

## **Chapter One**

### **Introduction**

This chapter presents the introduction of the research. In this chapter, the researcher explains the background of the research, identification and limitation of the problem, research questions, objectives of the research and significances of the research. Firstly, the background of the study describes the notion of the role of Instagram in developing English language skills. Secondly, the research questions as a guideline for this research to be presented. Besides, the objectives of the research explain specific objectives or aims of the research. Finally, the significances of research presents the benefits of this research towards particular people.

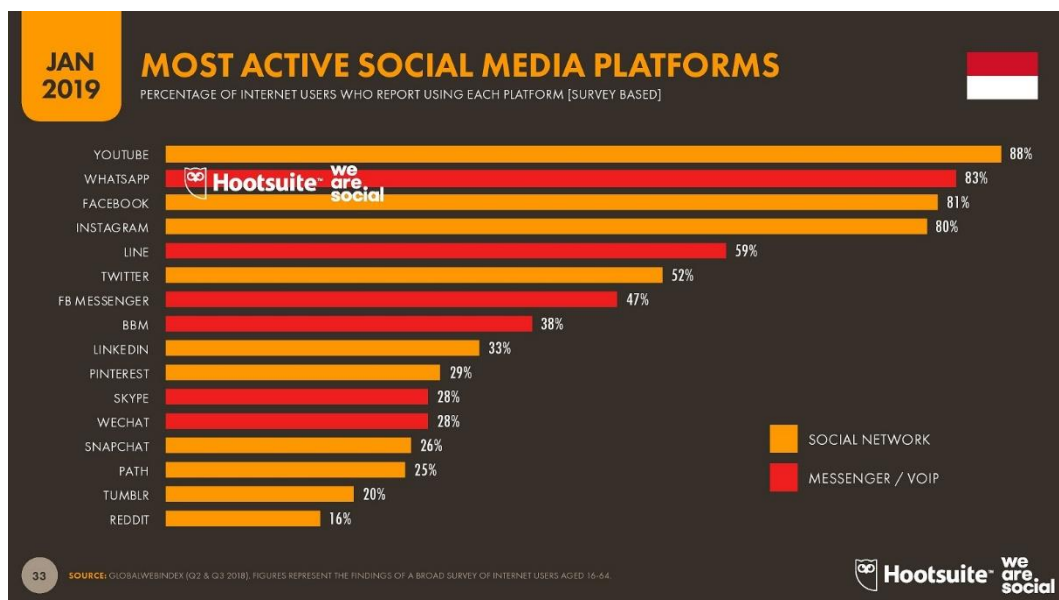
### **Background**

Information and Communication and Technology (ICT) grows very rapidly. In this era, ICT becomes a necessity and important for everyone. ICT is also used in English language learning classroom. ICT helps teachers and students in the learning process. Jain and Tyagi (2017) said that ICT helps to create a more effective and interesting learning process.

One form of ICT that is important in language learning is social media. Al-rahmi, Othman, Yusof and Musa (2015) stated that social media is also a medium of learning activities. People can learn about everything included language by using social media because social media is one of the tools to share knowledge or information with other people. According to the researcher's observation on her

peers of an ELED, social media users post their videos or write captions using the English language. It helps other social media users to learn English because they watch the other video or read others' captions.

One particular social media that is popular among the millennial generation is Instagram. Vianti and Palmi (2014) stated that Instagram is a social media that works to take photos, apply digital filters, and share them through Instagram and other social media.



Picture 1.1. Percentage of most active social media platforms 2019 in Indonesia.

Source : <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>

In 2019, Instagram is one of popular in Indonesia. Based on picture 1.1, Instagram has fourth level in a survey of the most active social media platforms in Indonesia in 2019. Percentage of Instagram in most active social media platforms in Indonesia in 2019 is 80%.

Based on the researcher's experiences as a student in the English Language Education Department at Private University, many students of the English Language Education Department at Private University in Yogyakarta used Instagram. The users can use features like live, boomerang, superzoom, or upload videos or photos. The users can write captions using the English language. Then, the users publish them in their Instagram account. Sometimes the users post their Instagram story such as singing an English song and writing a caption using the English language. Many students of the English Language Education Department of the Islamic Private University in Yogyakarta followed Instagram users that have contents containing the English language. Students also watched English videos using Instagram for their English language learning and liked English content on Instagram.

Instagram is a language learning media. For example, account @skinnyfabs is an Instagram user who shares about the tips on pronouncing English words using the British accent. In October 2018, he has 791.000 followers. The account owner also posted English songs on his Instagram account. Sometimes, He posted tips on good pronunciation. He made it easy for people to enhance their pronunciation. Furthermore, he gave his followers some tips to learn English. However, based on his followers' comments, some followers only follow his account just for entertainment purposes.

Another example is the account of @guru\_mr.d. He is an American man. He can also speak Bahasa Indonesia well. He helps his followers in developing their English language skills. In October 2018, he has 931.000 followers. He shares

vocabularies and pronunciation. Furthermore, he gives tips on how to learn English easily. Instagram can be a medium for those who want to develop their English skills. The followers of this Instagram account are more active than the followers of @Skinnyfabs. They often ask about English that they do not understand. As a conclusion, Instagram is an alternative medium for discussions using English.

Based on a preliminary interview with some students of English language Education Departement in a Private University in Yogyakarta, the researcher found that two students' opinions about the role of using Instagram on their outside classroom. Firstly, students can not develop their English skills by using Instagram. Students explain that Instagram is to entertain them. Secondly, other students state that Instagram can develop their English skill. Many students follow accounts that teaches English. From those accounts, students can watch videos or photos using English language. Most of them have a simple and clear explanation. However, sometimes students are not satisfied with the English language videos. Because there are many words that students do not understand, so the students confuse the meaning of the content videos or pictures. Therefore, the researcher is interested to find out about the roles of Instagram to develop students' English skills and activities that students do in Instagram to develop their English skills.

### **Identification of the Problem**

Based on the preliminary interview, the researcher found two categories of students who use Instagram. First, some students used Instagram for English language learning. Second, some students used Instagram as entertainment. This research focuses on students who used Instagram for English language learning.

The researcher is interested to investigate the use of Instagram in students' English language learning. In particular, this research examines the advantages of Instagram in students' language English learning. In addition, the researcher interested to examine students' activities to learn English language using Instagram.

The researcher can examine some categories in developing students' English language learning using Instagram. The researcher can examine the content used by students when using Instagram for developing English language skills. In addition, the researcher can also find out about the strengths and weaknesses of using Instagram for developing English language skills.

### **Delimitation of the Problem**

In this research, the researcher focuses on examining the advantages of Instagram and students' activities in using Instagram to develop English language skills. Instagram is a popular social media platform. Many people have an Instagram account and access Instagram in daily life. Moreover, there are Instagram accounts which contain English language contents. Furthermore, not many researchers have examined the use of Instagram in students' English language learning. Besides that, the researcher thinks that to measure how Instagram can be a medium for English language learning.

### **Research Question**

To conduct this research, two research questions are used as a guideline. The following are the research questions:

1. What are the advantages of Instagram in students' English language learning?

2. What students' are activities using Instagram that can enhance their English skills?

### **Objectives of The Research**

Instagram can help Instagram users to develop English language skills. Instagram users developed their English skill using Instagram, but there are many issues from that. Based on the research questions, there are two purposes of this research. This research is conducted to find out :

1. The advantages of Instagram in developing students' English language skills.
2. The activities that students use to enhance their English skills.

### **The Significance of the Research**

This research has several advantages. These advantages are as follows:

**For students.** The research may give information to students about the advantages of Instagram in developing students' English language skills. The students can find out the advantages of Instagram in English language learning and students' activities on Instagram to develop their English skills. Therefore, students can consider using Instagram to develop their English skills.

**For teachers.** This research helps to provide information about using Instagram for developing English language skills. In this research, teachers can find out the activities that can be used to enhance students' English language skills by using Instagram. Thus, teachers can consider using Instagram in their teaching. Additionally, teachers can consider using Instagram to give their students assessments and classroom activities.

**For other researchers.** This research can help other researchers to attain information about using Instagram to develop English language skills. It can become a reference to support their research.

### **Organization of the Research**

This research consists of five chapters. The first chapter presents many things about research. Firstly, the background of the research. Secondly, the explanation about reasons for the researcher to conduct this research. The third is about the identification and limitation of the problem of the research. Then, in this chapter, the researcher also mentions two research questions about the roles of using Instagram for developing students' English language skills and students' activities in developing English language skills by using Instagram. The next subchapter is about the objectives of the research. The objective of the research explains about the purposes of the research and to find out about the roles of Instagram for developing English language skills and students' activities to develop their English language skills by using Instagram. The fifth of this chapter is on the significance of the research. The significance of the research is the advantages of the research. This includes the advantages for the researchers, students, Instagram users, and teacher. The last one is the organization of the research. It is about the summary of every chapter of the research.

The second chapter discusses theories related to the use of Instagram to develop students' English skills at ELED at an Islamic Private University in Yogyakarta. There are two contents which are discussed in chapter two, including

the types of English language skills, the use of social media in developing English language skills and Instagram in developing English language skills.

The third chapter explains the methodology that is employed in this research. There are four sections to this chapter. The first subchapter of the researcher design in which the researcher investigates the type of research design that is presented. The second is the research setting, in which it is the location where the research is conducted and an elaboration on the participants. The third is the data collection method which explains the way to collect the data. The last is data analysis, in which the procedure of analyzing the data is presented. Finally, the interpretation of the issues and trustworthiness as part of the research methodology are discussed in this chapter.

Chapter four presents the findings and data analysis of the research. This chapter discusses the findings of the research. Chapter four presents the findings that answer the research questions based on collecting data. The findings elaborate further discussion of the findings and theories.

The last chapter consists of the conclusion and recommendations. The conclusion concludes the results of the research. Additionally, this chapter recommends the readers who need the information that is related to this research