

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

The smartphone, a drilling and powerful technological advancement from the previous decade, made users addicted to the internet and mobile devices (Carbonell, Chamarro, Oberst, Rodrigo, & Prades, 2018). It serves a variety of purposes that aid in communication and mobile entertainment. Through mobile apps, users can get information conveniently, quickly, and simply today (Kugler, 2016). Moreover, there are a lot of technology-based learning platforms such as social media. Social media platforms including Instagram, Twitter, Snapchat, Facebook, Whatsapp, YouTube, and others are frequently used by users (Ali, 2018; Bolat, 2018; Kavaliauskienė & Ashkinazi, 2014). One of the social media that is utilized by students is Instagram, which triggers the spread of many learning accounts on Instagram like *English with Nab*.

The issue that underlines the focus of this research on Instagram's *English with Nab* account is the increasing popularity and use of social media platforms for language learning, particularly among younger generations. In this case, the *English with Nab* account exists on Instagram, and the owner of the account is Nab, *English with Nab* has unique teaching strategies, presentation style, and content delivery methods on Instagram make it an intriguing case to investigate. Understanding how learners engage with and benefit from *English with Nab*'s content can provide valuable insights into effective language learning approaches on social media platforms. Despite not having a verified blue checkmark, *English with Nab* was chosen as the focus of this study due to its popularity, its alignment with the research objectives, and its unique characteristics that make it a relevant case for investigating the benefits of learning English vocabulary on Instagram. He has more than 12 years of experience as an American English coach. He has lived and worked in Spain, France, Turkey, and Morocco, as well as travelled to

more than 50 countries. He teaches English like pronunciation, writing, grammar, and vocabulary, but in this research only focused on vocabulary. (English with Nab, n.d.). *English with Nab* is an educational institution that provides English online learning courses founded by Nab in 2009. It offers people from all around the world to have the best experience in learning English with the best teachers, the best method, and the best structure, besides providing paid English courses, *English with Nab* also provides free English learning content through various social media such as in Facebook, YouTube, Twitter, TikTok, Pinterest, and Instagram. However, from those social media, people follow Instagram the most. Therefore, in this research, the researcher decided to conduct research regarding English teaching done by *English with Nab* on Instagram, especially in teaching English vocabulary.

Moreover, the researcher focused on teaching vocabulary on Instagram in this research, because based on its critical significance in language acquisition and communication. As noted by Stephen Krashen, a renowned linguist, vocabulary knowledge plays a vital role in language proficiency and understanding (Krashen, 1989). Therefore, investigating the benefits of learning English vocabulary with *English with Nab* on Instagram is crucial for enhancing language learning outcomes. Align with that most *English with Nab's* posts is intended for teaching vocabulary. *English with Nab* on Instagram teaches vocabulary related to various topics such as travel, food, and daily activities. Some examples of the vocabulary that *English with Nab* teaches are common phrases and expressions used in everyday life, idioms, phrasal verbs, slang, and words. The content is designed to be engaging and accessible to learners, with clear and concise explanations and examples provided in both written and audiovisual formats.

Th participants were purposefully selected based on their long-term engagement with English with Nab on Instagram, active participation, willingness to share experiences, and demonstrated interaction with the

account's content. Some reasons for why they follow that account on Instagram are as follows: because the accent of the facilitator is easy to understand, the contents are interesting and not monotonous, get many insights of the use of different words in different contexts. The way participants learn English vocabulary through this account is they turn on the notification of the account so when the facilitator publishes a new content they straight away open it and learn about it. The participants in this study have benefited from the account's use of visual aids, such as images and videos, which aid in the comprehension and retention of new vocabulary. Additionally, the regularity and frequency of *English with Nab's* content on Instagram, along with the use of drilling exercises, have helped participants increase their vocabulary acquisition.

On the other hand, Instagram was chosen rather than other social media, because the most followers of *English with Nab* are on Instagram. Moreover, Instagram is the most popular social media used nowadays since it can reach more people around the world. As Everson (2017) states, according to recent Instagram statistics, there are currently over 800 million active users. Specifically, in Indonesia, the number of Instagram users has increased to 32 percent, making it the second most popular social media network (Murnane, 2018). Furthermore, this research focused on investigating the benefits of using *English with Nab's* Instagram account to learn English vocabulary.

Truthfully, there are numerous studies regarding the benefits of using Instagram as an English learning media (Kamal, 2019; Setyaningrum, 2021). A study conducted by Kamal (2019) aimed to find out how learning through Instagram can develop and influence students' interest in learning English vocabulary as well as the factors that contribute to making students interested in learning English vocabulary through Instagram. Besides, Setyaningrum (2021) conducted a similar study, yet on a specific Instagram content which is Mr Dennis' video. It

aimed to find out whether Mr Dennis' video on Instagram increases students' vocabulary mastery or not as well as the advantages and disadvantages of using it in English vocabulary learning.

However, the researcher has not found any similar study which analyzes the benefits of *English with a Nab* Instagram Account in English vocabulary learning on a specific Instagram account. Therefore, the present study aimed to analyze the benefits of using Instagram in English vocabulary learning on a specific account which is *English with Nab*.

Overall, the study aims to shed light on the potential benefits of using Instagram for English vocabulary learning and provide insights for educators and learners on effective methods for vocabulary acquisition on social media platforms.

## **1.2 Formulation of the Problem**

The question of the research was formulated as follows:

What are the benefits of learning English Vocabulary from *English with Nab* on Instagram?

## **1.3 Operational Definitions**

### **1.3.1 English with Nab**

The account is managed by a native English speaker, known as "Nab,". The account encourages active participation from followers through engagement opportunities, such as quizzes, interactive challenges, and Q&A sessions. Participants are encouraged to interact with Nab and fellow learners to enhance their language skills. "*English with Nab*" provides learning materials in the form of visual aids, infographics, downloadable resources, and suggested study techniques. These resources aim to support participants in their language learning journey.

### **1.3.2 Instagram**

Instagram is a social media that is mostly used by young people, as a media platform for photo and video sharing, people can watch other people's accounts that they follow so that *English with Nab* accounts

utilize Instagram for sharing knowledge like teaching vocabulary on his posts. Besides people scrolling other people's stories, they watch *English with Nab's* posts to add knowledge about vocabulary.

### **1.3.3 Vocabulary**

The vocabulary of a language is its whole collection of words. In this context, vocabulary includes not only individual words, but also idiomatic expressions, collocations, and various lexical items that contribute to effective communication and language proficiency. The development and expansion of vocabulary involve processes such as learning word meanings, usage in context, pronunciation, and understanding nuances, with the ultimate goal of enhancing linguistic competence and fluency.

### **1.4 Aim of the research**

The research aimed to find out the benefits for university students who are learn English Vocabulary with Nab on Instagram.

### **1.5 Significances of the Research**

#### **1.5.1 Theoretical use**

This research expanded the contribution of Instagram, especially English learning-based Instagram accounts, to teach English vocabulary to university students.

#### **1.5.2 Practical Use**

This research provided university students with an alternative platform to learn English vocabulary autonomously which is Instagram, especially *English with Nab's* Instagram account.

#### **1.5.3 Empirical use**

This study filled the gap of the previous study about the use of Instagram as a learning media in teaching and learning English vocabulary.