

## THE IMPACT OF USING INSTAGRAM FOR INCREASING VOCABULARY AND LISTENING SKILL

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### Abstract

Currently studying does not have to use books. There are many media besides books that can be a place for us to increase our knowledge. At this time the world of technology is progressing rapidly as one of the needs of every human being. Smart phone, becoming the most commonly used technology in daily life, is no longer a luxury item. Moreover, the existence of various applications on smart phones makes it easier for us to find information anytime and anywhere. One of the applications found on smart phones that many people enjoy to use is Instagram. Instagram is a social media that can share various information such as photos and videos. There are several Instagram accounts where they share information about English lesson such as sharing photos using English captions and sharing long-duration videos such as IGTV using English, and not infrequently some accounts make teaching videos like in class using markers and whiteboards that will make us understand English more easily and interestingly and we also can increase our vocabulary by seeing the caption or watching video.

**Keywords:** social media, Instagram, vocabulary, listening

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## INTRODUCTION

There are so many learning media that students can use to boost knowledge and language mastery (Aminatun and Oktaviani, 2019a; Sari, 2020; Putri & Sari, 2020) such as printed books, brochures, modules, pamphlets, CD, multimedia, videos, internet (Sari, 2016), etc. Printed books are one of the media that is considered as a very effective medium for students to increase their language knowledge. Evidenced by research conducted in 1992 proves that students can better understand information from printed books that are more than one-page long. Pustika (2018) argues that through the activity of reading, students will be able to transform themselves into long life learners because their knowledge is always being modernized and improved every time they read the texts. Printed books are also very helpful for teachers in delivering material (Sasalia & Sari, 2020). In today's digital era, we cannot only learn to use books, there are many ways or media that we can use to increase our knowledge of our language like online platform and multimedia game (Oktaviani & Desiarti, 2017; Sari, 2020; Sari & Oktaviani, 2021). In addition, vlog is one of medium used to improve students' understanding in learning English (Mandasari, & Aminatun, 2019). The existence of printed and online platform can be used to teach students by using flipped classroom learning model (Mandasari & Wahyudin, 2021). Therefore, it is important to master how to optimize both printed and online media in learning English as an effort to achieve the target language.

Besides reading, listening is also important skill that we must have in order to increase our knowledge of our language. However, the reality is that both at the school or college level the teachers or lecturers deliver material using the boring lecture method. So that, it makes students not interested in the material provided by the teachers. From teacher's point of view, it is difficult to find materials for teaching listening (Mandasari, 2016). Moreover, Rahbar & Khodabakhsh (2013) revealed that the ability to understand listening is one of the most difficult to master, especially in an EFL context where students are not exposed to the natural speech of native speakers and are therefore reluctant to attend listening classes.

Language is a very important communication tool used by humans to express the feelings and opinions we want to convey to the interlocutor. According to Wibowo (2001), language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a

means of communicating by a group of human beings to give birth to feelings and thoughts. Through language, we may also get a lot of information to develop knowledge and may increase interaction in two ways (Rido & Sari, 2018; Sari, 2018).

In this era, a majority of society, even kids, are able to use technology in life (Pustika, 2020). A social media is the media most often used by humans not only to share information but also to increase our knowledge (Ayu, 2020). In educational setting, utilizing technology can help students to improve their academic performance (Mandasari, 2020). According to Howard and Parks (2012), Social media is media that consists of three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content can be personal messages, news, ideas, and products. Culture that is digital, then those who produce and consume media content in digital form are individuals, organizations and industries. Then with the development of strict mastery of internet material, it is an indicator of students' ability to be more creative in expressing their ideas. However, we still have to be careful when using social media, we have to keep filtering the various existing information, lest we become victims of false information or HOAX.

Instagram is a social media that is loved by many young people today. Social media Instagram is a message delivery tool (application) to be able to communicate with a wider audience by sharing photos or videos, which include other features such as DM (direct message), comments, love etc. Instagram (also called IG or Insta) is a photo and video sharing application that allows users to take photos, take videos, apply digital filters and share them to various social networking services, including Instagram's own. Currently there are many Instagram accounts that not only share photos and videos but they also share specific information about English material. Seeing this fact, it can be concluded that actually students nowadays are provided by abundant technology that can help them in learning (Aminatun, 2019). Student also perceived social media as the tool that may improve their learning (Sari & Wahyudin, 2019a; Sari & Wahyudin, 2019b).

Learning vocabulary is a very important factor in learning English. It belongs to the major element in learning a foreign language (Ambarwati & Mandasari, 2020). The teacher's role in teaching vocabulary is inseparable from technological sophistication. The development of dynamic technology, and the character of students who like things that are sophisticated, Instagram presents a fun alternative and attracts students' interest in learning vocabulary because is also supported by picture that can trigger students to learn and know more about English (Pratiwi & Ayu, 2020). Vocabulary is the basic language aspect that must be mastered before mastering English skills. There are some definitions of vocabulary by some experts. According Hornby (2006: 1645) Vocabulary is all the words that a person knows or uses and it is all the words in a particular language. According to Richards (2002), vocabulary is the core component of language proficiency and provides much of the basis for how well learners speak, listen, read, and write. So from the explanations of some of these experts, vocabulary is a very important component for us to master when we want to learn English, from that vocabulary can make it easier for us to master some skills in English, namely speaking, listening, reading and writing (Ayu & Zuraida, 2020). Not only is vocabulary important in learning English, listening is also important to be able language teaching learning to easier. The importance of listening is acknowledged by Brown (2001:247) who stated that "Listening is the major component in language learning and teaching because in the classroom learners do more listening than speaking." It means that, listening is the important thing in daily activities, through listening we can interpret the meaning. Sometimes listening to a conversation or watching a TV program without having to read the subtitles underneath it will certainly enhance a pleasant viewing experience rather than focusing on the Indonesia text listed below on the TV show or film.

Several Instagram accounts provide information related to English and this can really be a reference for us to add to our vocabulary and improve our listening skills. #kampunginggrislc, #kampunginggrism, #gurukumrd, #arons.english, #Fluent\_hauseofenglish, #mysimpleremiders, etc. They provide a lot of statements, captions, videos about English that are made very interesting so that the viewers are entertained and hope that readers don't get bored, and now Instagram also provides a feature called IGTV which is used to play videos using more time, length of the previous video player. Some accounts also use media such as blackboards, markers to teach some material about English. In this study, we will discuss the influence of Instagram social media to improve students' vocabulary and listening skills. Because Instagram is a social media that is currently used by many people, not only adults but teenagers also use it.

## **METHOD**

The type of research used in this research is qualitative with a descriptive approach. Descriptive research is a writing that describes the actual situation of the object under study, according to the actual situation at the time the research took place. The descriptive method is a method of examining the status of human groups, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this study was to determine the impact of using Instagram on increasing students' vocabulary and listening skills. The data was

collected through a questionnaire. In questionnaire, participants will be given 9 statements by choosing Yes / No answers, and 4 statements having 5 opinions, namely disagree, strongly disagree, agree, strongly agree, neutral.

## FINDINGS AND DISCUSSION

We need to take advantage of the many learning media available today to increase our knowledge or language skills. Because if we only learn through one medium or we only rely on learning when in class, it really hinders our learning process because of the limited learning time we have in class. However, millennial children at this time are very good at using various media as learning materials, such as Instagram. In the Instagram application there are various interesting features, one of which is that we can share or watch interesting videos. Because in reality people spend 45% of their time listening, 30% for speaking, 16% for reading, and 9% for writing. This really helps us to be able to understand or add to our information through the videos we listen to or watch.

Instagram is a social media that is being loved by many teenagers, because of the many interesting features in it. Because many people like this social media and researchers also get several accounts that can be very useful to be able to gain knowledge about English, especially to improve vocabulary and improve listening skills, the researchers conducted research to see how influential Instagram is to increase vocabulary and improve. Student listening skills. The researcher gave several questionnaires to several English Language Education students.

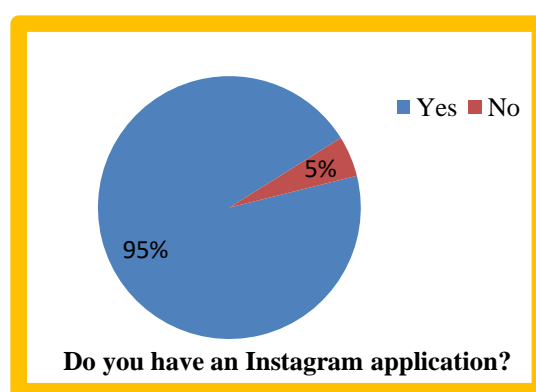


Figure 1. Instagram application users

From the results, the researchers got 95% of English Language Education students using Instagram social media. This means it is proven that Instagram is a social media that is being loved by teenagers. This is also supported by the results of proprietary data. According to data released by Napoleon Cat, in the January-May 2020 period, Instagram users in Indonesia reached 69.2 million (69,270,000) users. This is an overwhelming result.

Table 1. Students' perceptions of social media Instagram

Questions	Yes	No
Do you often use an Instagram?	85%	15%
Do you consider yourself as an active Instagram user?	75%	25%
Do you often follow an account that often post quotations or captions and video in English?	80%	20%
Have you ever quoted an English caption?	95%	5%
Do you often play English video in Instagram?	85%	15%
Do you think that the use of an Instagram influence your vocabulary and listening skill?	95%	5%

From the data the researchers got, first about how many students often use Instagram, the researchers found that as many as 85% of students often use Instagram social media, it means that as many as 85% of students are people who are quite active using Instagram. Then as many as 15% of students have Instagram but they stated that they did not access Instagram social media too often. In an article on okezone.com, by Paul Webster, the APAC

Instagram Brand Development Lead on January 14, 2016, said that around 59% of active users on Instagram are the majority of adolescents / young people, educated, and established who always update information or upload photos to social media with an age range of 18-24 years.

From the second question about students' perceptions of whether they are active Instagram users, the researcher got the results that 75% of students stated that they were actively using Instagram. And 25% of students stated that they are not active users of Instagram.

For questions in the table about whether students follow an Instagram account that provides or uses or provides knowledge of English, the researchers got the results that 80% of students said they followed the account, but the researchers did not know for sure the name of the account that the student followed on Instagram.

Table 2. Several terms used in instagram

Caption	Caption is a description or description of the post that we send.
Comments	Comments mean IGers can provide comments between fellow users to interact with each other.
DM/Direct Message	DM aka Direct Message is a direct message that someone sends to another person. DM cannot be read by anyone other than the person whose message was sent.
Followers	Follower means followers of our IG account.
Follback	Follback or Folbek or Follow Back is a term used when someone asks other people to follow their Instagram after they have followed that person's Instagram, and many more.

From the next question about whether students have ever quoted or used captions in English, the researchers found that 95% of students had used English captions when they used Instagram. Caption is an expression that is printed on an image, usually the image and the caption are related. And from the results that the researchers got, only 5% of students have never used captions in English.

From the next question that the researcher gave to the speakers about whether they often played or heard videos in English. Researchers get results as many as 85% of students who often listen to English videos on their Instagram application. That means that most students have heard of videos in English that they saw on Instagram. And 15% of students stated that they have never heard videos in English on their Instagram application.

Furthermore, the researchers were very surprised with the results obtained as many as 95% of students stated that Instagram is one of the social media which greatly affects their vocabulary in English and improves their listening skills.

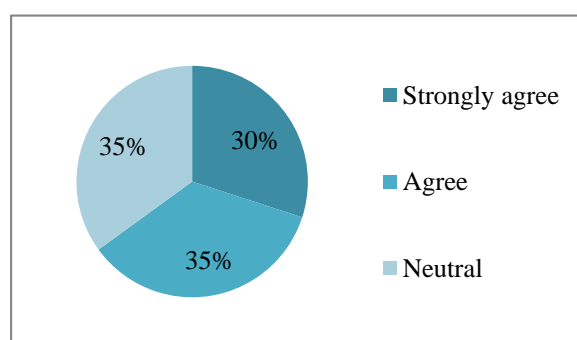


Figure 2. Students' perceptions of Instagram affect vocabulary

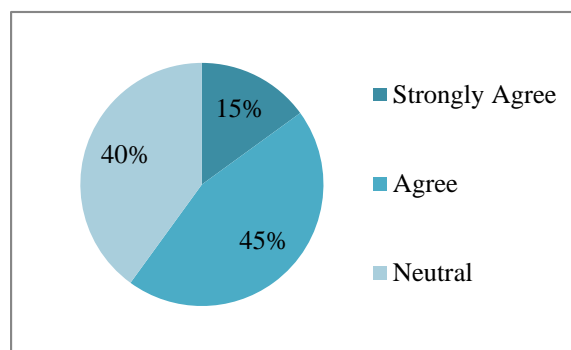


Figure 3. Students' perceptions of Instagram affect listening

After the researcher got the results that Instagram had an effect on students' listening skills and vocabulary, the researcher gave back questions to students which aimed to make the researcher know more about how many students agreed that Instagram had an effect on their vocabulary, and how many students thought that Instagram had an effect on their listening ability. And the results are in accordance with the diagram above that in figure 2. shows students who strongly agree that Instagram affects their vocabulary by 30%, who agree as much as 35% and as many as 35% say neutral.

In Figure 3, the researchers obtained results as many as 15% of students strongly agree that Instagram affects their listening ability, and as many as 45% of students think that Instagram can affect their listening ability. Then 40% of students have a neutral opinion. Nobody disagrees or strongly disagrees that Instagram can't improve their vocabulary or their listening ability.

## CONCLUSION

From the results of research conducted by researchers, researchers concluded that "TRUE" Instagram affects the listening skills and vocabulary of English education students. However, there is a slight difference resulting from pictures 2 and 3. Where in picture 2 students strongly agree that Instagram affects their vocabulary by 30%, while in picture three researchers get as many as 15% of students strongly agree that Instagram affects their listening ability. Then the researchers then got the results as many as 35% of students agree that Instagram affects their vocabulary, and 45% of students agree that Instagram can affect their listening ability. Furthermore, 35% of students say neutral that the program affects their vocabulary, and 40% of neutral students say that Instagram can improve their listening ability. With the results that the researchers obtained, even though they have differences based on the opinions of each student. Researchers are satisfied because it is true that Instagram has quite an effect on students' listening skills and vocabulary. However, students must also be wise in their use of social media, because not everything on social media is positive, many are negative. Therefore, students must be good at sorting and choosing what they think is good and what they think is bad.

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