

**THE USE OF INSTAGRAM AS SUPPORTING MEDIA IN ENGLISH
LEARNING UNDERSTOOD BY ENGLISH DEPARTMENT STUDENTS
AT UNIVERSITAS MUHAMMADIYAH SURAKARTA**



Research Paper Submitted as a Partial Fulfillment
of the Requirements for Getting a Bachelor Degree of English Education

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SCHOOL OF TEACHERS TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2020

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On July 9th, 2020

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Surakarta, 9 July 2020

The Researcher



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Abstrak

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan persepsi mahasiswa semester delapan program Pendidikan Bahasa Inggris di Universitas Muhammadiyah Surakarta tentang penggunaan Instagram sebagai media pendukung dalam memahami pembelajaran bahasa Inggris serta keuntungan yang diperoleh oleh mahasiswa ketika menggunakan media pendukung Instagram dalam memahami pembelajaran bahasa Inggris. Penelitian ini menggunakan metode deskriptif kualitatif khususnya menggunakan teori pendekatan *hermeneutic phenomenology*. Data diperoleh dari wawancara dengan dua mahasiswa semester delapan program Pendidikan Bahasa Inggris di Universitas Muhammadiyah Surakarta. Subjek dari penelitian ini adalah dua mahasiswa S1 semester 8 program Pendidikan Bahasa Inggris. Sedangkan objek penelitian ini adalah transkrip wawancara tentang persepsi dan keuntungan yang diperoleh mahasiswa ketika menggunakan media pendukung Instagram dalam memahami pembelajaran bahasa Inggris. Teknik analisis data yang di gunakan adalah fenomenologis hermeneutik. Hasil dari penelitian ini (1) Mahasiswa memiliki pengalaman baru yang menyenangkan ketika belajar bahasa Inggris menggunakan Instagram, (2) Mahasiswa dapat mengembangkan kemampuan bahasa Inggris dengan menggunakan Instagram, (3) Mahasiswa dapat belajar bahasa Inggris secara efektif dengan menggunakan Instagram, (4) Mahasiswa lebih memilih belajar bahasa Inggris dengan menggunakan Instagram dari pada media lain.

Kata Kunci: persepsi mahasiswa, instagram, media pembelajaran, kemampuan bahasa Inggris

Abstrack

This study aims to investigate and describe the perceptions of eighth semester English Language Education program students at the Universitas Muhammadiyah Surakarta about the use of Instagram as supporting media in learning English and the benefits gained by the students when using Instagram as supporting media in learning English. This research uses descriptive qualitative method especially using the hermeneutic phenomenology approach. Data were obtained from interviews with two eighth semester students of the English Language Education program at the Muhammadiyah University of Surakarta. The subjects of this study were two 8th semester S1 students of the English Language Education program. While the object of this research is an interview transcript of the perceptions and benefits obtained by the students when using Instagram as supporting media in understanding English learning. The data analysis technique used is the hermeneutic phenomenology. The results of this study (1) The students have a new enjoyable experience when learning English by Instagram, (2) The students can develop English skill by using Instagram, (3) The students can learn English through Instagram Effectively, (4) The students prefer to learn English by using Instagram than other media.

Keywords: student's perception, intstagram, learning media, english skill

1. INTRODUCTION

Nowadays, the development of technology and science cannot be separated from the life of society. The development of technology and science has turn peoples to be more active in getting information and making interactions with others (Mujtaba Nassiri et al., 2015; Chris Brogan, 2010; Harry M Kibirige & Lisa DePalo, 2017). However, the development of technology and science has a direct and indirect impact on society, whether it is negative or positive (Pouria Khosravi et al., 2016; Sumedha Chauhan, 2017). The impact of the development of technology and science is for all circles, it is from uneducated until literate (Manuel Au Yong Oliveira et al, 2018; Emily CL Knox et al., 2019).

The development of technology and science has a positive or negative impact on society. For example, the development of technology can make peoples more easily get important information by using social media (Emilio Ferrara et al., 2017; Ismail Erkan & Chris Evans, 2016). They chose social media to find information than through conventional media or traditional media because social media is accessible for peoples (Babajide Osatuyi, 2013; Schlager et al., 2009).

Social media is the integration of information media and social communication; it is a collection of online tools that facilitate peoples to find any information, interact and communicate with others (Rahman & Alhadid, 2014; Buzzetto-More, 2012). As a collection of online tools, social media has many various types and shapes, but the best known are Facebook, Twitter, Youtube, and Instagram (Matthew A Russell & Mikhail Klassen, 2018). But more familiar to teenagers or young people is social media Instagram (Hina Adeeb et al., 2019).

The number of active users of Instagram is increasing time by time (Pavica Sheldon & Katherine Bryant, 2016). Michelle Wifalin (2016) stated that in Indonesia, Instagram is becoming the most popular social media. Therefore, many peoples are attracted to use Instagram than other

social media. But, they did not know that Instagram has a positive and negative impact on peoples especially to young people or teenagers (Eline Frison & Steven Eggermont, 2017; Elimira Djafarova & Chloe Rushworth, 2017).

One of the positive impacts of using social media Instagram is that social media Instagram can support students in learning English (Nouf Aloraini & Walcir Cardoso, 2018; Noraien Mansor & Normaliza Abd Rahim, 2017). They can use Instagram for learning English because social media Instagram consists of a lot of information and knowledge (Khalitova Liliia & Gimaletdinova Gulnara, 2016).

Furthermore, the students can use social media Instagram as a medium for their own teaching-learning English practice. They can use Instagram for their own teaching-learning practice such as for evaluating their oral communication skill and develop students' reading, writing, and listening ability (Nicole A. Buzzetto, 2012; Voyce Li, 2017; Hanieh Yadegarfar & Shahla Simin, 2016; Sebah Al-Ali, 2014; Fidel Cakmak, 2020; AG Bochevar & DE Lifashina, 2017; Amin Kurdi, 2017). Based on the literature review above, it concludes that social media Instagram can support students in learning especially learning English.

Having conducted a prolonged literature review, there have been few researcher which focus on students' perceptions particularly students college. For this reason, the writer wants to conduct research about students' college perceptions about Instagram as supporting media in English learning understood. This research aims to investigate how the influence of Instagram in supporting students' to learn English especially for Students at the Department of English Education at the University of Muhammadiyah Surakarta.

This research is focused on the students' college perceptions about the use of social media Instagram as a supporting media in learning

English. In this research, the writer used a qualitative descriptive approach to collect data. The writer conducted interviews with Students at the Department of English Education at the University of Muhammadiyah Surakarta.

2. METHOD

This research used descriptive qualitative research to collect and analyze the data. According to Corrine Glesne, 2016 stated that descriptive qualitative research is a having view on a natural phenomenon in which the subject research can be a perception, motivation, behavior, and action by exploiting various natural methods. From the definition above, it means that descriptive qualitative is a type of analytic research which no need calculation.

This study used a qualitative approach because of the data in this study shaped in descriptive data obtained from the form of writing, words, and documents originating from the sources from interviewees or informants. This study focuses on students' college perceptions about Instagram as supporting media in English learning understood at Universitas Muhammadiyah Surakarta. The writer needs to get the data from a student who active in using Instagram for learning English. The writer wants to know about students' perceptions on the use of Instagram as supporting media in English learning understood. Furthermore, the writer tries to analyze the interview transcripts to get a conclusion from the data analysis. After getting the conclusion, the writer describes it to carry out the type of research.

3. FINDINGS AND DISCUSSION

3.1 Findings

3.1.1 The students have a new enjoyable experience when learning English by Instagram

In the language learning process, the media plays an important role (Catherine Walter-Laager et.al, 2017; Hanna Insyirah Mohd Sukri et.al, 2018; Lara Lomicka & Gillian Lord, 2016). Media plays an important role in the language learning process because the use of media in the teaching-learning process is an opportunity for the teachers to teach their students in a different way. They can use it to deliver their explanation to the students easily (Christine Greenhow et.al, 2018). Amy F Holmes et.al (2018) stated that some students will feel bored and have difficulty understanding the explanation given by the teacher if the teacher explains without using learning media. Therefore, one of the media that can support the teachers and students in their teaching-learning process is social media Instagram.

Instagram is a relatively a new form of communication and a new way to find information where the users can easily share their updates by taking photos and tweaking them using filters (Yuheng Hu et.al, 2014). Many peoples can use Instagram for many things such as find and share an Information, do a communication with others, and even they can use it for entertainment (Philip C Arceneaux & Lucian F Dinu, 2018). Anyone can register on Instagram easily (Mukhtar Abdul Kader et.al, 2019).

In its development, social media Instagram is not only used for communication, sharing, and find information, but also Instagram can be the utilization as a medium by students in learning English (Ayuni Akhiar, 2019). They can use Instagram as

a medium in learning English because social media Instagram consists of a lot of information and knowledge (Khalitova Liliia & Gimaletdinova Gulnara, 2016). Furthermore, learning English through Instagram is a new learning style that can make students have new experiences that they have never felt before. So, it is an opportunity for the teachers to teach their students in a different way.

Data 1:

“Pas aku sudah mulai belajar bahasa Inggris di Instagram kesan ku pertama kali ya, pasti excited. Seru gitu, bisa belajar bahasa Inggris di Instagram.”

“My impression when I used Instagram to learn English is excited. It is so fun because I can use Instagram to learn English.”(Appendix number 4)

From the statement above, the researcher found that they feel excited when learning English by Instagram. They feel that Instagram is exciting because it is easy to use especially for learning English.

Data 2:

“Jadi, interface nya itu sangat sederhana ya, mudah di gunakan dan tidak bikin pusing. Aku aja yang orang awam, saat itu menggunakannya langsung bisa dan langsung tau cara menggunakannya.”

“So, the interface is quite simple and accessible. As a layman, I can use it easily. I think it makes me easy when learning, especially in learning English.” (Appendix number 2)

They feel that Instagram is easy to use especially for learning English because it has a quite simple and accessible interface, so it will make it easy to use.

Data 3:

“Karena menurutku itu aplikasi sangat menyenangkan, fiturnya itu juga banyak dan menarik ya.”

“Yeah! I think the application is so fun and has many interesting features.” (Appendix number 3)

From the statement above it concluded that Instagram is a fun social media because it has many interesting features. Moreover, they are easy to get content especially about The English lessons on it.

Data 4:

“Kita bisa belajar bahasa Inggris dengan mudah disana. Karena, di Instagram itu kan isi kontennya juga banyak ya, apalagi tentang materi bahasa Inggris, wah..berlimpah disana.”

“We can learn English easily through Instagram. Because, Instagram has a lot of content. Wow, there are lots of content especially about The English lessons on it.” (Appendix number 19)

The interviewee said that they can learn English easily through Instagram because Instagram has a lot of content especially English lessons.

Data 5:

“Nah, kalau di Instagram kan materi pembelajarannya bisa dalam bentuk foto atau video, jadi ya terlihat menyenangkan dan tidak membosankan.”

“Well, if on Instagram the learning material can be in the form of photos or videos, so it looks fun and not boring”
(Appendix number 23)

The statements above had implied that they get a new enjoyable experience in learning English by watching photos or videos about the English lesson on social media Instagram. So, they don't feel bored when learning English using Instagram.

3.1.2 The students can develop English skill by using Instagram

Data 1 :

“Jadi, semenjak aku itu belajar bahasa Inggris di Instagram aku itu merasakan kemampuan berbahasa Inggrisku itu meningkat.”

“So, since I learned English on Instagram, I feel my English skills have improved.” (Appendix number 6)

The interviewee said that their English skills is improve when they are learning English through Instagram.

Data 2:

“Di Instagram itukan banyak tuh postingan-postingan yang berisi tentang materi belajar bahasa Inggris.”

“I found that there are many posts contain an English learning material on Instagram.” (Appendix number 12)

The interviewee said that Instagram has a lot of content in it, especially content about English lessons. This is an opportunity for students to improve their English skills by utilizing social media Instagram. So, their English skills will improve if they can take advantage of this opportunity.

Data 3:

“Sekarang itu aku bisa menyusun paragraf bahasa Inggris dengan structure dan grammar yang benar, dan aku itu juga merasa kalau kemampuan Pronunciation ku meningkat juga.”

“Now I can arrange English paragraphs with the correct structure and grammar, and I also feel that my pronunciation skills have improved. (Appendix number 7)

From the statements above it concluded that after learning English using Instagram they feel that their pronunciation, grammar, and writing skills is improve. Thus, Instagram is a useful application to help students to learn English.

3.1.3 The students can learn English through Instagram Effectively

Data 1:

“Instagramnya guruku Mr.danish, jadi dia itu posting video tentang pronunciation, jadi yaa itu aku buat belajar di rumah.”

“Gurukumrd posted a video about pronunciation, so I used it to study at home” (Appendix number 10)

The interviewee said that social media Instagram helps them to learn English without leaving home. Meanwhile, they can search an English lesson through Instagram from their home.

Data 2:

“Jadi, aku pakai Instagram live biar aku itu bisa ikut kuliah, walaupun aku di rumah”

“used the live feature on Instagram, so I can take a course even though I'm at home. (Appendix number 26)

The interviewee said that they can use social media Instagram to help them study in anywhere. In addition, they can be

flexible to choose their time to learn English using Instagram. Moreover, they can also use Instagram to take part in lectures even though they are at home.

Data 3:

“Kita juga bisa belajar bahasa Inggrisnya dimanapun dan kapanpun, jadi tidak ribet.”

“We can also learn English in anywhere and anytime, so it is simple” (Appendix number 24)

From the statements above it concluded that Instagram is a simple solution for students who want to learn English without difficulty because Instagram is easy to use.

3.1.4 The students prefer to learn English by using Instagram than other media

Data 1:

“Jadi, menurutku fitur di facebook itu tidak ada yang menarik ya, karena terlalu monoton. Nah, kalau Twitter. Fiturnya itu juga tidak semenarik fiturnya Instagram, jauh lah pokoknya.”

“So, in my opinion, the features on Twitter and Facebook not as interesting as the features on Instagram because the features on Facebook and Twitter are monotonous.” (Appendix number 17)

The interviewee said that they prefer to use social media Instagram than other social media because Instagram has many interesting features while other social media do not have it.

Data 2:

“Ya seperti yang sudah aku katakan tadi, kalau buku konvensional kan isinya cuma tulisan-tulisan saja, jadi baru buka bukunya saja sudah males mau baca, apalagi mau belajar.”

“Yeah! As I said before, if conventional books only contain a text, so we will feel lazy just by opening the book, moreover use it for learning”(Appendix number 23)

The interviewee said that they prefer learning English through Instagram than conventional books because conventional books only contain a text. So, it will make them feel lazy to use it to study.

Data 3:

“Jadi, belajar menggunakan buku konvensional itu bagi saya terkesan kuno dan kurang efektif untuk menarik siswa untuk belajar.”

“In my opinion learning to use conventional books seems old-fashioned and less effective in attracting students to study”(Appendix number 6).

The interviewee said that learning English using conventional books is less effective in attracting students to study. Moreover, they consider that learning by conventional books is old-fashioned.

Data 4:

“Instagram itu menurut saya aplikasi terbaik lah, apalagi untuk belajar bahasa Inggris, terdibest pokoknya.”

“In my opinion, Instagram is the best application for learning English”(Appendix number 18).

From the statements above it concluded that social media Instagram is the best media to learn especially for learning English.

3.2 Discussion

3.2.1 The students have a new enjoyable experience when learning English by Instagram

This result supported by the theory from Jon-Chao Hong et.al (2016) who stated that the teachers can use a media to get students' interest and to make the students excite in their learning. This finding explains that students have a new enjoyable experience while learning English through the social media Instagram. According to the data, the students perceive that learning English through the social media Instagram is a new learning style that can make them have a new experience that they have never felt before. They feel that learning English by viewing photos and videos about The English lessons on Instagram is a new enjoyable experience for them. Moreover, they feel happy when learning English through Instagram because Instagram has many interesting features so they don't get bored while studying on Instagram.

3.2.2 The students can develop English skill by using Instagram

This result supported by the theory from Miftah (2013) who stated that good learning and creativity by utilizing media, within certain limits will be able to increase the likelihood of students learning more about what they have learned and improved the student performance to increase the achievement of competencies. This finding describes that students can develop their English skills through social media Instagram. According to the data the students use social media Instagram to learn English by viewing content about The English lessons so, they can take advantage of this opportunity to develops and improves their English skills.

3.2.3 The students can learn English through Instagram Effectively

This result supported by the theory from Jocelyn Howard and Adele Scott (2017) who stated that Ongoing developments in e-learning had improved internet access and provide opportunities to make an effective classroom with online educational technologies, so students involvement in greater independent learning will increase. The findings verify that students can learn English through Instagram effectively. According to the data, Instagram is a social media that can be used by students to learn English anywhere and at any time. This means that students can choose their learning situations based on their own needs and situations. So, that condition makes their learning activities more effective.

In conclusion, Instagram can help students to learn English effectively it is because social media Instagram is easily accessed. They can access it anywhere and anytime based on their needs and situations.

3.2.4 The students prefer to learn English by using Instagram than other media

This result supported by the theory from Amirrudin Kamsin (2005) who stated that e-learning has more benefits to the students than conventional learning. This finding clarifies that students prefer to learn English by using Instagram than other media. According to the data the students prefer to use social media Instagram to learn English than other social media such as Facebook and Twitter because. Moreover, they also prefer to learn English through social media Instagram than conventional books. They prefer to learn English through social media Instagram than

other media because Instagram has many advantages for the students.

In conclusion, the students prefer to learn English by using Instagram than other media because Instagram has many interesting features so that it can attract students to use it to learn English. In addition, they also don't feel bored when learning through social media Instagram.

4. CONCLUSION

This section has a brief and clear picture of what the researcher has written in the previous analysis. The researcher also draws the following conclusion to answers the problem statement of this research. The students perceive that learning English using social media Instagram can make them feel a new enjoyable experience. They feel that learning English through social media Instagram is a new learning style that can make them have new enjoyable experiences that they have never felt before.

Instagram is one of the most favorite social media in Indonesia which has many interesting features in it. Many teenagers even college students accessed Instagram for learning especially to learn English. They used it to learn English because it has a quite simple and accessible interface, so it will make it easy to use.

Moreover, they feel happy and excited when learning English through Instagram because Instagram has many interesting features so they feel don't get bored while studying on Instagram. They feel that learning English by viewing photos and videos about English lessons on Instagram is a new enjoyable experience for them.

Therefore, students prefer to learn English by using Instagram than other media. They prefer to use Instagram than other social media because Instagram has many interesting features while other social media does not have it. They also prefer learning English through Instagram than

conventional books. They feel that learning English using conventional books is less effective in attracting students to study because there is only contain a text. They also consider that learning use conventional books is a less effective action and old-fashioned.

Furthermore, they get many benefits when using Instagram to learn English. First, they can develop their English skill. The students can improve their English skills through Instagram because Instagram has a lot of content about English lessons. So, they can take advantage of this opportunity to develop their English skill. Second, they can learn English through Instagram effectively. They can learn English without leaving their home by searching for an English lesson through Instagram. They can be flexible to choose their time to learn English using Instagram based on their needs and situations. In conclusion, social media Instagram can support students in learning English.

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