CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problem, objective of study, significance of study, scope and limitation of the study, and definition of key terms.

A. Background of the Study

Language is used to create a meaningful communication among human being. In other words communication is the main function of language. Communication is impossible without shared knpwledge and assumption between speakers and hearers (Nurhayati & Yuwartatik, 2016). Vocabulary has been one of the most important aspects in language learning. It is believed that without sufficient vocabularies students may not understand the expression. Wilkins (1972) states that without grammar very little conveyed, without vocabulary, nothing conveyed. Vocabulary is often view as a critical instrument for second language learners. Furthermore, Rivers in Nunan (1991) as cited in Taslim (2014) argues that the acquisition of vocabulary is essential for successful second language. It will be unable to use the structures and functions we may have learnt comprehensible communication.

Vocabulary is very important in language learning. It links four skills, speaking, reading, writing, and listening. In additions, vocabulary is

an English component or sub-skills that mastered by English language learners. Vocabulary as one of the knowledge areas in languages and plays a great role for learners in acquiring a language (Cameron, 2001). The effectiveness strategy help students understand and learn new vocabulary. Mulyasari and Hartati (2017) stated that English learners need a good strategy for vocabulary learning makes them easy to remember and learn vocabulary.

The goals of using the effectiveness strategies are helping the students in adding the quantities of vocabulary. The tasks provide the opportunities for the learners for practicing and connecting words in various ways, and to stimulate them to retrieve words from memory and use them for all language skills. To help students in increasing vocabulary teachers must give them the media to acquire new vocabulary. Ellis and Farmer (1996-2000) stated that offer students the opportunity to acquire new vocabulary using a variety of learning modalities or formats that inactively engage them in the learning process. Learning process is not only accessible in other situation and condition, but also the learning process can be modified and facilitated by many innovations and technologies, Yadegarfar and Simin (2016) stated that all developments and advancements, using the cell phone and different application have been perceived in dialect and leaning as a new approach. One of many innovations and technologies that have influenced the learning process is social media.

Of the 202.6 million internet users, 170 million of them are social media users. Social media is a kind of large range of internet-based and mobile services that make the users can be involved in online exchange give contribution on user created content, and gather in online communities. Social media in educational activities have a big influence to help students or learners to study. The students can use social media as the source for their studies and practice their skills. There are several popular social websites those have massive users such as Instagram, Facebook, Twitter, Pinterest, Wechat, Line, Youtube, and many others.

Instagram is one of the most favorite applications for social media users in recent years. Napoleon Cat's repost shows that there were 91.01 million Instagram users in Indonesia in October 2021. It is noted that the majority of Instagram users in Indoensia are from 18-24 year age group, which is 33.90 million. The focus of Instagram is for users to post individual images or videos with a description on the profile. There are 70 million images and videos posted daily. According to Napoleon.cat diagram (2021), there are 91,01 million Instagram users which are divided into 17,5% male and 19,8% female. Over 80% of them are aged from 18 to 24 years.

Kirst, 2016, Instagram can be a great educational tool that makes the educational process interesting and insightful. It can be a good opportunity to use Instagram in learning process. There are many

activities can be done in Instagram classroom such as students can exchange the opinions, and participate in a group activities. Yadegarfar and Simin (2016) stated those "Instagram offers a lot of contextualized visual information and can be very useful in the education setting because it provides visual elements for visual students". Instagram used as alternative tools to help students increase their knowledge by learning in an entertaining and spontaneous way. In recent years, there are many Instagram users created English learning account. English learning account is an Instagran account that providing the English material through photos or videos. This study focused on English learning account that has chosen purposively: @*english_learning_everyday*. This account has more than 1000 posts. It operated more than two years and post virtually every day. The @*english_learning_everyday* presents learning the material in several ways by posting photos/images and videos on Instagram feed. The video aims to help viewers understand the sounds and ways of the pronunciation of the vocabularies that have been presenting previously. In addition, to present the material @*english_learning_everyday* also provides a quiz to measure how far the understanding received by viewers from the previous material. In accounts' description, they shared their Youtube link to help their viewers who want to know more about their videos in long duration. This account shows about daily expression, informative videos on vocabulary and grammar, formal and informal language, British English vs American English and give pronunciation videos/images and so on.

Features in Instagram, such as post, story, comment, IG TV, and message give opportunity for English students to learn and increase their vocabulary. The researcher realizes that English is an important language learned. Moreover, the rapid development of technology has affected the life of the people in Indonesia. Learning and improving vocabulary is an important thing for students of English education department. With this kind of media, is very helpful for students in learning vocabulary, students not only study in the school or college, but also at home or anywhere.

Some studies focused on the Instagram issues conducted. Monica and Anna (2014) conducted about the impact of social media on vocabulary learning case study-Facebook in university of Oradea. This study found out about "The Impact of Social Media that Focused on Facebook on Students' Vocabulary Learning with Economic Students in Intermediate First Year, University of Oradea". This research focuses on access the effectiveness of Facebook used in vocabulary learning. It used a quantitative research with 127 participants. It showed the significant improvement in vocabulary knowledge using Facebook.

Ramadhani (2017) conducted the study about "Students' Interest in Learning Vocabulary Through Instagram at the Fifth Semester of English Department of UIN Alauddin Makasar". This research discussed the way of students' interest in learning vocabulary through Instagram. It used a descriptive quantitative method with 85 participants. The researcher concludes that the students' interest was in high level because the

participant was engaged, care and had a positive feeling in learning vocabulary.

Akhiar *et al*., (2017) with their research "Students' Perception and Attitudes Toward the Use of Instagram in English Language Writing" deals with 101 University students in Malaysia to get their perception and attitudes toward the use of Instagram in English language writing. As the methodology of this research, the researcher pulls the participants to join a descriptive English essay writing activity on Instagram. The participants were asked to answer a questionnaire with 25 questions, which consist of 20 closed-ended questions and five open-ended questions related to Instagram use for English language learning. The researcher has done two way of analysis, analyzed quantitatively for closed-items, and qualitative analyze for the open-ended items. The result of this research was shown that students (participants) have high positive perception and views towards using Instagram in their writing skills improvement. However, their attitudes toward Instagram use are moderate.

English education students have their own Instagram account, so that they could have different perception of the impact of English learning account on Instagram on students' vocabulary learning and identify the advantage and disadvantage of English learning account on Instagram on students' vocabulary. Gibson et al (2009:94) state perception is the process individually of giving meaning to environment. Students of English education department at UIN Sayyid Ali Rahmatullah Tulungagung can

perceive something positively or negatively, depending on several factors affect it. Therefore, the researcher is interested in conducting a study entitled **"The English Students' Perception toward the Impact of Using Instagram Account of Learning English on Students' Vocabulary Learning".** This study is related students' perception of English Instagram account. Previously this research had never been done by anyone else, because this research was focused on one of the English Instagram account, namely *@english_learning_everyday*. This study carried out on one campus for students majoring in English education who know or follow that Instagram account. This study was conducted use quantitative method by distributing questionnaires for data collection.

B. Research Problem

Based on above background of study, the writer would like to answer the following questions:

1. How do the English students perceive Instagram account *@english_learning_everyday* as the media for English language learning?

2. How do English students experience in learning vocabulary through Instagram?

C. The Aim of Study

There are two aims of this study:

1. To investigate English students' perception towards the Instagram account *@english_learning_everyday* as a English learning media.

2. To find out English students' perception about the impact of English learning account on Instagram on students' vocabulary learning.

D. Significance of Study

The significances of this study are:

a. For the students

This study provides new perspective to students about the use of social media (Instagram) for English learning process.

b. For the researcher

This study provides the researcher more knowledge and experience on examining the research about English learning by using technology (Instagram).

c. For the lecturer

This study considered as the addition of reference on examining the next research with the same topic.

d. For English education

This research considered as the reference on establishing the fun teaching and enjoyable English learning by using Instagram.

E. Scope and Limitation of the Study

In this study was focusing on investigation of the English students' perception about the impact of using Instagram account of learning English on students' vocabulary learning at UIN Sayyid Ali Rahmatullah Tulungagung.

F. Definition of Key Terms

To avoid misinterpretation about this research, there are some substantial terms used throughout this writing as clarified beneath:

a. Students' Perception

According to Ruch (2010) "Perception is a process of sensory cues and relevant past experiences organized to give us a structured picture of a particular situation. The writer would say the students' perception is how students thought about situation or problem in a wise and reasonable way.

b. Impact

The impact is everything that arises due to the existence of an event or development in the community and procedure positive or negative changes against survival.

c. Instagram

English learning account on this research are the Instagram users who provide or upload the picture or videos that containing the educational contents, in this issues the users or the owners of Instagram account provided English language materials.

d. Vocabulary Learning

According to Hornby (2006: 1645) vocabulary is all the words that a person knows or uses and it is all the words in a particular language. Vocabulary learning was the process of getting a new word, understanding the word, and using the word in the right context.

Vocabulary learning in this research is the way of learning vocabulary and how student get the information about vocabulary.

e. English Learning Account

English learning account in this research is the user of Instagram who created an Account that provides English learning material contents. In this research, there is English language learning account has been chosen purposively as the research subject, namely *@english_learning_everyday*.