022) using qualitative method, the study investigates the students of 7th grade in SMPN 06 Bekasi about the use of social media YouTube and Instagram in Kampung Inggris as a method of learning vocabulary. The other relevant study was conducted by (Erarslan, 2019) Using a mixed methodology, the study explored university students' opinions about Instagram as a platform for education and language learning purposes and its effect on students' language learning process supplementary to formal classes.

However, the current research is different from those previous studies. While the previous research investigated experiences after using Instagram for their speaking activity, this research focuses on students' perceptions of using Instagram to learn English, using a qualitative approach with EFL students at a state Islamic university. The researcher also tries to find out the features and accounts that have the most influence on the students' to learn English.

B. Research Question

Based on the background of the research, the research questions are:

1. How do the English Education Department students perceive the using of Instagram to learn English?
2. What Instagram features and accounts have the most influence on English Education Department students to learn English?

C. Research Purposes

Based on the research questions, this research is supposed:

1. To find out the English Education Department students perceive the using of Instagram to learn English.
2. To find out the Instagram features and accounts which have the most influence on English Education Department students to learn English.

D. Research Significances

This research is expected to give useful contributions practically and theoretically.

Theoretically, this research is expected to become a reference for future studies about university EFL students' perception of the use of Instagram as a medium to improve students' learning English to create a better process in the future.

Practically, this research discusses the students' perceptions of using Instagram's to learn English. This research can help lecturers in developing learning English by using Instagram innovations.

E. Research Framework

Social media plays a prominent role in all over the world. Digital applications like Facebook, Twitter, Instagram, and Snapchat enable users to communicate and share information, photographs, and videos digitally. Abdulaziz Al Fadda, H. (2020). Among these, Instagram is one of the fastest rising social media platforms in terms of use and popularity. It is a photo and video-sharing application first introduced to the market in 2010. Its features allow users to upload and edit photos quickly as well as post accompanying text and respond to other users. Instagram has retained its popularity due to its ease of use and the ability to meet the need for social interaction and entertainment (Hwang, & Cho, 2018).

Instagram is one of the media that can increase students' listening skills. According to Moreau (2018), Instagram is a smartphone-based social networking service for uploading or sharing images and videos. All who have an Instagram account have a profile and a news feed, and then when people upload a picture or video to Instagram, it appears on their page. The updates will appear in the feeds of those who follow an account, and people will also see updates from others they have chosen to follow. It is much like Facebook or Twitter, focusing on mobile and visual sharing. People will connect with other users through the app by following them, being followed by them, commenting, liking, tagging, and sending private messages, much as on other social media platforms.

Student' Perception According to Milton (2009), student' perception concerns how the implements "Students' Perception in their eyes, the truth. Influenced by their experiences and expectation, perception is what they see as reality to them and what they believe will happen, whether true or not. The students' perceptions define the using of Instagram to learn English." Therefore, students' Perception relates to the experience or everything they see or feel in the process of using Instagram. Students' perceptions of learning can be studied across a wide variety of courses by making the results more generalizable (Centra & Gaubatz, 2005)

Even though the object is the same, everyone can perceive it differently because several factors influence it. Perception is a personal thing. Students can have a positive perception of using Instagram's to learn English. On the other hand, if students find that using Instagram does not impact their learning English, they can have negative perceptions.

F. Previous Study

Several studies are found relevant to the current research. One of them was conducted by Mamudi and Alamarly (2021) This study explores students' perception on the use of Instagram to learn English vocabulary. In collecting the data, this research used questionnaires and interview with questionnaires given to 20 random participants and interviews given to 6 participants. This study uses the qualitative approach in which the data presented is in the form of non- numerical data. The study's result showed that Instagram accounts who taught English learning. It really helped the students in adding new vocabulary and other English knowledge and English learning accounts on Instagram can be used as a good choice in English learning medium. However, there are also some gaps between the current and previous research. The current research explores the English Education students' perceptions about the using of Instagram to learn English at the State Islamic University. While the previous study used quantitative approach and a questionnaire as the instrument, the current

research uses a qualitative approach and a questionnaire and interviews as the instrument.

The next relevant research was conducted by Lailiyah (2020). The research discussed students' perceptions of their experience after using Instagram for their speaking activity. In collecting the data, this research used questionnaires as the primary instrument with 148 students who study in a private university in Malang. The result showed that students' perception of learning through Instagram is positive because it provides a new way of learning a language and accelerates interactive vocabulary enrichment. This previous research is relevant to the current research regarding students' perceptions of using Instagram. However, there are also some gaps between the current and previous research. Using qualitative with the case study method, the current research explores not only perceptions of using Instagram to learn English, but also the Instagram features and accounts that influence the students' learning English. The current research instruments are questionnaires and interviews with five participants.

Another relevant research was conducted by Elarsan (2019). The research explored university students' opinions about Instagram as an education platform for education and language learning purposes and its effect on students' language learning process supplementary to formal classes. Using a mixed methodology with a pre-test and post-test design, the result showed that Instagram could be used to enhance the learning of English supplementary to formal teaching by exposing the students to the language while they are using this platform as part of their everyday practices. However, there are also some gaps between this research and the current research. The current research explores the students' perceptions of the impacts of Instagram using the case study method. The current research participants are students in the fourth semester of English Education Department.

The other relevant study was conducted by Rinda (2018). The research investigated students' perspectives on social media-based writing learning through Instagram. It used a case study using a close-ended questionnaire and focus group discussion (FGD) as its primary data collection methods. The research examined 70 students of a vocational higher education joining the academic writing course. The researcher described the students' perceptions of the strengths and challenges of writing on Instagram. Results showed that the use of Instagram for teaching writing in an EFL classroom is strongly recommended, yet some challenges must be addressed well and overcome. This previous research is relevant to the current research because there are some similarities in terms of research topics. The research topic is about the EFL students' perception of Instagram. However, there are also some gaps between this research and the current research. The current research explores the students' perceptions and explores Instagram features and accounts that have the most influence on their learning English. While the previous study used a questionnaire as the instrument, the current research a questionnaire and interviews as the instrument.

