

ABSTRACT

SARI UTAMI DEWI. 2023. **“INVESTIGATING THE BENEFITS OF LEARNING ENGLISH VOCABULARY WITH NAB ON INSTAGRAM”**.

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This research aims to explore the benefits of learning English vocabulary with a native speaker on Instagram through the “*English with Nab*” account. The study employs a qualitative approach involving participants who genuinely follow the account. Data collection is conducted through semi-structured interviews. Data analysis is performed using Thematic Analysis with the analytical framework proposed by Braun and Clarke. The findings revealed that participants experienced various benefits from engaging with the content. The visually appealing and captivating nature of the Instagram platform captured participants' interest, leading to increased motivation and active participation. Participants reported significant improvements in vocabulary knowledge, pronunciation, spelling, meaning, and grammar. Moreover, they expressed enjoyment and confidence in using English as a result of their engagement with English with Nab on Instagram. These findings highlight the effectiveness of this platform in enhancing vocabulary skills and promoting language proficiency. This study contributes to the understanding of the benefits of learning English vocabulary with a native speaker on social media platforms like Instagram. The implications of this research highlight the importance of accessible English learning opportunities through digital platforms and the potential use of Instagram accounts such as “*English with Nab*” as effective learning resources.

Keywords: English learning, vocabulary, native speaker, Instagram, learning benefits, qualitative research.