

ABSTRACT

MIRANDA CAREY GULTOM. 2025. "JUNIOR HIGH SCHOOL STUDENTS' PERCEPTIONS OF THE IMPACT OF VISUAL LITERACY ON THEIR VOCABULARY MASTERY: A SURVEY STUDY."

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In the era of digital learning, visual literacy, defined as the ability to interpret the meaning of a visual, is becoming increasingly relevant in the learning of vocabulary learning in English classes. This study used a quantitative survey design involving 66 8th grade students in the 2024/2025 academic year as a sample from one of the junior high schools in Tasikmalaya city. This study was conducted to see students' perceptions of the impact of visual literacy in their vocabulary learning. Data were collected in the form of questionnaires and analyzed using descriptive statistical analysis. Based on the results, the students gave a positive perception of the impact of visual literacy in their vocabulary learning. The results showed that the mean score generated from the questionnaire was 4.94 which was categorized as high level of agreement based on the interval scale. Students agreed that vocabulary learning using visual literacy helped them in understanding vocabulary, remembering vocabulary, and motivating them in learning. Therefore, the use of visual literacy such as pictures, videos, info graphics, and other visuals is highly recommended to be used in the vocabulary learning process in English classes, because the use of visual literacy is proven to help students understand and remember vocabulary more effectively.

Keywords: vocabulary, visual literacy, EFL students.