THE STUDENTS' PERCEPTION ON THE USE OF ENGLISH LEARNING ACCOUNT ON INSTAGRAM TO VOCABULARY IMPROVEMENT: A STUDY CASE AT ELSP BATCH 2021

A THESIS

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PUTRI ARINI

F041191132

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BY

PUTRI ARINI

Student ID Number: F041191132

It has been examined before the Board Thesis Examination on Friday, February 10th 2023 and is declare to have fulfilled the requirements.

Approved By

Board of Supervisors

Chairman	**Secretary**
Dr. Abidin Pammu, M.A., Dipl.TESOL	**Sitti Sahraeny, S.S., M.AppLing**
NIP. 196004091987032001	NIP. 197203181998022001

Dean Faculty of Cultural Sciences	**Head of English Literature Department**
Prof. Dr. Akin Duli, M.A.	**Dra. Nasmilah, M.Hum, Ph.D**
NIP. 196407161991031010	NIP. 196311031988112001

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AGREEMENT

On Monday, February 20th 2023, the Board of Thesis Examination has kindly approved a thesis by Putri Arini (F041191132) entitled *The Students' Perception on The Use of English Learning Account on Instagram to Vocabulary Improvement: A Study Case At ELSP Batch 2021* submitted in fulfil one of th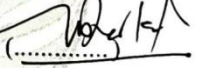e requirements to obtain Bachelor Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, February 20th 2023

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DECLARATION

The thesis by Putri Arini (F041191132) entitled *The Students' Perception on The Use of English Learning Account on Instagram to Vocabulary Improvement: A Study Case at ELSP Batch 2021* has been revised as advised during the examination on January 2023 and is approved by the Board of Undergraduate Thesis Examiners:

1. Dra. Ria Rosdiana Jubhari, M.A., Ph.D.   First Examiner   1.....................

2. Dra. Marleiny Radjuni, M.Ed   Second Examiner   2.....................
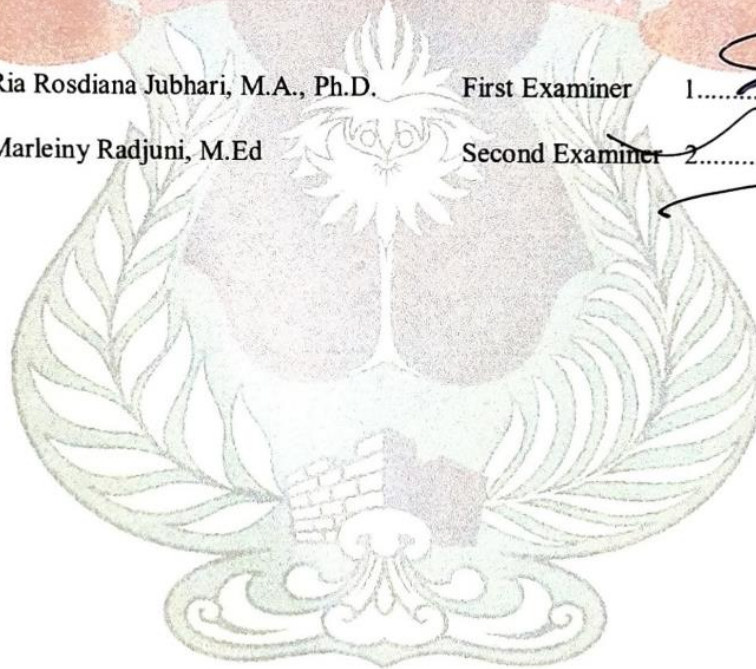
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APPROVAL FORM

With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No.7688/UN.4.9.7/TD.06/2022 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Putri Arini (F041191132) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

Makassar, 25 January, 2023

Approved by

First Supervisor

Dr. Abidin Pammu, M.A., Dipl.TESOL
NIP. 196004091987032001

Second Supervisor

Sitti Sahraeny, S. S., M. Appling
NIP. 197203181998022001

Approved by the Execution of Thesis Examination by The Thesis Organizing Committees

On Behalf of Dean
Head of English Literature Study Program

Dra. Nasmilah, M.Hum,
NIP. 196311031988112001

STATEMENT OF ORIGINALLY

The undersigned;

Name   : Putri Arini

ID Number   : F041191132

Department   : English Literature

Judul Skripsi   : **The Students' Perception on the Use of English**

Learning Account to Vocabulary Impovement: A

Study Case at ELSP Batch 2021

Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas expect the quotations and references.

Makassar, 20th February 2023

The Author,

Putri Arini
NIM. F041191132

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"I feel like, the act of wanting to pursue something maybe even more precious than actually becoming that thing, so, I feel like just being in the process itself is a prize and so you shouldn't think of it as a hard way and even if your do get stressed out you should think of it as happy stress. Just enjoy while pursuing it because it's that precious." – Mark Lee

The Author,

Putri Arini

ABSTRACT

Putri Arini, 2023, *The Students' Perception on The Use of English Learning Account on Instagram to Vocabulary Improvement: A Study Case At ELSP Batch 2021.* (supervised by **Abidin Pammu** and **Sitti Sahraeny**).

Language is one of a form of communicating tool that takes a big part in our lives. English language is an international language which is the most commonly used to communicate with the people among the different countries. To be fluent in English, society need to improve their vocabulary in order to communicate effectively since vocabulary plays important roles in learning English. This research aims to identify how students learn English vocabulary using English learning account on Instagram and their perception about it. There were 12 students of ELSP Batch 2021, Hasanuddin University as the sample of this research. In revealing the data, the researcher used qualitative descriptive method. The data were collected through questionnaire via Google Form and interview via Google Meet. The data revealed that the students' perception towards English learning especially vocabulary is positive. It was proven by their high interest on using it and considered it as effective platform to improve their vocabulary by just looking at experience as Instagram user who learnt English on English learning account on Instagram.

Keywords: Perception, Vocabulary, English Learning Account, Instagram

ABSTRAK

Putri Arini, 2023, *The Students' Perception on The Use of English Learning Account on Instagram to Vocabulary Improvement: A Study Case At ELSP Batch 2021.* (dibimbing oleh **Abidin Pammu** dan **Sitti Sahraeny**).

Bahasa adalah salah satu bentuk alat komunikasi yang mengambil bagian besar dalam kehidupan kita. Bahasa Inggris merupakan bahasa internasional yang paling umum digunakan untuk berkomunikasi dengan masyarakat antar negara yang berbeda. Untuk fasih berbahasa Inggris, masyarakat perlu meningkatkan kosa kata mereka agar dapat berkomunikasi secara efektif karena kosa kata memainkan peran penting dalam belajar bahasa Inggris. Penelitian ini bertujuan untuk mengidentifikasi bagaimana siswa belajar kosakata bahasa Inggris menggunakan akun pembelajaran bahasa Inggris di Instagram dan persepsi mereka tentang hal tersebut. Terdapat 12 mahasiswa ELSP angkatan 2021 Universitas Hasanuddin sebagai sampel penelitian ini. Dalam mengungkapkan data, peneliti menggunakan metode deskriptif kualitatif. Data dikumpulkan dengan kuesioner melalui GoogleForm dan wawancara melalui GoogleMeet. Data mengungkapkan bahwa persepsi siswa terhadap pembelajaran bahasa Inggris khususnya kosa kata adalah positif. Terbukti dengan minat mereka yang tinggi untuk menggunakannya dan menganggapnya sebagai platform yang efektif untuk meningkatkan kosa kata mereka hanya dengan melihat pengalaman mereka sebagai pengguna Instagram yang belajar bahasa Inggris di akun pembelajaran bahasa Inggris di Instagram.

Kata Kunci: Persepsi, Kosa Kata, Akun Belajar Bahasa Inggris, Instagram

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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is one of a form of communicating tool that takes a big part in our lives. To communicate, there are several languages among the world that used by the society. English is one of oldest language that has been agreed to be the world international language. Become the world's language, English is considered as a relatively easy language to learn. English language is an international language which is the most commonly used to communicate with the people among the different countries. It is needed as a means of communicate in spoken, listen and written. English has an important role in the improvement of science, technology and education. English is not just used as most communicating language but also as the second language for several countries.

To be fluent in English, society need to improve their vocabulary in order to communicate effectively. Vocabulary plays important roles in learning English. Vocabulary is important because learning vocabulary is the main point for learning sentence, structure and other parts in English language. Mastering a lot of vocabulary will make it easier to read, write, listen and speak English. Mulyasari and Hartati (2017), state that English learners need a suitable strategy for vocabulary learning to makes it easy to learning vocabulary. The goal of learning vocabulary is to communicate. Communicating is not only limited to face-to-face communication. It also could be using digital technologies.

During this digital era, most of contents and applications used English as their main language on the internet. As we know, a lot of technology companies are based in English speaking countries, so it really shows how widely used English is around the world. One of the biggest application or social media that used English is Instagram. In today's era, it is undeniable that Instagram is one of the largest social media plat form in the world. The users and features provided by Instagram make it the fourth largest social media on the internet worldwide in 2022. It is proved by its 1.47 billion Monthly Active Users (MAUs) as of Q1 2022, with Facebook on the first place (2.9 billion MAUs), YouTube on the second place (2.56 billion MAUs) and WhatsApp on the third place (2 billion MAUs). It is shown the impact that Instagram had to be part of Top 5 social media platform in the world.

The use of Instagram is not only for self-picture, business or news but also as a platform to learn English. By the effectiveness of Instagram use, there is a lot of English learning accounts exist. People started to create a media to deliver knowledge—one of them is English vocabulary. Instagram considered as an easy social media platform to use. The simple features makes the users did not have any big struggle to run the application. One of the use of Instagram is to make users or content creators easy to share contents. One of them is learning English contents. The accounts user delivered material in many ways. It could be in the IG TV, Instagram Reels, Instagram Feeds, and various features in Instagram Stories. By using Instagram, students can increase their knowledge of vocabulary using the help of the accounts that provides the related material.

In this case, research is observing the students of ELSP of Batch 2021. The author wants to focus on the perception of students' on the use of English learning accounts on Instagram to vocabulary improvement.

B. Identification of Problem

Based on the background of the study above, there are several issues that can be investigated, including the perception of students' on the use of English learning accounts on Instagram to their vocabulary improvement.

1. Only few people use English learning accounts on Instagram to improve their vocabulary.

2. There are only small numbers of active English learning accounts on Instagram available.

3. Instagram users mostly visit Instagram for fun and not as part of serious effort to improve their English vocabulary.

C. Scope of Problem

This research aims to find out how the students learn English on Instagram and their perception of English learning accounts on Instagram to improve their vocabulary.

D. Research Question

1. How did the students learn English through English learning account on Instagram?

2. What is students' perception on using English learning account on Instagram for improving their vocabulary?

E. Objectives of the study

1. To describe the way students learn English through English learning account on Instagram.

2. To explain the students' perception about using Instagram for vocabulary improvement.

F. Significance of the Study

1. Theoretical Benefit

The findings of this study are expected to give contribution to the educational studies and can be used as reference for the future research. The author hopes that it can show that Instagram can be a useful platform to learn English.

2. Practical Benefit

This research is expected to be useful for several parties.

   a. Students can improve their vocabulary through English learning account on Instagram.

   b. Teacher can use Instagram as a learning platform for students' vocabulary improvement.

   c. A guide for educational institution to use and develop Instagram as learning platform and discover other social media platform to be a learning media.

CHAPTER II

LITERATURE REVIEW

A. Previous Study

There are several researches related to the topic of this research that the author used to support this research:

Erzincan Binali Yildirim (2019) *"The Use of Instagram as a Mobile-Assisted Language Learning Tool"*. In this study, the participants are adult learners form 42 different countries which divided into 2 clusters. The author used mixed-methods research design to answer the research questions. The author used both quantitative and qualitative data that were concurrently collected but analyzed separately. The result of the study stated that the used as a MALL tool, Instagram, have the potential to help language learners to improve language skills in general, vocabulary and communication skills in particular, probably because social networking platforms can be readily utilized anywhere, anytime to increase the amount of input and output in the target language.

Mohammeed A. Al Ghamdi (2018) *"Arabic Learners' Preferences for Instagram English Lessons"*. In this study, the participants involved approximately 48000 learners from multiple nationalities of the Arab world. The researcher established an online account on Instagram which is *"i_english_m"*. The researcher observing the students' responses to the contents the account posted. Basic understanding of the participants' reactions was mainly gathered by analyzing the number of times participants clicked 'like' or wrote positive or negative comments on each post to indicate

their satisfaction. The researcher made content specific to Arabic speakers by offering translations in English and Arabic in the lesson itself and also in the description of each lesson. The researcher also offered his comments on the comments made by participants of each posts in the account. The result shows how the participants interacted more actively when the simple structures were poste and how the followers participated less actively in the deep structure posts. Most of the followers participated more in simple structures than in the complicated structure instructions.

Irfan Ullah Khan, Muhammad Ayaz and Muhammad Faheem (2016) *"The Role of Social Media in Development of English Language Vocabulary at University Level".* In this study, the participants are 36 teachers who were teaching English at graduate level at university of Science & Technology Bannu and affiliated colleges. The researcher used questionnaire to collect the data and the collected data was statistically analyzed. The result of this study demonstrated that social media can help English language learners to improve their vocabulary. In comparison to books or other text materials when visiting the library to check out books linked to vocabulary development, using social media is simpler for young university-level learners. Media such images and videos considered helped to vocabulary improvement.

Margrethe Mondahl and Liana Razmerita (2014) *"Social Media, Collaboration and Social Learning-a study of Case-based Foreign Language Learning".* This research participants are 150 students' of fourth semester course in English Business Communication in the International Business Communication programme at Copenhagen Business School. Both

qualitative and quantitative data used to conduct this research. It discussed the experiences and challenges of using a social media-enhanced collaborative learning environment in case-based teaching of foreign languages. The research indicated that collaborative learning processes that are embedded in a social media enhanced learning platform are supportive and conducive to successful problem-solving which leads to successful adult foreign language learning. Furthermore, the study reports on some of the challenges in using social media and collaborative group work for teaching and learning at university level.

Danijela Stojanović, Zorica Bogdanović, Marijana Despotović-Zrakić, Tamara Naumović, Miloš Radenković (2019) *"An approach to using Instagram in secondary education".* In this research, the researchers aims to find out the possibility of applying Instagram in education and increasing the level of knowledge of high school students. The research was conducted as part of the e-commerce course at the Secondary School of Economics, in the second semester of the academic year 2018/2019, and lasted between March and May 2019. It involved participating students in various activities on the Instagram social network and then completing a survey related to the activities mentioned. The use of the Instagram app aims to motivate students to gain and improve knowledge of economics, develop environmental awareness and increase awareness of the importance of caring for their health using modern services. The possibility of improving the teaching process in secondary education by introducing mobile and pervasive technologies that would make the teaching process more effective and attractive to students was tested by posting "Challenges" on Instagram. The result shows the

students are motivated to expand their knowledge of economics, develop an awareness of the importance of environmental conservation, and increase care for their health by using a stepmeasuring application. The main advantages of using Instagram in education are the ubiquity of student use of the app, its ease of use, and the great daily use of mobile phones by students.

Based on studies above, it can be compared by their similarities and differences. The similarities are the researchers considered Instagram as platform that can be used to improve students' English knowledge. The researchers believe Instagram is a useful platform for English Language Learners. The research were conducted this researcher to prove the useness of Instagramas a learning media, especially Englishlanguage learning. The differences are:

The first previous study entitled "The Use of Instagram as a Mobile-Assisted Language Learning Tool", the researchers conducted the research with learners from 42 different countries which is such a big sample compare to this research that only have 12 students as sample. Beside that, this first previous study did not find out how the students use Instagram as a learning platform and only focused on the effectiveness and its concerns towards Instagram. It is compare to this research that find out how all of the 12 of ELSP Batch 2021 students use Instagram as their English learning platform.

The second previous study entitled "Arabic Learners' Preferences for Instagram English Lessons" also have a big number of sample which is 48,000 learners from multiple nationalities of Arab world compare to this research that only have ELSP Batch 2021 in Hasanuddin University with only

12 learners as sample. Beside that, the method also different which the researcher created his own Instagram account to observing the students' responses to the contents that account posted. It is totally different with this research that used existing account on Instagram that followed by the students for years already to be researched to see the students's perception on using it.

The third previous study entitled "The Role of Social Media in Development of English Language Vocabulary at University Level" is conducted research that only focuses to the teachers who were teaching English at graduate level at university of Science & Technology. This previous study compared the use of social media and books or other text material. It shows the differences with this study that used the students as the research object and find out their interest and perception on it.

The fourth previous study is entitled, "Social Media, Collaboration and Social Learning-a study of Case-based Foreign Language Learning". This previous study discussed the experiences and challenges of using a social media-enhanced collaborative learning environment in case-based teaching of foreign languages. This previous study focuses on the find out four aspects of students' collaboration, motivation, information processing, methods and models used to introduce the case and the students' test result. Meanwhile, this research focuses on the students' interest and perception based on their experiences.

The fifth previous study entitled "An approach to using Instagram in secondary education" aims to findout the possibility of applying Instagram in education and increasing the level of knowledge of high school students. This

previous study conducted an 'Instagram Campaign' which is challenges for the students to do. The students used their own account to fulfil the challenges on Instagram. Compare to this account, students were told to tell their experiences from learning from English learning account on Instagram. They explained how they interact with English learning account and other users to learn English. Various methods were found that by using English learning account, just like challenges given by the previous study, another thing like tips and suggest can be given by the students.

B. Theoretical Background

1. Students' Perception

Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins and Judge, 2013). The students' perception is the opinion of students related to the topic whether it is negative and positive. This is how the students responses with their own thoughts and experiences. Sekuler, R. and Blake, R. (1990) said that "Perception is what person (student) feel about particular thing both conscious and unconscious, whether visual or auditory and thought that are caused by process going on the brain. This means, perception is people's opinion about something that they are thought is true. It means that perception refers to someone sense or view toward a certain object. According to Farohah, Setiani, and Santoso (2018), perception is more important than reality because perception can change someone's behavior.

2. Vocabulary

Vocabulary is the foundation of any languages. According to Ludo & Charles (2011) Vocabulary growth is the increased representation of word meanings and their corresponding word forms. Vocabulary is very important because learning vocabulary is the main capital for learning sentence structure, grammar and other skills in language. Mastering a lot of vocabulary will make it easier for someone to read, write, listen and speak English. Teaching vocabulary using pictures connect students' prior knowledge to a new story, and in the process, help them learn new words (Aplino Susanto, 2017).

3. English Learning Account

English is considered as a foreign language that most of countries in the world required foreigner to use English language to communicate. The use of English make people start to learn about it. Since the requirement of using English exist, people tried to learn in various way—one of them is by English Learning Account. It cannot be denied that social media platform are grows bigger every time. Starting from used as daily activities updates to news provider, now, social media account are starting to make its own way to be an educational media.

Accounts users are starting to provide material and knowledge to show that their account is a learning account. We can see that in today's era learning English is not only limited to printed media such as books. Digital learning is also considered effective for learning, one of them is an English learning account on Instagram.

4. Instagram

Instagram is a worldwide social media platform which is a free photo and video sharing application. User of the Instagram can upload photos or videos and share them with their followers or with a selected group of friends. They can also view, comment and like posts shared by their friends on Instagram. The use of Instagram also varies depending on the account owner, such as, as a personal account to share daily life or as a business account to show and sell their products (Oktaviani, 2012; Schrape, 2018). Anyone aged 13 and over can create an account by registering an email address and selecting a username. The use of Instagram is not only for entertainment but also education. Nowadays, Instagram become one of helpful social media platform to provide learning material—one of them is English language learning. Instagram is known as easy application to use. A lot of activities can be done by using Instagram in the classroom. Using this tool, students can exchange opinions and views on different topics (Fitri Handayani, 2016).

Even though Instagram is stated to be easy to use, there are still challenges in educators' uses of social media (Jeffrey P.C., Scott A. Morrison, et al., 2020). The contents used for learning on Instagram should be content that is not tortuous and give clear information about the knowledge.

C. Theoretical Framework

With the development of the times, the use of technology and the internet is growing rapidly. One of them is social media Instagram. The

presence of the platform and its benefits for the field of education make it compete to be used as a learning tool. Instagram takes a big role in the world as one of the widely used social media. Instagram users reach a fantastic number which is currently estimated at 99.15 million users.

It is undeniable that the use of technology and the internet itself is very helpful for humans in many aspects— one of them is in the field of education. Looking back at the convenience provided by the platform when it is used, it makes these platforms widely used by students— one of them is for English vocabulary learning.