

CHAPTER I

INTRODUCTION

In this chapter the researcher discusses about background of the research, statement of the research, objective of the research, significance of the research, scope of the research and operational definition.

1.1 Background of the Research

Nowadays, English is a compulsory subject for students in junior and senior high school; therefore, learning English has become a necessity for everyone. To master English language skills in EFL classes, students can use learning strategies and media to advance their skills. With regard to the implementation of media for learning English based on the characteristics of millennial students by observing their habits of spending around 6 hours each day reading electronic and digital media. According to Solomon (2013), the level of student involvement in social networking is very high.

Technological advances have a major impact on human life in various fields. The birth of social media has changed people's behavior patterns. Nowadays, social media is a tool used to express the feelings of its users. One of the most popular social media sites is Instagram. "Instagram is a social networking app made for sharing photos and videos from smartphones," says Moreau (2018, para. 1).

Based on social media and internet technology designed to facilitate two-way interaction, the previous one turned to many audiences, Nasrullah (2015). Before the development of digital technology, humans access to information was still hindered by space and time. Nowadays, everyone uses social media to get the latest information. One of the most widely used media platforms is Instagram.

Instagram is one of the most popular social media platforms among young Indonesians in search of information (Djumrianti, as quoted in Hassan and Sharma, 2019). Instagram users can easily share photos or videos, and other users can see them. which was originally only used to express the feelings of its users, is now also useful in various fields. Instagram can also be used in the field of

education. Students' can see pictures and videos posted on Instagram accounts and then use them as learning material.

Learning English can be done through Instagram. According to Tafonao (2018: 104) learning media is anything that can be conveyed by senders and recipients with the aim of stimulating students' thoughts, ideas, and interests to learn. There are many English learning accounts on Instagram that students can use to learn. Without having to spend money, everyone can easily learn English. Learning English on Instagram is also quite effective; we can access learning materials anytime and anywhere.

While doing PLP, the researcher found that the students had difficulties learning English. They have less information, or they want to get more knowledge or information. There are several social media sites on their mobile phones, but Instagram is the most widely used.

Based on the explanation above, the researcher wants to know the students perception of Instagram as a learning account to learn English. The researcher is interested in conducting the research with the title "Students' Perception On *Kampunginggrislc* Instagram English Learning Account To Learn English In SMAN 1 Mayong".

1.2 Statement of the Problem

Based on the background of the research, the statement of the research can be stated: How is the perception of eleventh-grade students at SMAN 1 Mayong toward *Kampunginggrislc* Instagram account to learn English?

1.3 Objective of the Research

The objective of the research is to elaborate the students' perception of *kampunginggrislc* Instagram account to learning english at the eleventh grade students of SMAN 1 MAYONG.

1.4 Significance of the Research

Based on the explanation above, the significance of the research are:

1. For the students

It is hoped that this research can be useful for students learning English and change their perspective on social media (Instagram).

2. For the English teachers:

From this research, it is hoped that the teacher will know the students' perception of using Instagram to learn English and will be able to find what students need to learn English. This finding can add insight and knowledge for teachers regarding the use of Instagram to teach English at SMAN 1 Mayong.

3. For the researchers

It is hoped that this research can be useful and provide information for conducting further research in the future.

1.5 Scope of the research

In this research, the researcher focuses on analyzing the student's perception of the *kampunginggrislc* Instagram account as a way to learn English. The students' perceptions are optional for the students in 11th grade, and there are 30 students. Students perception means student opinion based on the perspective of the student about *kampunginggrislc account* to learn English in 11th grade in SMAN 1 MAYONG.

1.6 Operational Definition

Based on the title of the research, the writer clarifies the operational definition of each term as follows:

1. Students' perception is a personal interpretation of information from their own point of view.
2. Instagram is an online application released in October 2010 that is also a social media platform that provides an online photo or video sharing service.

3. Learning English is a process to gain knowledge and improve skills, especially English skills. Learning can be done by students and teachers in class or by self-study.

