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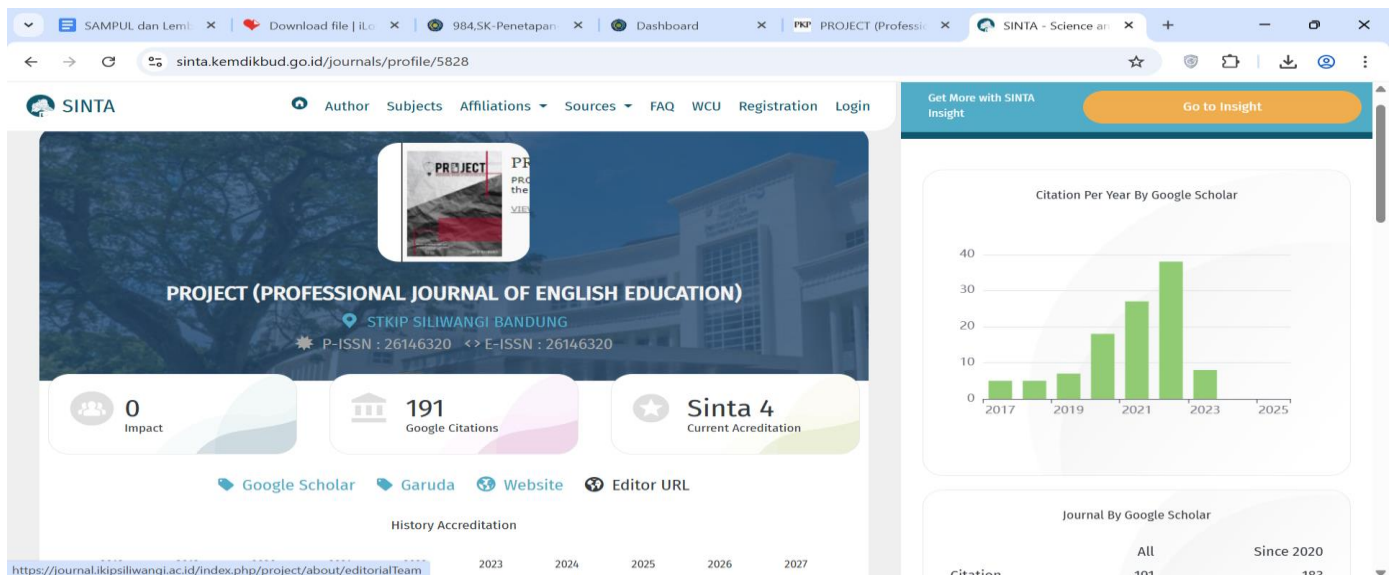
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**High School Students' Perceptions of The Role of Instagram Content on Vocabulary Mastery**

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**Abstract**

Nowadays, English language learning has been transformed along with the development of technology. This causes the use of Instagram as a learning media, especially to improve vocabulary. This study aims to determine students' perceptions of the role Instagram content on vocabulary mastery. The data were analyzed using qualitative descriptive methodology. The respondents of this study were 34 students who use Instagram to learn vocabulary. To get more in-depth information, the researchers also conducted interviews with 5 informants.

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