

CHAPTER I

INTRODUCTION

The following section consists of the Background of Study, Statement of Research Problem, Objectives of Research, Significance of the Research, Scope and Limitation of the Research, and Definition of Key Terms.

A. Background of the Study

Many students need English vocabulary as a communication to think and interaction in various situations. An important part of learning English is vocabulary, therefore it is the first step for students if they want to achieve goals. Vocabulary also plays a crucial role in language learning. Therefore vocabulary has consistently been recognized as important throughout time and across various educational trends¹. At all stages of education, is central to learning the material,” it is indicated that vocabulary instruction is intentionally integrated into teaching practice and introduced whenever unfamiliar words are encountered by learners².

Vocabulary mastery is an important tool that enables students to understand information or explanations during the teaching and learning process in education. As one of the components of language skills, vocabulary mastery of English is very important for learners in learning a foreign language.

¹ M. F Grave, “The Vocabulary Book: Learning and Instruction (2nd Ed.),” *Teacher College Press*, 2016.

² Stuart Webb and Paul Nation, “How Vocabulary Is Learned,” *Oxford University Press*. 12, no. 1 (2017): 61–77.

Good vocabulary knowledge is essential for effective communication and context understanding in the target language³. Vocabulary understanding participates importantly towards second language acquisition, where students who understand the structure and meaning of words, can more quickly incorporate the language. Vocabulary knowledge is closely related to reading ability. Students who have a good command of vocabulary tend to be better able to understand reading texts, which is an important indicator in the language learning process.

Everyone has limited comprehension and also has limited understanding. Learning a language without mastering vocabulary may be very difficult. In addition, word meanings, pronunciation, motivation, learning facilities and teaching methods are some of the factors that can affect the hurdles students face in the subject. One of the difficulties in language learning is the large number of difficult words. This makes it difficult for students to understand what they are read. Therefore, students often face challenges in understanding new vocabulary, which can hinder their learning process. In addition, the use of inappropriate learning techniques can make it even harder for students' to master vocabulary. Other factors such as uninteresting teaching methods and learning media can also affect students' ability to cope with

³ Samia Rafique, Ali Waqas, and Choudhry Shahid, "The Correlation between Vocabulary Knowledge and English Language Proficiency at Undergraduate Level," *Pakistan Journal of Humanities and Social Sciences* 11, no. 2 (2023): 1162–71, <https://doi.org/10.52131/pjhss.2023.1102.0422>.

difficult vocabulary. Therefore, students often have difficulty understanding new language, and the use of inappropriate learning techniques can hinder students' understanding.

Most students in Indonesia learn English through textbooks provided by their teachers. This means that students in Indonesia have constraints in improving their vocabulary acquisition. The use of textbooks as the main source in English learning often limits students' creativity and interaction. To achieve this, students need media tools to learn vocabulary. In addition, they can find new ways to learn vocabulary so that learning is more effective, interesting, and enjoyable. Instagram is one of a helpful and accessible medium for learning english vocabulary, engaging and enjoyable, which may support the learning process⁴.

Social Media is one of a growing number of innovations and new technologies that have impacted the learning process, changing and simplifying how people learn languages. Over the past few years, Instagram has become one of the most popular social media apps among users. There were 89,891,300 Instagram users in Indonesia in January 2024, or about 31.7 percent of the total population, according to Repost Napoleon Cat. This shows that Instagram is quite widely used by Indonesian users.

⁴ Muhammad Hasbi and Apriliana Dwi Cahyaningsih, "Students' Perception of Learning English Vocabulary Via @Kampunginggrism Instagram Account," *Journal of English and Linguistic Studies* 1 (2024): 68–69.

Instagram is very common among teenagers nowadays, especially among students. While the classroom provides many things to do, such as sharing ideas and participating in group activities. And because Instagram provides a visual element for visual students, it provides a wealth of information that can be very useful in an educational setting⁵. As an alternative method to increase their knowledge in a fun way, Instagram can be used.

Instagram may be encouraging users to read more English captions because of its worldwide reach. Many users use and read English captions on posts without realizing they read new words and the process of reading and translating the words that they did not know before. Therefore, they acquire new vocabulary from this activity because they do not know the meaning. So, students can use various tools to help them learn English, one of the example such as using Instagram accounts that have English captions in photo or video posts. One of the most popular Instagram accounts in Indonesia that has English captions is Folkative, this can be a free tool that can be a great motivator for students to learn more about the English language.

Folkative is an Instagram account that shares news about entertainment, pop culture, gossip and viral topics in Indonesia. This different focus allows for a more differentiated understanding of how students perceive the impact of the

⁵ Hanieh Yadegarfar and Shahla Simin, "Effects of Using Instagram on Learning Grammatical Accuracy of Word Classes among Iranian Undergraduate TEFL Students," *International Journal of Research Studies in Educational Technology* 5, no. 2 (2016): 49–60, <https://doi.org/10.5861/ijrset.2016.1572>.

account captions on their comprehension acquisition. It opens new eyes on the use of social media in language education.

However, there is a lack of research that understands how students perceive the impact of Instagram captions on their mastery of vocabulary at UIN Satu Tulungagung. This study aims to bridge this gap by looking at how effective Folkative Instagram account captions are in improving students' mastery of vocabulary, thus improving their understanding of the use of social media in English learning today.

The study by Azkiya, from Negeri Ar-Rainry of the Islamic University Darussalam Banda Aceh, is one of a number of researchers who have investigated students' perceptions of the use of social media in English language learning⁶. "Students' perceptions towards of the impact of English learning accounts on Instagram on students' vocabulary" is the title of her thesis. The purpose of this study was to explore students' attitudes towards the use of Instagram for English language learning, as well as to explore their Instagram accounts in order to improve their understanding. The study was conducted at the Department of English Language Education at UIN Ar-Rainry Banda Aceh, and five students participated in the study. The participants were asked to participate through semi-structured interviews. The results show that students believe that the use of Instagram accounts for English language

⁶ Ulfa Azkiya, "Students' Perception Towards the Impact of English Learning Accounts on Instagram on Students' Vocabulary," *Universitas Islam Darussalam Banda Aceh* (2019).

learning can be beneficial to their learning, and that using the account provides them with a rewarding learning experience.

Al Fath has been conducting research at the Palangka Raya State Islamic Institute in the year 2018. “Investigating Gen Z Students’ Perceptions on The Use Of Instagram to Improve Vocabulary” was the title of his thesis⁷. The purpose of this study was to explore how Gen Z students view Instagram as a platform for learning and skill development. The sample consisted of nine students of MAN Kota Palangka Raya. The data collection tools used were interview, questionnaire, and observation. The results show that Gen Z students prefer to use English video content on Instagram. In addition, it was found that Instagram is considered an attractive English feature.

From previous studies in 2023 entitled “University Students’ Perception of English Caption ‘Folkative Instagram Account’ in Vocabulary Mastery” and written by Oktavi, Mutiarani, Aswir, Novita, and Baneng, found that examines the Folkative Instagram account to see ways in which students can improve their English through the use of English captions⁸. The researchers used a quantitative descriptive method using a closed questionnaire containing 13 statements and 72 university students as respondents. The results show that

⁷ Muhammad Sandy and Al Fath, “Investigating Gen Z Students’ Perceptions on the Use of Instagram to Improve Vocabulary,” *In Proceedings of International Conference on English Language Teaching (INACELT)*, no. November 2018 (2019): 71–87, <http://e-proceedings.iain-palangkaraya.ac.id/index.php/inacelt>.

⁸ Alifia Oktavi et al., “UNIVERSITY STUDENTS’ PERCEPTION OF ENGLISH CAPTION “ FOLKATIVE INSTAGRAM ACCOUNT ” IN VOCABULARY,” no. May (2023): 184–90.

using social media such as Instagram can help school students improve their English skills. English captions on Folkative account can help students learn in a more interesting and effective way than regular learning with books.

Although previous studies in 2023 entitled “ University Students’ Perception of English Caption ‘Folkative Instagram Account’ in Vocabulary Mastery” and written by Oktavi, Mutiarani, Aswir, Novita, and Baneng used quantitative methods and they used closed ended questionnaires, the in depth perception of students has not been comprehensively tested. So the researcher added interview with the several participants to gain a deeper answer of the students perceptions. And because no one at UIN Satu Tulungagung has researched this topic yet, thus the researcher intention is to do research with the title “The Student’s Perception Of “Folkative” Instagram Account Captions In Improving Their Vocabulary Mastery At UIN Satu Tulungagung”

B. Statement of Research Problems

On the basis of the above research, the author wishes to answer the following questions:

What are the students of UIN Satu Tulungagung perceive the usefulness of the captions of the “Folkative” Instagram account in improving their mastery of vocabulary?

C. Objectives of the Research

Based on the researcher’s statement above, the objectives of this study are:

To describe the views of the students of UIN Satu Tulungagung on the usefulness of the captions of the “Folkative” Instagram account in improving their mastery of vocabulary.

D. Significance of the Research

The first contribution is dedicated to students to help them improve their vocabulary skills and provide insight into how they can effectively improve their vocabulary skills.

Second, it is expected to inspire teachers of English to examine these strategies, which can be applied when they are faced with similar problems in the teaching of English and can inspire teachers to incorporate social media platforms, such as Instagram, into their teaching practices. By doing this, teachers can create a learning environment that is more engaging and interactive.

Thirdly, this study is dedicated to future researchers who are expected to inspire future researchers to investigate skills other than vocabulary, such as: writing, reading, listening and debate on this Instagram media platform. In addition, future researchers can also expand the subject respondents which is very likely to represent a wider population. By utilizing the findings of this study, future researchers can contribute to the development of more effective and innovative language learning strategies.

E. Scope and Limitation of the Research

The scope of the research is to make research manageable, useful, researchable, optimal, and intelligent. Scope is very important part of research efforts and also a very interesting and technically useful part. Then, limitation is managing and developing strategies to limit or eliminate the negative implications of limitations⁹. This study, the scope consist of analyzing vocabulary learning as perceived by students through the use of english captions on the Folkative Instagram account. And researcher limited this study to one social media platform “Instagram”, one account “Folkative” and also just in the captions. The participants of this study consist of students from various majors, especially who follow the Folkative Instagram account.

F. Definition of Key Terms

To avoid any misunderstanding of the ideas used in this study, the researcher should explain some of the following terms:

a. Perceptions

Perception is a person’s view of a particular object. How students’ views affect or impact them, through the five senses, especially seeing and reading in this study. By seeing and then reading, we will capture information, receive information and process the information in our brains.

⁹ Olayinka Akanle, Adefolake Olusola Ademuson, and Olamide Sarafadeen Shittu, “Scope and Limitation of the Study in Social Research,” no. 1 (2020): 105–14.

b. Vocabulary

Vocabulary is an element of language that must be learned first. Vocabulary is all the words that have meaning that will be understood by someone. New vocabulary will add to one's insight for a broader and more diverse understanding. Vocabulary learning in this study is how a person perceives the vocabulary they encounter. Therefore, vocabulary mastery greatly affects students' perceptions of their language skills.

c. Instagram

Instagram is a social media platform that is very popular in this era, especially among students. Instagram presents many features that are very varied such as posting photos or videos, stories, captions, comments, direct messages, etc. It also allows many people to view and participate in the platform in their daily lives. It also allows many people to view and participate in the platform in their daily lives. In its utilization as a learning media, of course, there are many things that can be used from these features. Of the many features on Instagram, one of them that is the focus of this research is located in the caption of the Folkative account which is use English language in every post.