CHAPTER I

INTRODUCTION

In this chapter, the researcher demonstrated about background of the study, formulation of the research question, purpose of the study, formulation of hypothesis, significant of the research, scope and limitation of the study, and definition of key terms.

A. Background of the Study

Language is the system used to deliver someone's ideas, expressing wishes, emotions and to interact with other. The functions of language are to communicate with other and as the tool of communication. Ruler (2018) stated communication is a process of distribution, a flow of information in which a sender reveals a message's meaning to receivers before sending it. People send and receive the information each other through face-to-face or using technology. To exchange the information, people can use verbal, non-verbal or written communication using a language. In this world, there are many kinds of languages; each country has their own language to communicate one to another. Some of people can only communicate by their language and do not understand the information from the other language. Thus, people can learn English as an international

language to communicate with the foreign people. Furthermore, people can use English to make a relationship with the people from other country.

In education, English is the one of subjects that need to be learned in several countries. According to Abubaker Sulaeiman Abdelmajid Yousif (2020:22) argued learning English language requires gaining its wordlist, language rules, pronunciation, and the four skills of English language such as listening, speaking, reading, and writing. The students would more easily learn English if they have been gained those elements. In learning teaching activities, especially in Indonesia, the teachers should ask the students to more confident and more practice.

Besides, the teacher should give the innovative teaching learning process by using media, technology or games. Nana Sudjana and Ahmad Rivai (1991) stated that learning media in learning process gives advantages to make learning more attractive, material of learning more clearly, and learning methods more have variation. The variation of media would be make students more easily to understand and decrease boredom.

The kinds of social media are viral among people. Social media cannot be separated from the human's live. They can have many accounts of social media. Social media have a role become a part of human life; it may be the scope of education or entertainment.

Yohanna (2020) stated social media also plays a role in the continuity of students and students in seeking information, news, education, insights, and

long distance contacts. People who use social media are now free to communicate and share information, any news with each other without thinking of obstacles such as cost, distance, and time (Soliha:2015). So that social media are not only to communicate with others but also to obtain the information; it may be public information or education.

One of the social media that popular among students nowadays is Instagram. Instagram is the application that serves to share photo or video and social networking service publicly or privately. In this application, many accounts post for entertaining and some of them upload for sharing knowledge and information. Many content creators post their thoughts about daily life hacks, cosmetics, viral news, their story in learning English and they also share about how to learn English.

The Indonesian Instagram content creators who focus on education mostly talks about English aspects such as learning grammar, vocabulary, the way to increase English skills and so on. Indonesian Instagram content creators share various aspects about English such as daily vocabulary, synonym, antonym, idiom, slang or proverb then translate those aspects into *bahasa*. Furthermore, the content creators also make explanation about some English vocabulary that has same meaning in *bahasa* but has different uses. For example, words "home" and "house" have the same meaning in *bahasa*, the meaning is *rumah*. However, in the use of word "home" refers to the atmosphere of family living in a house while the word of "house" refers to the

building made for family or people to live in. The content creators explain it in a video creatively and upload it to one of Instagram features, it is IGTV. Through that video explanation the viewer would not be misunderstanding in using English word.

Vocabulary is one of important aspects in learning a foreign language, (Brown, 1994:3). The limited vocabulary make limited understanding too. It would be impossible if learning foreign language without mastering the vocabularies. In English class, vocabulary still became a trouble that must be faced by students. Students may get vocabulary from elementary school to in university but it would be difficult to memorize if they do not have motivation to learn and to master vocabulary. Besides inside of class, the students can enrich their vocabulary mastery by using social media and internet. They can learn anytime and anywhere they want.

Some of previous studies state that using Instagram to enhance students' vocabulary mastery is effective and highly interested to the students. There are three previous studies; the first study was conducted by Siti Ramdhany (2017) entitled *The Students' Interest in Learning Vocabulary through Instagram at Forth Semester of Adab and humanities Faculty of UIN Alauddin Makassar*. This study conducted to know the students' interest in learning vocabulary through Instagram. This study used descriptive quantitative method and the subject of this study was the fourth semester of Adab and Humanities Faculty of UIN Alauddin Makassar and the samples are

85 students. The result of this study was the level of students' interest was high because the students were engaged, care, and had positive feeling in learning vocabulary through Instagram.

The second previous study was conducted by Diana Riza Aprilianti (2020) entitled *The Use of Instagram as Mobile Learning to Improve Students' Vocabulary*. This study was descriptive qualitative research which focused on using Instagram platform as the mobile learning to improve students' vocabulary mastery. The subject of this study is four students in the first semester of English Education Department at Universitas Muhammadiyah Surakarta. This study used the theory of hermeneutic phenomenology approach. The data were collected by using interview while the method of data analysis is content interpretative data analysis. The results of this study are Instagram known as a source of new vocabulary, Instagram allows students to study in anywhere and anytime, and Instagram has accessible connection and has affordable prices.

Moreover, the previous study that was carried out by Soviyah and Diana Rahayu Etikaningsih (2018) entitled *Instagram Use to Enhance Ability in Writing Descriptive Texts* has same media but different English skill that students improved from both previous studies that mentioned above. This study conducted to know the effectiveness of the use of Instagram application on students' performance in writing descriptive texts and the research methodology was an experimental research method. The samples of this study

are 50 students of a private high school in Yogyakarta as the research sample. The researchers analysed this study by applying t-test computation and descriptive analysis. The result was there is significant difference in students writing score between those taught using Instagram and those who are not. Teaching students writing by using Instagram picture are more effective than without using Instagram pictures.

Based on explanation and those three previous studies above, using Instagram to enhance students' vocabulary mastery is effective. Considering those previous study, the researcher is interested to choose video IGTV Instagram to enhance vocabulary mastery because using video IGTV Instagram would make students easier to understand the explanation about the vocabulary and easy to memorize the vocabulary. This research focused on the effectiveness of using English video IGTV on Instagram about daily vocabulary to enhance students' vocabulary mastery. The videos material taken from @*eranitri*'s Instagram accounts as one of Indonesian content creators who focus on the discussion of English learning that is packaged attractively, understandable and make the viewer not bored. For the reasons, the researcher used the title *The Effectiveness of Using IGTV on Instagram toward Students' Vocabulary Mastery at the First Grade Students of MAN 1 Madiun.*

B. Formulation of Research Question

Based on the background of the study, the researcher formulates the research question as follows:

"Is there any significant difference on students' vocabulary mastery before and after being taught by using IGTV on Instagram at the first grade students of MAN 1 Madiun?"

C. Purpose of the Study

Based on the formulation of research question, this study is aimed to find out the significant difference on students' vocabulary mastery before and after being taught by using IGTV on Instagram at the first grade students of MAN 1 Madiun.

D. Formulation of Hypothesis

Hypothesis is assumption that should be tested, it may be true or false prediction and it should be proved by hypothesis testing. Related to the research question, the researcher formulates the hypothesis as follows:

1. H_0 (Null Hypothesis): there is no significant difference in enhancing students' vocabulary mastery before and after being taught using video IGTV on Instagram.

2. H_1 (Alternative Hypothesis): there is a significant difference in enhancing students' vocabulary mastery before and after being taught using video IGTV on Instagram.

E. Significant of the Research

1. Theoretically

   The results of this study are expected to help the teacher in using innovative learning media on technology such as social media Instagram and to enhance students' vocabulary mastery through video IGTV on Instagram. Besides, it can be reference to the other researcher who wants to establish about the use of video IGTV to enhance students' vocabulary mastery.

2. Practically

   The result of the study is expected to give several advantages in English teaching learning process as the following parts:

   a. Students

      For students, this method helps the students to increase their vocabulary using English video IGTV on Instagram.

   b. Teachers

      For teachers, it can give the information about the interesting media that can be used in teaching learning process.

   c. Next researchers

      For the next researchers, it can be used as the previous study in their research.

F. Scope and Limitation of the Study

This study would be carried out in MAN 1 Madiun and the population is the first grade students of MAN 1 Madiun. The materials used for this study are not really in line with the curriculum. The limitation of this research would be focus on the effectiveness of using video explanation about English vocabulary videos on IGTV Instagram to enhance students' vocabulary mastery.

G. Definition of Key Terms

The researcher presents the definition of key terms to avoid misunderstanding, the definition of key terms are as follows:

1. Vocabulary

   Vocabulary is a collection of words that usually arranged alphabetically and defined. (Merriam-Webster:1828)

2. Instagram

   Instagram is a social media platform that uses to share updates by taking photos or videos easily.

3. IGTV

   IGTV (short of Instagram TV) is the features of Instagram that serve new long-form video sharing service.