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USING INSTAGRAM TO LEARN AND DEVELOP ENGLISH SKILLS: CASE STUDY @theenglishnut

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ABSTRACT

Today, the use of social media is becoming increasingly popular among students. Students can use social media to keep in touch with their friends, learn about news and current affairs, occupy their free time, find interesting content, and share opinions. The popularity of social media among students can be used as a tool for language teaching. One of the most popular social networks is Instagram. This study aims to determine the effectiveness of using Instagram to learn and develop English skills and to know its impact on students' English development skills. This research is using qualitative and quantitative approach to gather data using interview and questionnaire. Many expected to give contribution for teacher to integrated Instagram into teaching and learning process. However, a more positive perception is shown to appear that there must be intention from students themselves to be able to use Instagram as learning media effectively. The questionnaire that was conducted on in this study yielded that Instagram @theenglisnut can foster language learning. Overall, this study indicated that Instagram can be used as an effective language learning tool.

Keywords: *Instagram, English Language Learning, Language Learning Tool*

Introduction

Facing the era of the fourth industrial revolution, education needs a lot of innovation and development, especially in the learning process. In this era, the development of technology and information is very fast (Lee et al., 2018). This era is called the digital era, and information is increasing very rapidly while learning is easy, fast, and cheap. A key feature of learning in the digital age is that technological complexity is a major foundation of the student's interest learning process. The process of interaction begins the move from physical to virtual. Learning emphasizes the concept of learning to be familiar with the use of information media and to operate and survive using innovative and living techniques (Pratiwi, . T. L. ., & Chindy, C. 2022). Especially in language learning. Social media can be defined as web-based and mobile technologies that are widely used for communication purposes (Moghavvemi et al., 2018). In recent years, the use of the Internet and digital technology has become an inevitable part of daily life. Social media includes activities involving online social media and networking through text,

images, and videos (Penni, 2017). Facebook, Twitter, Path, Pinterest, and Instagram are well-known common platforms for social media. People will be able to use social networks to create profiles, connect with friends, and content sharing. For these reasons, social media has become popular with people in recent years. Young people, including students, have also felt the popularity of social media (Mackare & Jansone, 2018). Students can use social media on their laptops or mobile devices almost 24/7. They can interact with their friends and have their own account of social interactions between people. As the one of popular social media nowadays, Instagram become the hit among the people from different background. Instagram is a photography/video-based social network, this application allows online discussion and sharing of short tutorial videos. Popularity becomes an opportunity to learn. Let students participate in the learning process and increase their interest through the visual learning experience of Instagram (Patmanthara et al., 2019). The visual nature of Instagram clearly distinguishes it from the relatively text-focused social media, which allows educators to use Instagram in different ways than other

social media (Shane-Simpson et al., 2018). One of the primary reasons for using Instagram is probably familiar to most students. Instagram provides, in most cases, free access to a wide variety of study materials for students. Thus, social media such as Instagram has a sufficient capacity to promote good public education and critical thinking in learners consistent with the social context of language learning. Besides, the design and functionality of Instagram may lead to educators using the platform. Therefore, Instagram is a good tool in the teaching language. This study aims to determine the effectiveness of using Instagram to learn and develop English skills and to know its impact on students' English development skills.

Literature Review

Research conducted by Aliyev (2016) investigated the contribution of films to the improvement of language skills. This research uses qualitative or descriptive research methods. The purpose of this study is to explore the effects of cinema as a practical source of language learning. Researchers used questionnaires to collect data to investigate. The data collected was analyzed using the Statistics Package for Social Sciences (SPSS). Participants answered survey questions and explained their answers. The study sample was total of 80 (40 male, 40 female) undergraduate students from a university where all classes were taught in English. The survey was distributed randomly. Therefore, participants come from a variety of majors. The results of the study show that the use of films can help improve students' speaking and language comprehension skills. The majority of participants thought that films were useful and could be a motivational tool to use in language learning (Nurlaily., 2022).. The questionnaire indicated that the participants believed in the potential of films in their role in pronunciation, emphasis, intonation, knowledge, oral comprehension, and overall development of language skills. The results of this study indicate that although films are often criticized for not using correct English grammar standards, because the popular media used are actually able to develop language skills for users.Another research is conducted by Malik (2019). This study aimed to determine the influence of Instagram and

auditory learning styles on students' German vocabulary level. This study is a quantitative study with an empirical method. The study sample uses a random sampling method so that it can be determined that the two groups of samples in the XI SMA 1 Maros group are XI IPA 1 group which is the experimental group and XI IPA group 2. The results of this study indicate that there is a significant influence on German proficiency among students who use Instagram academically.The next research is conducted by Wulandari (2019) This study looked at whether Instagram Vlogs contributed to improving EFL speaking. In addition, it also tests students' perception of integrating Instagram Vlog into speaking classroom. There were 28 people in the study. To determine the impact of Instagram Vlogs on the language skills of EFL learners, a nicer test and quiz were taken to measure improvement. The results show that applying Instagram Vlog as a basic speaking course improves students' speaking skills in terms of pronunciation, fluency, vocabulary, syntax and use of the target language spoken. Analysis of the questionnaire showed that the use of vlogging on Instagram contributed to the oral skills of EFL students by increasing fluency, vocabulary acquisition, confidence and motivation.The next research is research conducted by Zam Zam Al Arif (2019). This study aims to investigate the use of social media in English by students of Jambi University's English language learning program. This study applies an exploratory study to examine the use of social media to learn English. Researchers used data collection surveys and semi-structured interviews. 67 students participated in the responses to the questionnaire, and 10 participants randomly selected from the participants who responded to the questionnaire were interviewed. Quantitative data from questionnaires were analyzed using basic statistical analysis and data from interviews were analyzed using subject coding and combined phenomenological case analysis. The results show that students are using a variety of social media, especially Instagram and Facebook. The students perceive social media as playing an important role to improve their English skills. Also, Instagram is a popular social media for students of Jambi University's English language learning program to learn

English.The next research is research by Xodabande (2017). This study analyzed the effectiveness of using Telegram social media to teach English pronunciation to Iranian students of English as a foreign language. Study participants consisted of 30 Iranian ESL students (two experimental groups (N = 14) and one control group (N = 16)) who received different treatments for 4 weeks. The results of the pre and post test showed that the pronunciation of the participants in the experimental group improved significantly. The results of current research show that the use of social media to teach language characteristics is very effective and promising.

By referring to the research results that have been described previously, the author will carry out research on the use of Instagram to Learn and Develop English Language Skills with the case study of @theenglishnut. The research was conducted using the SPSS method as in the research of Aliyev (2016) and Xodabande (2017). The results of this study are descriptive-analytic in the form of written or spoken words with variables. The effectiveness of the use of social media or Instagram will be tested as an English language learning medium, where the use of social media has been previously tested in research by Zam Zam Al Arif (2019), Malik (2019) and Wulandari (2019).

Research Method

This study uses mixed-method approach by first using qualitative approach to gather the perception of using Instagram @theenglishnut to learn and develop English skills using in-depth interview. We will interview five English teachers regarding how Instagram @theenglishnut could be a useful tool to learn English for students. After qualitatively collecting data, we will verify the data collected quantitatively. We will qualitatively form an online questionnaire based on the results of the interview, and then we will compare the results of the two data collections and present the results.

Results and Discussion

In the qualitative phase of this study, we interview 5 English Teachers from different school. One of them teaches in a tuition and Adi Mulia School, the other one teaches English and Mandarin in Avava School, one of

them is from Leon Education Batam, and lastly two of them are from Mahabodhi Primary and Secondary School English teacher. All of respondents are asked about their perception of how Instagram and @theenglishnut can be used in language learning tool especially English. We are using probing questioning lines to confirm their perception. From all the 5 respondents we have interviewed, we found that most of them share the same perception on how Instagram can be a media to learn a new language. Almost all of them realizes Instagram is here as a learning media to learn new language. But still, 1 of them has different perception on the content is not attractive to gain user's interest, especially for beginner or people who don't intend to learn. The design and the ways @theenglishnut express are too deep and stagnant, therefore it will be more suitable for people who intend to learn and improve. The respondent shares different perception on who has made the most impact from learning through the @theenglishnut Instagram account. Is it the students' intention to learn or is the content on the account interesting?There is also an interesting view on the implementation by @theenglishnut regarding the qualifications or standards for correct learning. The respondent believes the standard or qualifications for correct learning depends on each individual. If all they need is conversational English or additional knowledge, respondent believe that @theenglishnut has provided sufficient knowledge for his followers. As for the standard, there is no right or wrong in teaching English. As every teacher has their own method and therefore it all comes back to the student, whether they understand and enjoy the lessons or not. At the same time, another respondent stated that as a junior high school English teacher, for qualification, we must clearly follow the material designed in the curriculum. In addition, the content presented does not contain illegal elements and the most important thing is to develop 21st century skills. According to the informant, when it comes to learning English in general, @theenglishnut already has good content in improving the viewer's ability to speak English. But for junior high school level, the material should be adjusted again. In general, the most important thing in teaching English is

to provide material that is clear, interesting and easy to understand. The English nut has more or less implemented it. However, another respondent has different perception. The respondent see TOEFIL or IELTS as a standard for correct learning.Most of them believe that with social media like Instagram, we as users can get lessons from accounts whose content contains teaching, especially in English. They agree on the statement, especially when the Instagram user who provide contents share a good quality content and interesting by the visuals. Eye-catching visuals are helpful to increase the interest of users to view the contents. Also, the feeds in social media really will give some impact of what the users have seen. Another respondent who agrees on this share an opinion the reason why users can get lessons from Instagram whose content contains teaching, it is because we can improve our ability in English. Content that contains teaching has a positive impact on social media users, @theenglishnut is one of the examples we have. Another interesting opinion is shared by one of the respondents we have that is regarding on allowance from @theenglishnut to learn indirectly and develop our skills in English. The respondent shared that particularly with the contents are quite easy to view and remember, hence in a long time will indirectly form a learning method. As for the rest of the respondent, they agree on the statement. The respondent who agreed on this think it would deliver it, as @theenglishnut could make a lot of topics that really attract users attention. The other stated that accounts like @theenglishnut provides knowledge in a way that is casual and easier to understand for the general public. As the use of social media integrates with day-to-day living, exposure to accounts like @theenglishnut means people learn english more as they use social media. At the same perspective, the other respondents stated that through the English nut account, we can indirectly learn and develop our skills in English. Because in the admin account Sumanto Chattopadhy or better known as "Sumo". Presenting interesting content in teaching aspects of English language skills such as Grammar and Pronunciation.

One of the respondent also added comments on not only Instagram can be a useful tool in language learning but also with other media like Youtube, Facebook, Twitter and other Social Media. This statement share the same result in a research that we stated in literature review: Zam Zam Al Arif (2019). The results show that the students use various social networks, especially Instagram and Facebook. Students believe that social media plays an important role in improving their English skills. Additionally, students in the English learning program use social media extensively when learning English.Based on the findings in qualitative phase, we designed online questionnaire to validate the findings we have on qualitative phase. We gather data from 30 respondents, 50% Male and 50% female. The age band are dominated by young adults (17-23 years old: 93.3%), Adults (24-30 years old: 3.3%) and Teenager (>17: 3.3%).

First of all, we gave a statement on Instagram user @theenglishnut enhances respondents' English listening, the result found that 56.7% of respondents agrees on this statement. And 36.7% of respondents share a strong agreement on this statement. For every statement, we provide a long answer and ask for more opinion regarding the question to classify the reasoning. As for this statement, we received various of reasoning. One of them stated that because @theenglishnut provides content in the form of videos. The words they use in each explanation also use words that are easy for beginners to understand and explain slowly. And also because the delivery from user @theenglishnut itself is very well organized and neat so that it makes the respondent able to understand it easily. On the other side, some of the respondent does not necessarily agree on this because the respondent found that the content is hard to learn and to understand because the use of the language of teaching. This opinion shared the same quality as one of the informants we interviewed. It is believed that the content is not suitable for beginner or people who do not intend to learn. The design and the ways @theenglishnut express are too deep and stagnant, therefore it will be more suitable for people who intend to learn and improve.

The next perception is about @theenglishnut fosters English pronunciation. 53.3% of the respondents share a strong agreement on this statement. While 13.3% of the respondents chose neutral. They believe that because they live in Indonesia, where in

everyday life they rarely use English, @theenglishnut really helped them to improve their pronunciation but not for communication. On the other side, respondent who do not agree on this statement stated that pronunciation depends on speaking practice, because there may be people who understand other people's reading or speech but don't have a good enough pronunciation for certain words.33.3% of the respondents strongly agree while 46.7% agree on @theenglishnut develops knowledge of stressaccent and intonation. They believe @theenglishnut teaches a lot of vocabulary and pronunciation so they can do correction on English pronunciation and intonation. And become more confident on using English to communicate around their environment. From @theenglishnut, they also realized they have been using a lot of wrong intonation. In conclusion, @theenglish develops knowledge on the right intonation and stressaccent as the use of good speaking skill in teaching.Also, 83.3% of respondents strongly agree and agree on the statement: @theenglishnut improves spoken language. The statement is supported and strongly agreed due to the fun learning ways. However, 3.3% of respondent do not agree on the statement. They believe to improve spoken language, we have to implement straight on our daily lives, using it as a communication tool very frequently to achieve a maximum result. One cannot achieve good spoken language without implementing them in real life. This finding shared the same perception on one of our interviewee, as for the standard, there's no right or wrong in teaching English. As every teacher has their own method and therefore it all comes back to the student, whether they understand and enjoy the lessons or not. And apply them on their daily lives.Most of the respondents share the same opinion on @theenglishnut increase lexical knowledge (90%). @theenglishnut is very helpful in understanding the meaning in English. Because in the video @theenglishnut not only teaches how to pronounce it well but also clearly explains the meaning of each vocabulary. The vocabulary that is used in @theenglishnut is also very useful in conversational language which really helps those who still struggle in everyday communication. Besides, the contents are very

entertaining and educative.Almost all of the respondents (66.7%) believe that @theenglishnut helps with communication. But 1 of the respondents disagree on the statement, since ease of communication requires a lot of effort and commitment in the long term, especially for beginners, where they must spend some time learning English. And the respondent believe that we have to improve our communication skill by communicate with foreigners. And also, one of the respondents prefer to learn with e-dictionary because it's easier and faster to find words that the respondent don't understand.Regarding the @theenglishnut motivate learners for English language improvement, 53.3% of responds put a strong agreement on this. Because the content is interesting and fun. Hence it motivates user to learn English according to the content that @theenglishnut shared. Their content always up consistently makes respondents very motivated in learning English. As English is an international language where almost every country in the world uses English to communicate. This statement also shared the same as one of our interviewees. It is stated that Instagram user who provide contents share a good quality content and interesting by the visuals. Eye-catching visuals are helpful to increase the interest of users to view the contents. Also, the feeds in social media really will give some impact of what the users have seen.Almost all of the respondents agree on @theenglishnut is valuable materials for overall language proficiency (90.7%). Overall, in conclusion they believe that Instagram or @theenglishnut can enhance language proficiency. Due to the use of the fun and easy language that they use. @theenglishnut gives information in a manner that is relaxed and more obvious for the overall population. As the utilization of web-based media incorporates with everyday living, openness to accounts like @theenglishnut implies individuals learn English more as they utilize web-based media. At similar viewpoint, different respondents expressed that through the English nut account, we can by implication acquire and foster our abilities in English. They believe that it is effective to use Instagram to learn and develop English skills and to know its impact on students' English development skills.

Table 1. Quantitative Respond Result

Data	
Sex	Female: 50% : Male: 50%
Age	Under 17 years old: 3.3% : 17-23 years
@theenglishnut enchances my	Mean: 4.3
@theenglishnut fosters my English	Mean: 4.3
@theenglishnut develops	Mean: 4.0
@theenglishnut improves spoken	Mean: 4.2
@theenglishnut increase lexical	Mean: 4.3
@theenglishnut helps with	Mean: 4.1
@theenglishnut motivate learners	Mean: 4.3
@theenglishnut is a valuable	Mean: 4.5

Table 1 shows learners' attitudes towards using Instagram @theenglishnut for language learning. Most respondents agree that Instagram is a useful and motivational tool for language learning. As a result of the questionnaire survey, participants believe in Instagram's potential in terms of their role in pronunciation, accent, intonation, vocabulary knowledge, listening comprehension and language development in general.

Conclusions

The main characteristics of learning in the digital age are that technical complexity is the main basis in the learning process of students' interest. The interaction process actually begins to pass virtual through real numbers. Learning also emphasizes the concept of operation and survival using trained innovative technologies and life skills experts in the use of information media. Instagram is a blow between people from various origins. The visual properties of Instagram are obviously distinguished from social networks relatively text that allow educators to use Instagram in different ways of social networks. This study uses mixed method approaches. In the periodic stage of this study, we will interview five English teachers from different schools. In general, as a conclusion, they can increase linguistic skills and @theenglishnut. This is because they use fun and simple languages they use. @theenglishnut is a more obvious way to relax to the whole group. Because the web-based media are integrated into daily life, opening accounts such as

@theenglishnut means that learning individuals to use web-based media. One of them is not attractive for a different recognition for the content, especially for beginners and people who are not intended to learn. The design and @theenglishnut express are too profound and stagnant, so it is suitable for people who will improve and improve. Another interesting opinion is shared by one of the respondents we have. This is an indirect learning and about the assignment of @theenglishnut to learn English skills. The respondents will share, especially to understand the content, and thus will form an indirectly learning method for a long time. Based on the results of the qualitative stage survey, we design an online questionnaire to verify the results of the survey we have in a qualitative stage. In general, as a conclusion, they can increase linguistic skills and @theenglishnut. This is because they use fun and simple languages they use. @theenglishnut is a more obvious way to relax to the whole group. The ease of communication is especially necessary for beginners, requires many efforts and commitments, and soba must learn English, counting most of the declaration. And the respondents believe that we have to improve our communication skills by communicating with foreigners. Also, one of the respondents wants to find easy and quickly find words that respondents do not understand. This creation shares the same perception in one of our interview informant. It should be noted that

most interviewees believe that Instagram is a useful and motivational tool for language learning.

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