CHAPTER I
INTRODUCTION

1.1 Background of the Study

Learning is one of the essential components of success; without it, people would never accomplish their goals. Teachers utilize a wide variety of media and methods in the learning process, including lecture methods, the use of power presentations as a learning medium, dialogues, and questions and answers. However, all of this does not seem to be enough to drive students to study actively and seriously. The growth of technology and information is expanding fast in this period of progress, particularly on social media. Instagram is one of the many social media platforms accessible. Instagram, as a new social media platform, has demonstrated that it can be used not just to communicate with people, but also as an English learning tool Pujiati et al, (2019).

Dunn (2013) stated that students, on the other hand, were discovered to spend most of their time on social media for personal reasons rather than scholastic goals. In addition, even though Instagram is as popular as Facebook, Twitter, and YouTube, there is still little research on this topic Al-Ali (2014), especially regarding the use of Instagram in English learning activities. According to Abbas et al., (2019), students benefit from the use of social media as well, with improvement in pronunciation and vocabulary enlargement as a result of social media. Other researchers argued that Instagram is one of the social media that can be helpful for English learning, specifically vocabulary learning. Blair & Serafini (2014) stated Instagram can help students enhance their understanding of the English language. Effective ways for improving undergraduate students' vocabulary in learning a language can help students understand and learn a new term. From Instagram we can see photos or videos that have been uploaded by other people. In the millennial era like now, all students must have an Instagram account, and they very often open and surf or in other words browse on Instagram. To maximize students' use of social

media, the author has the idea of asking students to follow accounts that contain English language learning, for this reason the author recommends several accounts that they should follow or join, there are many Instagram accounts that contain English language learning, one of which is @aarons.english

From this Instagram account we can see and learn a lot. Starting from learning about vocabulary, structure or grammar, pronunciation. English learners require a strong vocabulary learning technique to help them recall and acquire language. Hence, the research gaps in the different research focus, participants, methods, and theories to enrich the literature on the use of Instagram in students' English learning, especially vocabulary.

People in Indonesia study English in a variety of ways. English is one of the obligatory issues in Indonesian formal schools, both public and private. Learning a new language is an ongoing process. Most English teachers think students must practice English outside the classroom to enhance their communication abilities. Technology may help to facilitate and improve learning not only in the classroom but also in individual and collaborative study. Websites for social networking or social media are popular technology tools among students. Social networking sites have created several new chances for language learners to communicate in real ways that were previously impossible to accomplish. Chartrand (2012).

This phenomenon became an issue since the Instagram account @aarons.english shared information about English vocabulary. Content creator @aarons.english known as Aaron O'Brien delivers the material in his unique way and in comedies way. It is also due to some students in the English Education Department of Siliwangi University in the final semester also following him.

The participants in this study have been involved in a relatively long social life with the researcher which means the researcher knows the participants engaged with the Instagram account @aarons.english posting. This study has conducted the interview using semi-structured interviews with the

participants to unveil how they learned English vocabulary through their Instagram account @aarons.english.

1.2 Formulation of the Problem

This main question can be formulated into a more specific question as follows: "What are the undergraduate students' perceptions of the use of Instagram to learn English vocabulary?"

1.3 Operational Definitions

To avoid any misunderstandings about the terminologies used in this study, the researcher provides the following four definitions:

1) **Learning English Vocabulary**

   Learning English vocabulary is learning how words make practical sense to apply the vocabulary appropriately. In this study, the Instagram account @aarons.english can be used for learning English vocabulary. The vocabulary examined is the terminology used in common conversation.

2) **Instagram as a Learning Media**

   In the learning and teaching process, especially while acquiring English vocabulary, a lot of material is presented that undergraduate students may acquire and get. In this context, the material tends to be categorized as audio-visual learning media, which is provided in the form of a brief video explanation from the content provider aimed at helping in the comprehension and acquisition of English vocabulary.

3) **Content Creator @aarons.english**

   @arons.english is a native content creator and, of course, a teacher. He interestingly posted about English, including comedy. In addition, he has 903K Instagram followers.

4) **Undergraduate Students Perceptions**

   The organization, identification, and interpretation of sensory information in order to represent and understand the provided information or environment is referred to as perception. In this case, the perceptions of

undergraduate students are the result of the process of identifying Instagram as a learning medium to improve their English vocabulary knowledge, with the help of their experiences, attitudes and motivations.

1.4 Aims of the Study

According to the research question, this research aims to describe undergraduate students' perception of the use of Instagram as a medium for learning vocabulary.

1.5 Significances of the Research

1) Theoretical Use

This study aims to explore undergraduate students' perceptions of the use of Instagram as a medium for learning English vocabulary.

2) Practical Use

This study will help readers learn English vocabulary more easily through Instagram for undergraduate students it is crucial to master vocabulary in terms of the different contexts in using vocabulary, how to pronounce it, and the general or common mistakes.

3) Empirical Use

This study gives insight into how the Instagram account @aarons.english could impact language learning so that students or teachers have more insight into learning language media, especially English.