CHAPTER 2
LITERATURE REVIEW

2.1 Learning Vocabulary

Learning vocabulary is recognized as one of the most difficult aspects of the foreign language learning process. It is regarded as the most important aspect of learning word sets in a foreign language. Vocabulary is required for communication and sentence formation. To communicate effectively, people must expand your vocabulary. When two people communicate, one not only provides information to the listener, as well as also answers to the other speaker, which necessitates understanding the meaning of the other speaker's words. Apriyanti & Ayu (2020).

In this sense, improving vocabulary knowledge is critical for students to learn how to converse, write, comprehend spoken language, and even recognize meaning from various text types, helping them understand the full English language skill set Aprianti & Ayu (2020). Given these factors, vocabulary learning might be viewed as a significant tool for foreign language learning. As a result, vocabulary development is an essential component of language learning that cannot be separated from language learning.

2.1.1   Learning English Vocabulary

Learning vocabulary in a second and/or foreign language is necessary for good communication since it is impossible to use a language effectively without an appropriate vocabulary. Öğretim et al., (2019). Students are going to learn vocabulary easier when presented with the context of the word's use, instead of purposely learning a vocabulary that might become difficult to remember. As a result, Instagram may be utilized as a medium to assist students in increasing their vocabulary. They can investigate Instagram technologies such as instagram story, posts, and Instagram Live that give or communicate information regarding English. One of the Instagram accounts is @aarons.english. That is to say, social media platforms such as

Instagram may help students increase their knowledge in a straightforward and concrete way.

2.1.2   Instagram in Learning Vocabulary

Instagram is a free social network platform that allows users to save a series of pictures, videos, and a wide variety of information or knowledge, including language learning materials, for an endless period. According to Al-Ali (2014), Making an account, sharing any content through pictures or videos, adding locations and descriptions, applying filters, tagging persons, adding hashtags, adding comments, browsing, and even following other accounts are all features of Instagram. Given this, a wide variety of contextualized visual data acquired from Instagram should be recommended as supplemental media for language students. Instagram may be used as both a teaching tool in the classroom and for personal use. For example, a teacher may ask students to take pictures or videos of their classwork, homework, assignments, or school events and publish them to their personal or class accounts, where they can be discussed Kamal (2019). As a result, Instagram is regarded as a genuine and effective teaching tool that extends learning vocabulary beyond the classroom.

Furthermore, students and instructors can broaden their knowledge by visiting education pages on teaching techniques, methods, tactics, and teaching tools. Kabilan et al., (2010) In his study, he found that utilizing social media improves students' confidence and willingness to learn a language since it offers an environment that does not need face-to-face communication. This is crucial since research has shown that motivation predicts favourable outcomes in terms of output quality, including academic success. As a result, Instagram is well-suited to the subject of education. Also, with Instagram, students can improve their skills and build a brilliant future, allows students to organize their ideas with relevant and contextual content, and apply them to maintain students learning motivation because learning through

social media is fun, attractive, innovative, and adequate to support the success of the teaching and learning process Handayani (2019).

One of the most important parts of improving English language abilities and providing a happy learning environment is vocabulary mastery. When a person is skilled at comprehending terms, they reduce their possibility of making mistakes. Grammar, in addition to vocabulary, is important because grammar is the rule for building a good sentence and serves as an explanation of a sentence; thus, when someone organizes his thoughts using grammar, they sound more precise and accurate, avoiding misunderstanding for the recipient or listeners. In some ways, the connection between grammar and vocabulary is unbreakable.

Above all, Instagram is one of the social media networks that has a lot of lexical content. The most common item that occurs on most pages on the Instagram English account is vocabulary, and practically all of the information is about vocabulary. The topics covered include often errors, suggestions, and tactics, as well as how to use them in everyday language. The material is often given in the form of videos and photographs. For example, consider the @aarons.english account, which was founded by an outsider, Aaron O'Brien, sometimes known as Aarons. He makes material regarding parallels between Indonesian and the context's native language, then posts a video of the debate on his account. Aarons then provides extensive explication for each word or sentence he compares. So, despite this, Instagram has a lot of potential to dramatically enhance vocabulary knowledge.

### 2.1.3 Content Creator @aarons.english

Aaron O'Brien is a Native Speaker who was born in Melbourne, Australia. Aaron has 905 thousand followers on his Instagram account named @aarons.english. Aaron's struggles in teaching began when he was in high school when he moved from Australia to Indonesia. He is

an Indonesian celebrity who focuses on teaching English to his followers.

Aaron, who has understood his passion in the field of education, made him look for new experiences by joining as an English tutor at several learning institutions. By utilizing social media, Aaron becomes an English content tutor via Instagram. With the power of personal branding and marketing, his followers have increased. Aaron's English learning content is very easy and practical to learn.

There are several topics that usually @aarons.english discussed, for example, as follows:
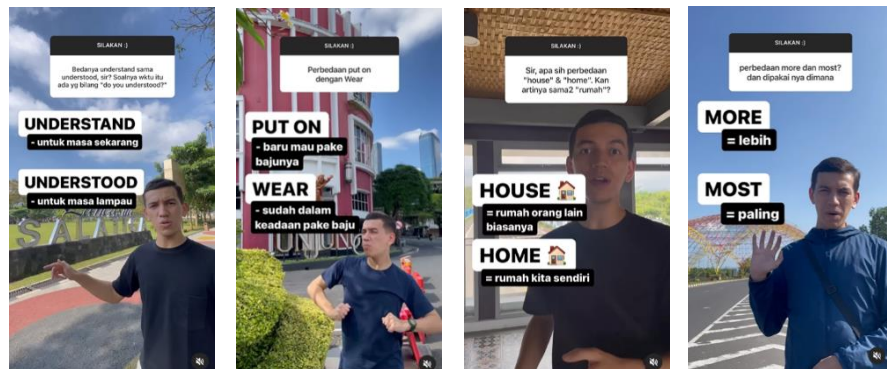
1. *In English*
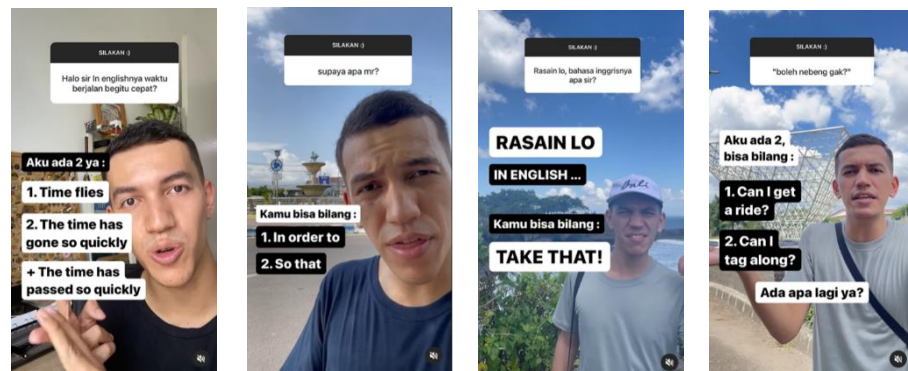
Picture 2.1 Screenshot of First Topic

In this video, Aaron explained how to use a sentence in English and he also gives examples of its use in everyday conversations that are easy to understand.

2. Versus (vs)

Picture 2.2 Screenshot of Second Topic

This topic is related to a word or sentence that is almost the same but actually, they have opposite meanings. This is very helpful for students because often they are confused by the meaning of the vocabulary.

3. Apa Bedanya?

Picture 2.3 Screenshot of Third topic

In this section, he explains the meaning of a vocabulary which actually means almost the same but its usage is actually different. Which is also very helpful for students in learning the use of vocabulary.

2.2 Study of the Relevant Research

There are many studies investigating Instagram as a learning medium for English learning. Another research entitled "Instagram as an Education

Platform for EFL Learners" done by Erarslan Yabanci Diller Egitimi Bolumu & Dili Egitimi Anabilim Dali Bask (2019) aim to explore university students' opinions about Instagram as an educational platform concerning educational and language learning purposes and its effect on students' language learning process supplementary to formal classes. The research design is a mixed method. 219 university students learning English were included in the survey, and 80 students took part in the experimental part of the study. Six students from the experimental group were also interviewed for their opinions about Instagram use during the experimental part of the study. By using quantitative and qualitative analyses, the findings show that Instagram is the most frequently used social media platform and they like using it for educational and language learning purposes. Furthermore, it was found that Instagram had a positive effect on students' language learning based on achievement scores.

Research done by Agustin & Ayu (2021) with the title "The impact of using Instagram for increasing vocabulary and listening skills" aims to determine the impact of using Instagram on increasing students' vocabulary and listening skills. The research design used is qualitative with a descriptive approach. The data were collected through a questionnaire. This study found that Instagram has an impact on the improvement of students' listening skills and vocabulary.

The third relevant research is "The Impact of Instagram on Learning English Vocabulary among Iranian Pre-intermediate EFL Learners" done by Kaviani (2022). This study aimed to investigate whether Instagram would be a useful learning instrument of vocabulary for Iranian male EFL learners at the pre-intermediate at Shokouh Enghelab English Academy in Babol, Mazandaran, Iran. The research participants were 50 male EFL learners divided into two groups. Pretest and posttest were applied to evaluate learners' knowledge of vocabulary during the session. Based on the findings, Instagram has a significantly positive effect on the development of vocabulary learning.

The fourth relevant research is "An impact of the use of Instagram application towards students' vocabulary" done by Putri (2022). This study

aimed to investigate how Instagram influences student vocabulary and what features are used to improve vocabulary, whether the use of Instagram can increase student vocabulary or not. The research participants were 28 students of writing class PI 17 A. The data were collected through a questionnaire. By using the descriptive qualitative method, this study found that Instagram can increase students' vocabulary from the feature that is provided to them, both through a caption or a video.

The next research done by Qisti (2020) entitled "The effect of word map strategy using Instagram to develop students' vocabulary" aims to discover the effect of using Instagram combined with Word Map strategy as a learning tool in developing students' vocabulary. A quasi-experimental design was employed during the study. It involved 64 Islamic junior high school students. The data collection techniques are a vocabulary-level test and a questionnaire. A two-way ANOVA was used to analyze the data. The findings showed that using the Word Map strategy with Instagram significantly improved students' vocabulary from 11% for the control group to 18.98% for the treatment group.

The sixth previous research done by Sudirman & Fajria Novari (2022) aimed to investigate the effect of using Instagram short video media on student's vocabulary mastery in the seventh grade of Babunnajah junior high school Menes-Pandeglang in the academic year 2021-2022. This research used a quantitative approach and quasi-experimental method with an achievement test in collecting data. The result showed that there is a significant effect of using Instagram short video media on students' vocabulary mastery.

The last, research done by Habibah et al., (2021) with the title "The effect of Instagram in learning English vocabulary" aimed to find out the effect of Instagram in the learning vocabulary of third-semester students at the English Tadris Study Program in IAIN Palu. This research was a quantitative method and used total sampling. The research participants were 35 students from batch 2019 semester 3 the academic year 2020-2021 in IAIN Palu. The research instrument is a questionnaire. The technique of collecting data was an

observation and reduction. The finding showed that Instagram affects learning of English (vocabulary) of the student.

The research above has several differences such as the research context, the research aims, the theory used, the research participants, and the research methodology. Therefore, the researcher conducts this study to investigate the perceptions of undergraduate students on the use of the Instagram account @aarons.english as a medium in learning English vocabulary with the different research aims, participants, methodology, and theories used.