

## **ABSTRACT**

**AKHIRIA HADININGRUM. 2021. The Deployment of @GURUKUMRD Instagram to Indonesian Undergraduate Students in Learning English Vocabulary: A Case Study.** English Education Department, Faculty of Educational Sciences and Teachers' Training, Siliwangi University, Tasikmalaya.

In the last decade, social media has influenced teenagers all over the world to be aware of the benefits of smartphones for obtaining information, entertainment, and edutainment. Instagram is the one of favourite social media in the 21<sup>st</sup> century learners. In this study, the researcher intends to discuss the way of undergraduate students in Indonesia of utilizing @gurukumrd Instagram in learning English vocabulary. This study outlines a case study of the way the students learning through @gurukumrd account regarding to the learning activities. The data were collected through semi-structured interview and analysed qualitatively using thematic analysis by Braun & Clarke (2003). The participants were students in 6<sup>th</sup> and 8<sup>th</sup> semester of English Education Department, Siliwangi University. The results of this study are (1) Students get to know about @gurukumrd content, (2) Students learn in autonomous, (3) Students choose vocabulary and pronunciation material, (4) Students learn in a brief time through @gurukumrd, (5) Memorizing the vocabulary, (6) Imitating the pronounce of the vocabulary, and (7) Students Using the Vocabulary in the Daily Conversation. This finding shown that students learning vocabulary through @gurukumrd Instagram account regarded to the time flexibility, effectiveness, autonomous learning and based on the students' interest.

**Keywords: Learning Vocabulary, Autonomous Learning, Instagram, @gurukumrd**