High School Students' Perceptions of the Role of Instagram Content on Vocabulary Mastery

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Introduction

Background of The Study

- Vocabulary

Vocabulary is the most important aspect in language learning. It is believed that without adequate vocabulary students are unlikely to understand expressions or ideas. The richer the vocabulary we have, the more fluent and expressive the communication we can do

- Digital Natives

As the world of technology develops, social media has become an integral part of people's lives. It is important to remember that one of the crucial aspects in today's Alpha generation is the role of English as an international language, which not only serves as a means of communication, but also serves as a learning tool for the technology being developed.

Introduction

Background of The Study

- Instagram

Instagram is an application on smartphones that is used to share photos, videos and content of interest to its users. It is a simple application released on October 06, 2010 created by Kevin Systrom and Mike Krieger. The content to be uploaded can contain text or captions that describe the purpose of the content. Various age groups began to access and integrate Instagram in various aspects of life, including learning.

Introduction

Data collection Gap

Previous Research	This Research
• The research conducted by Putri (2022) using close ended questionnaire • The research conducted by Prastya (2023) using close ended questionnaire • The research conducted by Handayani (2023) using close ended questionnaire	This research using open ended questionnaires and in-depth interviews so that there are no limitations in expressing a perception and minimizing bias.

Introduction

Novelty

This study is expected to find out more deeply the perceptions of grade 11 students regarding the role of Instagram content in their vocabulary mastery. This study is different from what has been mentioned before (data collection method) and from the object. The previous research was conducted in a vocational high school (grade 8) and in a university instead of a high school. This study examines the perception of Instagram content in vocabulary mastery among grade 11 students in a high school that uses English in its compulsory learning.

Research Objective

1) To find out students perceptions of the role of instagram content on vocabulary mastery

Methods

- **Design**

This research using qualitative descriptive methods

- **Setting**

This research conduct at private Senior High School in Ngoro, Mojokerto

- **Data and Source data**

Data and data sources from the results of questionnaires and in-depth interviews with several students in grade 11.

Methods

- **Data collection technique**

Observation, distribute questionnaire, Interview (at 11– 16 January 2025)

- **Data analysis**

To identify high school students' perceptions of the role of Instagram content on vocabulary mastery, the data obtained through open-ended questionnaires and in-depth interviews were categorized and sorted. Then, utilizing the current concepts presented in the previous chapter, a more in-depth data analysis was conducted. Furthermore, based on the analysis and findings that are reliable and resistant to the alternative hypotheses in this study, conclusions are drawn.

Findings

- Based on the theory () about the implementation of research in one of the private high school in Mojokerto, tis study found various perceptions, as many as 34 students answered from the questionnaire among them stated that including:

o *"Effective because there are many interesting contents to learn any vocabulary",*

o *"Because, usually the platform provides several posts related to news or issues that occur abroad, so we can get new vocabulary from the content and comments of the posts",*

o *"yes, it is useful because it can be indirect or online learning, and it becomes new knowledge for all of us that we don't know yet"*

Findings

- **In-DEPHT INTERVIEW**

o Because English is an international language and the student really want to be able to understand everything so that when she go abroad or find a job it will be easier

o Many students think the Instagram is very interesting because when there are pictures, it's easier to understand and easy to note down

o Reels can be viewed repeatedly and can be saved in our own account. reels also provide images with sound so that at the same time we can learn listening

Discussion

Overall, it can be assessed that the role of Instagram content contributes positively to students as a means to learn English vocabulary. It is also a bridge and motivation for most of them who have big aspirations and dreams. Initially the students were actively involved in the role of social media use, but over time, they realized that this platform is not just for fun, but can also be an effective tool for learning and development. Through inspirational and educational content, students are motivated to pursue their goals, whether in academics, career or personal development. This finding is consistent with previous research (Feri Sulianta, 2021) (Watrianthos, 2019) which confirms that Instagram social media as a collaborative tool that can support successful learning.

Benefits of Research

This research is expected to increase knowledge about the role of Instagram content on vocabulary mastery, especially in the context of English language learning in the digital era. Thus, it will be known how students perceive the influence of Instagram content and which aspects of the content they consider most instrumental in improving their vocabulary comprehension.

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