

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents some points related to this research, including background of the study, formulation of research problem, purpose of study, formulation of hypothesis, significance of study, scope and limitation of the study, and definition of key terms.

A. Background of Study

One of the targets of teaching and learning English in schools was to enable students to communicate in English, both orally and in writing. To achieve this goal, there were four language skills that needed to be taught: listening, speaking, reading, and writing. Listening and reading were classified as receptive or passive skills, while speaking and writing were productive or active skills¹. Among all the basic English skills, speaking was the most important aspect for interacting with others. Speaking ability was crucial for conducting effective communication, especially in the context of international communication.

Speaking skills in second language learning emphasize the importance of being able to communicate clearly, confidently, and naturally in daily conversations to engage the listener's attention². To communicate effectively, a speaker must speak accurately, fluently, and with full comprehension so that

¹ J. Harmer, *The Practice of English Language Teaching (3rd Ed.)* (Longman, 2001).

² Sudarmo, '*Improving Students' Speaking Skill Through Video Blog (Vlog)*' (Universitas Islam Negeri Raden Intan Lampung, 2021).

the listener could understand the intended message. Additionally, before speaking, the speaker also needs to consider several factors. For students learning English as a second language, speaking skills often remain a challenge.

Although students' ideas or have topics to discuss, they often lack confidence in constructing sentence structures while speaking. Ork stated that lack of confidence is factor that hinders students in their speaking performance. As a result, they were afraid of making mistakes while speaking. In fact, many students were capable of expressing their thought, but they use Indonesian sentence structures in English, which could lead to grammatical errors and misunderstandings for the listener. Speaking activities often do not go as expected during practice. There were many challenges in speaking, include understanding grammar, pronunciation, vocabulary and organizing thought clearly.

With the advancement of technology, it had become increasingly easier to help students achieve their learning goals, both inside and outside the classroom. This development allows students to obtain education more efficiently without spending much time and money. The use of social media had also increased students' interest in learning, as almost all students have accounts on popular platforms such as Instagram, Facebook, Twitter, and others³. Educators must recognize this as a great opportunity to engage students

³ R. Amalia, '*The Effect of Using Social Media on Students' Motivation in Learning English at the Eleventh Grade of SMAN 1 Palembang*' (Universitas Islam Negeri Raden Fatah Palembang, 2023).

and help them improve their understanding in learning English as a foreign language.

As educators, it is important to ensure that the technology and learning media used were effective in the learning process⁴. Social media has become one of the alternatives that could be applied as an innovation in using technology. One such learning concept could be implemented through social media, such as Instagram. This platform not only facilitates interaction and engagement but also encourages students to participate actively in the learning process. Its visual and interactive features make it easier for students to absorb information and express themselves creatively, particularly in language learning contexts.

Nurudin, et al. stated that "Instagram is an application for sharing photos and videos that allows users to take photos or videos, apply filters, and share them"⁵. Instagram had emerged as a highly popular platform among users worldwide. Launched in 2010, it has become a part of modern digital culture available as a mobile app on both the App Store and Google Play. Instagram functions as an interactive social network, allowing users to share moments from their lives through photos and videos.

Since Instagram Reels launch, it has grown to be the leading visual-focused social media platform, boasting over one billion active monthly users

⁴ S. Purvis, 'The Impact of Educational Technology on Student Engagement and Achievement' (Concordia University, St. Paul, 2020).

⁵ D. N. Nurudin, A., Haryanto, & Hidayat, *Komunikasi Digital: Teori Dan Praktik Di Era Revolusi Industri 4.0* (Prenadamedia Group, 2020).

as of 2020⁶. Beyond its conventional utility, Instagram had potential as an educational tool particularly in learning speaking. Instagram offers a novel avenue for students to enhance their speaking skills. Instagram offers various features that support learning, such as posting photos or videos, commenting and liking on other users' posts, and using hashtags to categorize content. This allows users to share, learn, and discuss various topics with fellow users.

Instagram Reels could play a role in supporting learning through its various interesting features. The use of Instagram as media for learning speaking can help students to increase their creativity, reach feedback and enhancing their speaking motivation. Through Instagram Reels, users can upload videos with a maximum duration of 3 minutes⁷. This allows students to practice speaking in a more flexible and personalized way, as they could record and edit their videos before sharing. Additionally, the public nature of the platform encourages students to perform better, knowing their content could be viewed and evaluated by a wider audience, including peers and teachers.

Instagram Reels as one of the most popular social media platforms among teenagers and adults, provides convenience for students in learning speaking by using a platform they interact with daily⁸. Students can engage in various activities to improve their speaking abilities, such as making a mini vlog. Other students can comment on the mistakes made by the speaker, including grammar, vocabulary and pronunciation errors. Additionally,

⁶ Metricool, 'How Long Can Instagram Reels Be? What's the Optimal Length?', 2020.

⁷ Meodia, 'Instagram Reels Can Be 3 Minutes Long Now', *The Verge*, 2025.

⁸ D. Widiyanti, D. T., & Fadhilawati, 'The Efficacy of Instagram Reels on Speaking Learning at Senior High School', *Jurnal Riset Rumpun Ilmu Bahasa*, 3.1 (2024), pp. 51–66.

teachers can also use Instagram Reels to share topics that discussed in the upcoming meetings and can also post speaking videos, allowing students to prepare before learning speaking in the classroom.

Creating a video in Instagram Reels could increase the students' or user's speaking ability in delivering information about a specific topic and then uploading it to Instagram Reels. In addition to offering many benefits for students in enhancing their speaking skills, Instagram Reels also presents several challenges. Ork suggested that some students may experience a lack of confidence due to fear of negative comment and making mistakes when uploading their speaking videos. Furthermore, Ratnasarie also say that limitations such as poor internet connectivity and inadequate device specifications can hinder students from recording and uploading videos effectively.

By practicing speaking English regularly through creating videos on Instagram Reels, students can gradually overcome their fear of made mistakes and build greater confidence. This consistent practice also helps improve their pronunciation, expand their vocabulary, refine their grammar, and develop fluency. Moreover, Instagram Reels enables students to engage in self-directed learning outside the classroom, providing them with flexible opportunities to practice and express themselves in English. The ability to rewatch their own videos or those of others allows students to correct errors and track their progress over time.

The various features offered by Instagram, in addition to Instagram Reels, such as posts, stories, and direct messages, not only facilitate communication but also create a more interactive and engaging language learning environment. These tools provide meaningful contexts for students to practice speaking and apply their English language skills in real-life situations. Given the potential impact of Instagram Reels in improving speaking skills, it is important to investigate how students in the English Education Department perceive this platform as a learning media. As suggested by Gibson et al. (2009), perception was a subjective interpretation shaped by individual experiences and environmental influences⁹. Exploring students' perceptions can provide deeper insights into the effectiveness of Instagram Reels as a speaking learning tool in English as a Foreign Language education.

Understanding students' perceptions was also essential to evaluate the feasibility and relevance of integrating social media, particularly Instagram Reels into language learning. Their experiences, challenges, and attitudes toward the used of this platform could help educators identify which aspects were most beneficial and which areas require further support or improvement. By focusing on the perspectives of English Education Department students, this study aims to uncover how Instagram reels used for learning speaking. These insights were expected to inform more effective for student strategies in the development of speaking instruction using digital platforms.

⁹ J. J. Gibson, *The Ecological Approach to Visual Perception* (Lawrence Erlbaum Associates, 1979).

Previous related studies have consistently highlighted the effectiveness of Instagram Reels in enhancing students' speaking skills and motivation in language learning. Research by Hikmah et al. found that university students positively perceived Instagram Reels as a mobile-assisted language learning tool that made speaking practice engaging¹⁰. Additionally, studies by Ristianti et al.¹¹ and Amalia¹² emphasized the role of Instagram Reels in increasing students' motivation, confidence, and fluency in speaking English. These findings indicate that social media platforms, particularly Instagram Reels, provide an interactive environment and enjoyable media for language learning.

In contrast to previous studies that primarily focused on high school students or university students from various majoring, this study specifically investigated the perspectives of English Education Department students on utilize Instagram Reels as media in learning speaking skills. While Hikmah et al. explored university students' perceptions, their study included respondents from various academic backgrounds. Whereas this study focused exclusively on students majoring in 6th semester of English Education Department Students in State Islamic University of Sayyid Ali Rahmatullah Tulungagung. This difference allows students' perceptions for a more in-depth understanding of how students using Instagram Reels for learning speaking.

¹⁰ N. Hikmah, N., Hidayati, H., Irwandi, I., Ilham, I., Rahmaniah, R., & Whitworth, 'Students' Perceptions of Using Instagram Reels as Mobile-Assisted Language Learning to Improve Speaking Skills', *English Review: Journal of English Education*, 12.1 (2024), pp. 385–96,

¹¹ J. Ristianti, Y., Santhi, D. D. Y., & Juhana, 'The Use Of Instagram Reels To Facilitate The Secondary School Students' Speaking Skills.', *DIJEMSS*, 6.4 (2024),

¹² R. A. Gustin, 'Challenges and Solutions in Learning English Speaking Skills during Online Learning: Perspective of EFL Female Students' (Universitas Jambi, 2022).

Through this study, the researcher aims to motivate and assist readers in utilizing Instagram Reels as media for enhancing their speaking skills. The advancement of technology and social media, particularly Instagram Reels, offers new opportunities in English language teaching. This media was expected to attract students' interest and motivate them to be more active in practicing speaking English. Based on the issues mentioned, the researcher conducted this study to know the advantages and challenges in speaking. Therefore, this study was conducted to see the point of view of students from the use of Instagram Reels as an interactive and innovative media in learning speaking in the English Students'.

Through this study, the researcher aims to motivate and assist readers in utilizing Instagram Reels as a media to enhance their speaking skills. Social media Instagram Reels presents new opportunities in English language teaching, offering engaging and interactive alternatives to traditional methods. This platform was expected to capture students' interest and encourage them to be more active in practicing speaking. Based on the issues previously discussed, this study aims to identify both the advantages and challenges faced by students in using Instagram Reels for learning speaking. Therefore, the study specifically explored the perceptions of English Education Department students regarding the use of Instagram Reels as an interactive and innovative media in learning speaking.

B. Statement of Research Question

Based on the background above, the researcher formulates the research problem as follow:

1. “How are students’ perceptions on the advantages of using Instagram Reels as media in learning speaking among English Education Department Students?”
2. “How are students’ perceptions on the challenges when using Instagram Reels as media in learning speaking among English Education Department Students?”

C. Purpose of Study

1. To investigate the advantages of using Instagram Reels as media in learning speaking,
2. To investigate the challenges when using Instagram Reels as media in learning speaking.

D. Significance of Study

This study gave benefits for English teachers, students, and future researchers:

1. English Teachers

The researcher hopes that English teachers could motivated by this study to improve their teaching, especially in enhancing students' speaking skills. By using the Instagram Reels feature, the researcher also expects teachers to use media more creatively and innovatively as an effective teaching technique. Teachers could learn how to use appropriate media to

support their teaching and learning process, as well as to increase students' learning interest, creativity, and digital literacy.

2. Students

Through this study, the researcher hopes that students can utilize Instagram Reels as a practical tool to practice speaking skills in real-life situations. By using popular social media, students could be encouraged to be more creative in delivered information in English, while also increasing their learning interest. Students could become accustomed to practicing speaking English in front of the camera, which help boost their confidence in oral communication.

3. Researcher

The researcher hopes to provide a reference for refining studies on the use of social media, especially Instagram Reels, in English language learning. This study can also offer a clear picture of how digital media contributes to the improvement of speaking skills. Additionally, the results of this study could be used as a foundation for developing more effective teaching methods by utilizing technology and social media platforms in the field of education.

E. Scope and Limitations of the Study

This study focused on the perceptions of 6th semester English Education Department students at UIN Sayyid Ali Rahmatullah Tulungagung regarding the use of Instagram Reels as media in learning speaking.

F. Definition of Key Terms

To make it easier for readers to understand this study, the researcher provided definitions of key terms that are important to understand. The definitions of the key terms are:

1. Speaking

Speaking is the activity of conveying one's thoughts, feelings, and opinions to others in an oral form that is acceptable and easily understood by the listener. In learning a second or foreign language, speaking skills are the most important aspect. Success can be measured by the learners' ability to communicate and interact orally using the language.

2. Instagram Reels

Instagram Reels is a feature that lets users create and share short, engaging videos up to 3 minutes long using creative tools like audio, effects, and filters. Reels appear in a special feed and are often used for entertainment, tutorials, promotions, and education to reach a wider audience. This feature has become popular among content creators, businesses, and educators for its ability to boost engagement and visibility.

3. Perception

Perception is the way individuals interpret, understand, and respond to a particular phenomenon based on their experiences, beliefs, and emotional state. In an academic context, perception plays a significant role, as it can affect students' engagement, motivation, and ultimately their learning outcomes. These perceptions can affect student motivation,

participation and learning outcomes. In this study, student perceptions were measured using a Likert scale dealing with advantages and challenges when using Instagram Reels.