

CHAPTER I

INTRODUCTION

This chapter presents background of the research, the statement of the problem, objective of the research, significance of the research, scope of the research and operational definition.

1.1 Background of The Research

Social media has become part of the lifestyle of today's modern society. This is because social media can be used to communicate and share information. There are many kinds of social media such as Instagram, Twitter, Facebook, and WhatsApp. In this digital era, social media is utilized as an education tool is that students, as digital natives, demand innovative ways of learning outside of classical modes of learning (Taskiran et al., 2018). Based on data from NapoleonCat, shows that Instagram continues to be one of the most popular social media platforms in Indonesia, there were 94.54 million Instagram users as of January 2023, with an age range of 18 to 24 years. Instagram is different from others social media because it has the complete and interesting features (Sholikhah et al., 2019). Initially, Instagram is an application to be able to communicate with a wider audience by sharing photos or videos, which ones include other features such as DM (direct message), and comments (Agustin & Ayu, 2021).

With a percentage (72%) Instagram is a social media networking platform that is widely used at EED of Universitas Muria Kudus. It has interesting resources. There are videos, captions, photos and others. For this reason, students can share theirs on Instagram (Handayani et al., 2020). The popularity of the Instagram application can be used as a modern learning medium. For example, students can watch educational videos to study and look for data via the internet effortlessly (Nguyen, 2021). The use of online platforms should be used to help lecturers manage their teaching and learning process and the lecturer can use the online platform as a learning tool to help students develop their studies (Majid et al., 2022).

This is believed to serve as an effective learning experience for language learners as it can create a meaningful learning environment and student experience. This function can help students to learn through videos, English captions on photos, and comments on Instagram.



Disukai oleh sarihsa_ dan 2.130.692 lainnya
maudyayunda I've graduated! 🎓

Two years really flew by. Words can't describe how much I've learned from this experience, especially as it was colored by such unique and unexpected challenges. March last year, my Stanford experience changed overnight. Zoom classes and masks filtered the way I learned and interacted. But in a way, my sense of being was enhanced. I was pushed to relinquish control, reflect, and prioritize. I had to decide swiftly and unapologetically about what really mattered to me.

I am grateful for every bit of it. It was a tremendous privilege to have walked these walls. Here's hoping I can pay it forward! 🙏

Picture 1.1 Instagram Caption

Foreign language learning, such as English really needs media to support learning. In learning English a student must understand about memorizing new vocabulary, grammar, and practicing how to pronounce the right words. Vocabulary is the foundation in language learning. Vocabulary is one of the most important aspects for learners because it strongly connects with core skills, including listening, speaking, reading, and writing (Nguyen, 2021).

Learning English is a priority for students majoring in English Education Department at Muria Kudus University. Based on the writer's observations while studying in the English Education Department, in fact there were still students who still lacked English vocabulary mastery. There are students who do not know how to use the right word in the right context. From here, students need media to improve

vocabulary mastery. The writer chooses sixth-semester students as research respondents because, in high level student classes as English education students must have a large vocabulary and must prepare themselves to graduate and become an English teacher, therefore final year students must have mastery of language vocabulary lots of english. Students usually use social media to communicate with their friends. Thus, students must also make good use of the internet and even Instagram to support learning.

Several Instagram accounts provide information related to English and this can really be a reference for us to add to our English vocabulary. Students can learn English vocabulary using Instagram by following English learning accounts, there are many accounts on Instagram for learning English for example, @aarons.english, @gurukumrd, @kampunginggrism, @kampunginggrislc, etc. They create content about education to learn English. The content shares videos that explain vocabulary including how to pronounce, correct grammar, slang, and common mistakes, and some tips to improve English speaking skills in an interesting and entertaining way. Features on Instagram such as feeds/posts, Instagram reels, Instagram captions, and Instagram stories can also be used for students learning English vocabulary. Sometimes some of them account create short and simple quizzes for learners through Instagram stories.

Additionally, a number of studies have also shown that instagram assists students in improving their english vocabulary. For example, (Agustin & Ayu, 2021) did a study focused on the influence of Instagram social media to improve student's vocabulary and listening skills. As a result, researchers concluded that "TRUE" Instagram affects the listening skills and vocabulary of English education students. Instagram accounts where they share information about English lesson such as sharing photos using English captions and sharing videos such as IGTV using English, that will make us understand English more easily and interestingly and we also can increase our vocabulary by seeing the caption or watching video. (Rosdiani et al., 2022) the journal entitled Using Instagram Captions to Improve Students' Vocabulary Mastery. This research aims to determine the effectiveness

of using Instagram captions in improving vocabulary mastery. The results of the study, using the Instagram caption technique can improve students' ability to master vocabulary in class VIII SMPN 4 Tanantovea Donggala. Vocabulary teaching using the Instagram caption technique has a positive impact on student academic performance. (Aprilianti, 2020) did a study focused on finding out the use of Instagram to increase vocabulary. As a result, Instagram as the source of new vocabulary and in learning vocabulary through Instagram the students have many benefits. First, they can learn anywhere and anytime. Second, it has accessible connection and affordable price. Those two benefits make it easier for learners in learning to improve their vocabulary. They can learn without joining classes and also free access.

According to the explanation above, the researcher wanted to know the perceptions of students learning English vocabulary using Instagram with the title “Students' Perception Of Learning English Vocabulary Using Instagram At Eed Of Universitas Muria Kudus”

1.2 Statement of The Problem

Based on the background of the research above, the following problem can be formulated follow as:

1. What features are used by English Education Department of Universitas Muria Kudus in using Instagram to learn vocabulary?
2. What are the perceptions of the students of the English Education Department of Universitas Muria Kudus on learning English vocabulary using Instagram?

1.3 Objective of The Research

Based on the statement of the problem above, the objective of the research is:

1. To explore the Instagram features used by the English Education Department to learn vocabulary.

2. To describe the English Education Department student's perception on learning English vocabulary using Instagram.

1.4 Significance of The Research

The writer is expected to give benefits theoretically and practically

1. Theoretically

The writer hopes that this research can become a reference for further research on students' perceptions of learning English vocabulary using Instagram.

2. Practically

- a) For teachers/lecturers, the writer hopes that the findings in this study can provide benefits, to Instagram as an online medium for learning English Vocabulary. Teachers can apply Instagram in the teaching and learning process as a fun alternative strategy.
- b) This research hopefully gives benefits for students to use Instagram as a medium for learning English vocabulary.

1.5 Scope of The Research

From the statement of the problem above, the writer needs to limit the research to be more specific. To know more about the problems that the writer will raise and so that the discussion does not expand, the writer provides research boundaries. This research focused on the explore the Instagram features used by the English Education Department to learn vocabulary and to describe the student's perceptions on learning English vocabulary using Instagram. The subjects of this research were sixth-semester students of the English Education Department of Universitas Muria Kudus in the academic year 2022/2023.

1.6 Operational Definition

1. Students' perception

Students' perception is thought or belief based on their point of view whether positive or negative about learning English vocabulary using Instagram.

2. Vocabulary

Vocabulary is commonly defined as all the words known and used by a particular person. Learning English vocabulary was the process of getting a new word, understanding the word, and using the word in the right context.

3. Instagram

Instagram is a social media application that allows users to take and share photos and videos and allows users to interact with other users. English learning accounts are Instagram users who provide or upload pictures or videos that contain educational content. The features on Instagram can also be used to support the learning process.

4. English Education Department of Universitas Muria Kudus

The English Education Department of Universitas Muria Kudus is a department that is concerned to provide students with preparation in teaching English.