

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Writing skills play an important part in learning English as a Foreign Language (EFL) since they are required to enhance students' academic achievement (Aliyu, 2020). However, some students still think that learning to write is the most challenging thing in learning English because they have to struggle with grammar. They think that learning to write writing means they have to write lots of paragraphs. Normally, schools teach writing through essays and formal papers. But today's world needs more than just formal writing skills. Students can start by writing their ideas or expressing themselves through simple writing, such as a diary (Christanty et al., 2020).

In the ever-evolving landscape of digital communication, social media platforms play an important role in shaping the way individuals express themselves and engage with others. Social media can also be a method of learning English. The influence of social media can boost students' learning performance, individual motivation, and sharing of knowledge (Anindita & Noveintine, 2022). There are so many kinds of social media like Facebook, Instagram, Twitter, and WhatsApp. One of the most common social media platforms people use is Instagram (Laksono et al., 2019). On Instagram, people usually share pictures and write captions about their feelings or situations that happen. The section for captions is thought to improve students' writing skills. In their Instagram feed, students usually give explanations for their photos, commonly referred to as captions. Instagram offers a different and more engaging learning approach, which can create a dynamic and enjoyable learning experience, especially in English learning (Kurnia & Nasution, 2023).

Captions typically describe the photo or articulate the students' thoughts, enhancing the visual appeal of the image. The caption section provides writing spaces for students to express their messages alongside other features available on Instagram. This means that Instagram can be used by students to learn how to write

in a fun way. According to data from Databoks (2023), Indonesia is ranked 4th among the most Instagram users in the world, with the number of users reaching 106 million people. Another result that has been obtained is that the majority of Instagram users come from the age group of 14-25. It can be seen that social media is very popular among students.

For example, twelve-grade students at Beauty and SPA of SMK PGRI 1 Mejobo use Instagram as their portfolio page. In their portfolio account, they always upload posts based on their work (hair coloring, nail art, makeup, costume). Sometimes, they use English for the caption. That's why the researcher chose that title and SMK PGRI 1 Mejobo as the subject to find out how to use Instagram's captions for learning writing. The researcher is curious if writing captions on Instagram can boost creativity, make writing clearer, and help students express themselves better. In a world where being good at online communication is crucial, it's essential to explore new ways of learning. This research not only fills a gap in what we know about learning writing but also shows how social media can be a valuable tool for education.

## **1.2 Statement of the Problems**

About the background of the research, the statement has described the question as follows:

1. What are the students' perspectives on writing English captions in learning writing including students' behaviors using Instagram Caption, the advantages of employing Instagram Caption, and the Obstacles that faced by them?

## **1.3 Objectives of the Research**

The Objectives of the research is to know students' perspective on writing English captions in learning writing including students' behaviors using Instagram Caption, the advantages of employing Instagram Caption, and the Obstacles that faced by them.

#### **1.4 Significance of the Research**

The significance of this study is expected as follows:

1. The researcher

This study is expected to give new insight and information about how students' perspective in writing caption on Instagram and also find the answer to how Instagram affects the students writing skills.

2. The students

This research is expected to be useful in helping students in The Twelve Grade of Beauty and Spa in SMK PGRI 1 Mejobo Kudus to learn English, especially in writing. Then, by using Instagram's caption, it is hoped that it will make it easier for students to learn writing because, in this era, of course, they are more interested in things that use technology.

#### **1.5 Scope of the Research**

This research focus on student's perspective of instagram's captions as a strategy to learn writing. The subject of this research is the twelve grades of Beauty and Spa in SMK PGRI 1 Mejobo Kudus and the writer will take 2 classes.

#### **1.6 Operational Definition**

Based on the title of the research, the researcher clarifies the operational definition of each terminology as follows.

1. Learning Writing

Writing is the process of conveying ideas, information, or emotions through the use of the English language in written form. Writing isn't just about school, it's a way for students to express themselves and discover more about who they are. It lets them share their thoughts, reflect on their experiences, and show the world their unique perspectives. Writing is a tool that students can use throughout their lives for learning, thinking critically, and communicating well.

## 2. Student's Perspective

A student's perspective refers to their individual understanding, interpretation, and awareness of the information, experiences, and situations they encounter during the learning process.

## 3. Instagram's Caption

An Instagram caption is a brief and descriptive text accompanying a photo or video shared on the Instagram platform. It serves to provide context, convey emotions, share additional information, or add a touch of personality to the visual content being posted.