ABSTRACT

Rafii, Muhamad (2023): **THE IMPLEMENTATION OF JAGO BAHASA'S REEL VIDEO ON INSTAGRAM TO IMPROVE STUDENTS' PRONUNCIATION**

This study investigates how Jago Bahasa's reel video is used in teaching English pronunciation and how they perceive the use of Jago Bahasa's reel video in teaching English pronunciation. Therefore, the purpose of this study is to learn more about how English pronunciation is taught using Jago Bahasa's reel video on Instagram, as well as what the students think about this method of teaching English pronunciation.

This study used a case study design in conjunction with qualitative methodologies. Nine participants from one of the private junior high schools in Bandung participated in the research. Through observations and interviews, the data were gathered.

The results of this research illustrated that the implementation of Jago Bahasa's reel video in two English pronunciation sessions followed a systematic approach: pre-teaching, during-teaching, and post-teaching. The initial session focused on basic understanding and improving language proficiency, while the second session emphasized practical application through reading practice and targeted pronunciation correction. Both sessions encouraged active student participation and assessment.

Meanwhile, the students' perspective on the implementation of Jago Bahasa's reel video revealed that in the cognitive aspect, the video had a positive impact on participants in understanding, pronunciation of English words and awareness of the importance of learning pronunciation. In the conative aspect, participants experienced a positive impact on their interest, activeness and motivation. In the affective aspect, it showed a positive impact on participants in terms of their enjoyment, excitement and confidence.

Keywords: Pronunciation, Instagram, Jago Bahasa, Student's Perspective