STUDENTS' PERCEPTIONS ON THE USE OF INSTAGRAM TO IMPROVE VOCABULARY

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Abstract

This study aims to investigate students' Perceptions on the use of Instagram to improve vocabulary. This study used qualitative research. Researchers collected data through questionnaires and interviews. This research was attended by 26 students of class X MIPA 3 MAN 3 Kebumen. From the data analysis, it was has found out that the average of student's questionnaire answers gave a positive perception because most students agreed. Instagram is included as part of their learning style which makes them feel comfortable in learning English. There are 83% features available on Instagram really help students to increase their vocabulary. There are 65% following multiple accounts has resulted in multiple inputs from each English content creator's post. The output of students' abilities, varies greatly; this is according to their capacity to receive and remember vocabulary. There are 73% visually enhanced English content such as video and pictures makes them interesting. There are 81% Instagram inspires them to learn vocabulary. Besides, that learning with Instagram is also very simple and enjoyable.

Keywords: Perceptions, Vocabulary, Instagram.

1 INTRODUCTION

English is the language of most countries. People from different countries cannot communicate with one another without the use of an international language. Language widely used and studied all around the world. Language used in many fields, including education and international relations. Learning English includes numerous components, one of which is vocabulary competence. Understanding spoken or written language will be difficult for students with low vocabulary. Students will need to practice English skills such as reading, writing, speaking, and listening. Students must have a large enough vocabulary to swiftly master English.

Technology has the potential to significantly facilitate and improve learning. Not just in the classroom but also through individual and group projects. Students frequently use social networking sites and other forms of social media. Social media sites like Twitter, Facebook, Instagram, and others are available. An image-based social media platform called Instagram provides online photo or video sharing options. In order to facilitate voting and video sharing, Instagram was created in 2010. Users of Instagram can make use of a variety of features. Along with text and hashtags, users can snap and submit photographs or videos.

According [1] the process of perception involves the transfer of messages or information to the brain, through the ongoing interaction between environmental observation and human perception. [2] states that perception is all the conscious Processes used by the human mind to describe its world. [3]states that perception is a process that is conducted with the intention of increasing awareness or understanding of sensory information. Therefore, perception can be interpreted as a process of understanding. In addition, [4] states that perception result can be divided into two, namely: 1) Positive Perception, 2) Negative Perception.

According to [5] Vocabulary is a phrase used to describe words that a person has learned over time. Vocabulary is the list of words that used in communication. Vocabulary is one of the language aspects, and it is one of the most important components of language as a communication tool that students must master. People use vocabulary to express their thoughts, ideas, and emotions. When someone has a large vocabulary, they can effectively express their opinions, ideas, and feelings ([6]. According to [7] vocabulary is the essential element of language proficiency and the main foundation for how well language learners speak, listen, read, and write. [8] state that "Vocabulary is language

users use vocabulary to express their ideas, feelings, and opinions, which are aspects of the human mind." Someone needs to be able to master a lot of language in order to be able to speak with others effectively and fluently. If someone does not master the vocabulary, will find it difficult to communicate their thoughts, send messages, and even understand what others are saying.

To learn vocabulary, of course students need a solid learning technique to accomplish their goal of learning vocabulary. According to [9] A strategy is an action plan used to achieve objectives or be successful. Strategies are a tool for attaining the goals of the learning process in the context of education [9]. [10] explains that successful vocabulary learners are active strategy users who are aware of their learning and employ some form of management to control it. In a different way, students who do not use the methods in their learning system would struggle to succeed in their studies.

According to [11] Instagram is a social networking platform for sharing many types of content, including pictures and videos. Instagram is a mobile application. One of the most popular social media platforms for mobile devices right now is Instagram [12]. Instagram is one of the most well-known online social networks among users of all ages [13]. One of the popular social networking platforms that best represents comprehensive, alluring, and cutting-edge web-based services is Instagram. Instagram is a social networking platform that enables users to instantaneously publish images and videos along with captions to share their daily activities with others [14]. states that Instagram is more popular than other social networking platforms because it caters to varied societies and the younger generation. [15] states that users regularly use Instagram distinctive features in general. The characteristics are described as follows: 1) The Instagram profile page's layout, 2) Profile information, 3) The photos on Instagram, 4) Navigational tools.

[16] States that on Instagram we can access to anything as long as it's provided. Instagram use as a study tool can be a unique alternative to acquire English vocabulary. English vocabulary mastery becomes the fundamental basis that is required. [16] states that This sophisticated technology offers four different types of adds: 1) Photo, 2) Video, 3) Carousel, 4) Stories.

2   METHODOLOGY

"Qualitative research is a generic word for many research methodologies that explore events in their natural surroundings without preset hypotheses," claims c the case study approach "explores contemporary, real-world finite systems (cases) or many finite systems (cases) through time, through extensive and in-depth data collection involving multiple sources of information and presenting case descriptions and case themes" [17].

Observations, interviews, documents, and other data artifacts are used to collect and analyze qualitative data, which can also take the form of still or moving images. [18] The research question investigates the unit of analysis[19] Then,[19] states that population surveys are described and analyzed using the unit of analysis. Researchers used a questionnaire in this study to gather information pertaining to the issues in the research topics. Kara (2018, p.12) stated that a questionnaire is a technique for collecting data from individuals using written forms that include different kinds of questions produced on paper or with certain instruments. Thus, a questionnaire is a method of gathering data that is based on specific questions delivered in certain media.

A closed questionnaire is one in which respondents can only select a few options for each topic[19]. Interviews can be described as planned person-to-person discussions with the aim of generating new or significant data that needs to be gathered, examined, and verified [19]. According to this perspective, interviews can be seen as structured talks held by people in order to gather certain data. Semi-structured interviews are one type of interview. [19] explains that in semi-structured interviews, the questions are set, but the interviewer is free to add additional questions or request clarification. And therefore, in order to learn more about the issues raised in the research questions, the researcher employs a semi-structured interview method.

[18] states that identifies the three steps involved in qualitative data analysis as data compaction, data presentation, and drawing/verifying conclusions. Here are three additional explanations of these three procedures: 1) Data Condensation, 2) Data Display, 3) Conclusion/ verification. According to [20] The process of labeling qualitative data parts to identify, mark, and group related data with the goal of detecting themes and making data more comprehensible is known as qualitative data coding.

3 FINDING AND DISCUSSION

Research on students' perceptions on the use of Instagram to improve vocabulary used two instruments, namely a questionnaire conducted in person and interviews conducted through a Google Form. From these results, there were students who gave positive opinions about learning English using Instagram. Many students feel that learning using Instagram is very interesting. The features on Instagram can help them broaden their English vocabulary. From the result of questionnaires, there were several students' perceptions on the use of Instagram to improve vocabulary. The following is a classification table based on the questionnaire findings.

No	Classifications	Number of question	Agree		Disagree	
			frequency	percentage	Frequency	percentage
1	Language setting	1	7	27%	19	73%
2	Duration	2,3,4	49	63%	29	37%
3	Interest	5,6	38	73%	14	27%
4	Motivation	7	21	81%	5	19%
5	Follow account	8,9,10	51	65%	27	35%
6	Instagram Features	11,12,13, 14,15	108	83%	22	17%

***Table 1.** classifications of statements*

The first factor is the language setting, which changes the language used in the Instagram application and can be done repeatedly. Set the language setting from English to Indonesian or vice versa. This is related to the language used by students in the Instagram application. The second factor is duration, which is related to the length of time students are active on Instagram in a day. By being active on Instagram, their vocabulary increases, and they are active on Instagram looking for or viewing English content. The third factor is interest, Students' interest in learning English vocabulary can be through pictures and videos in English. The fourth factor is motivation, which refers to students' motivation to learn English through Instagram in order to expand their vocabulary. Low English vocabulary mastery will be impacted by student motivation because learning goals like mastering English vocabulary require students to be highly motivated. The fifth factor is follow account, this refers to students following accounts with English content in order to learn English vocabulary from the account content. The sixth factor is the Instagram feature; this concerns the features found on Instagram such as reels, Instagram stories, filters, and captions on posting pictures or videos that can increase students' vocabulary.

3.1 Discussion

From these results, it is found out that students' perceptions on the use of Instagram to improve vocabulary have been confirmed by a number of statements that have been given. We can see students' perceptions on the use of Instagram to improve vocabulary, which include language settings, duration, interest, motivation, following accounts, and Instagram features.

1. Language Setting

Table 2. Descriptive statistics of student's perceptions about language setting

No	Statements	Answer choices			
		SA	A	D	SD
1	I set the language on my Instagram account to English	6 (23%)	1 (4%)	16 (61%)	3 11%
	Total	7 (27%)		19 (73%)	

Item 1 contains a statement 'I set the language on my Instagram account to English'. In this case, the data obtained in the questionnaire showed that 6 students strongly agreed, 1 student agreed, 16 students disagree, and 3 students strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 7, and the number of students who disagreed and strongly disagreed was 19. There were 27% agree students set English on their Instagram accounts. On the other head, 73% students did not set English on their Instagram account.

2. Duration

Table 3. Descriptive statistic of students' perception about Duration

No	Statements	Answer choices			
		SA	A	D	SD
2	I'm active on Instagram about 3 hours a day	7 (27%)	5 (19%)	7 (27%)	7 (27%)
	Total	12 (46%)		14 (54%)	
3	My vocabulary increases by being active on Instagram	4 (15%)	18 (70%	4 (15%)	0 (0%)
	Total	22 (85%)		4 (15%)	
4	I'm looking for/viewing English content on Instagram	4 (15%)	11 (42%)	10 (38%0	1 (4%)
	Total	15 (58%)		11 (42%)	

Item 2 contains a statement I'm active on Instagram about 3 hours a day. The data obtained in the questionnaire showed that 7 students strongly agreed, 5 students agreed, 7 students disagree, and 7 students strongly disagreed. It was calculated that the number of students who strongly agree and agree was 12, and the number of students who disagree and strongly disagree was 14. There

were 46% students agree were active on Instagram for 3 hours a day. While 54% students disagree active on Instagram for 3 hours a day.

Item 3 contains a statement 'my vocabulary increases by being active on Instagram'. The data obtained in the questionnaire showed that 4 students strongly agreed, 18 students agreed, 4 students disagreed, and 0 students strongly disagreed. The number of students who strongly agreed and agreed was 22, and the number of students disagreed and strongly disagreed was 4. There were 85% students agree that being active on Instagram can add to their English vocabulary, while 15% students chose disagree with the statement.

Item 4 contains a statement 'I'm looking for/viewing English content on Instagram'. The data obtained in the questionnaire showed that 4 students strongly agreed, 11 students agreed, 10 students disagree, and 1 student strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 15, and the number of students who disagreed and strongly disagreed was 11. There were 58% students agree that they are active on Instagram, looking for and viewing content in English. While 42% students disagree with the statement.

3. **Interest**

Table 4. Descriptive statistic of students' perceptions about Interest

No	Statements	Answer choices			
		SA	A	D	SD
5	I'm interested in English pictures/videos on Instagram	2 (8%)	19 (73%)	3 (11%)	2 (8%)
	Total	21 (81%)		5 (19%)	
6	Instagram is an interesting medium to use in learning English vocabulary	2 (8%)	15 (57%)	8 (31%)	1 (4%)
	Total	17 (65%)		9 (35%)	

Item 5 contains a statement 'I'm interested in English pictures/videos on Instagram'. The data obtained in the questionnaire showed that 2 students strongly agreed, 19 students agreed, 3 students disagree, and 4 students strongly disagreed. The number of students who strongly agreed and agreed was 21, and the number of students who disagreed and strongly disagreed was 7. There were 81% students agree with the statement I'm interested in English pictures/videos on Instagram. While 19% students disagree with the statement.

Item 6 contains a statement 'Instagram is an interesting media to use in learning English vocabulary'. The data obtained in the questionnaire showed that 2 students strongly agreed, 15 students agreed, 8 students disagree, 1 student strongly disagreed. It was calculated that the number of students who chose strongly agreed and agreed was 17 and students disagreed and strongly disagreed were 9. There were 65% students agree with statement Instagram is an interesting media to use in learning English vocabulary. While 35% students disagreed with statement Instagram as an interesting media to increase English Vocabulary.

4. **Motivation**

Table 5. Descriptive statistic of student's perception about motivation

No	Statements	Answer choices			
		SD	A	D	SD
7	I am motivated to learn vocabulary using Instagram	2 (8%)	19 (73%)	3 (11%)	2 (8%)
	Total	21 (81%)		5 (19%)	

Item 7 contains a statement 'I am motivated to learn vocabulary using Instagram'. In this case, the data obtained in the questionnaire shows that 2 students strongly agree, 19 students agree, 3 students disagree, and 2 students strongly disagree. It was calculated that the number of students who strongly agreed and agreed was 21, and the number of students who disagreed and strongly disagreed was 5. There were 81% students agreed with the statement that they were motivated to learn vocabulary using Instagram. While 19% students disagree with the statement that they motivated to learn vocabulary using Instagram.

5. **Follow Account**

Table 6. Descriptive statistic of students' perceptions about follow account

No	Statements	Answer choices			
		SA	A	D	SD
8	I follow/follow an Instagram account whose content is in English	4 (15%)	13 (50%)	7 (27%)	2 (8%)
	Total	17 (65%)		9 (35%)	
9	I follow accounts like @kampunginggrism with English content to improve my English vocabulary.	8 (31%)	6 (23%)	11 (42%)	1 (4%)
	Total	14 (54%)		12 (46%)	
10	I am interested and add to my insight to more easily learn vocabulary by following an English account	4 (15%)	16 (62%)	4 (15%)	2 (8%)
	Total	20 (77%)		6 (23%)	

Item 8 contains a statement 'I follow/follow an Instagram account whose content is in English'. In this case, the data obtained in terms of numbers shows that 4 students strongly agree, 13 students agree, 7 students disagree, and 2 students strongly disagree. It was calculated that the number of

students who strongly agreed and agreed was 17, and the number of students disagree and strongly disagreed was 9. There were 65% students agreed that they followed accounts whose content was in English. While 35% students disagreed with the statement.

Item 9 contains a statement 'I follow accounts like @kampunginggrism with English content to improve my English vocabulary'. In this case, the data obtained in numbers shows that 8 students strongly agree, 6 students agree, 11 students disagree, and 1 student strongly disagrees. It is calculated that the number of students who strongly agree and agree is 14 and students who disagree and strongly disagree are 12. There were 54% students agree with the statement that they follow accounts like @kampunginggrism whose content is in English to improve vocabulary. While 46% students disagree with the statement.

Item 10 contains a statement 'I am interested and add to my insight to more easily learn vocabulary by following an English account'. In this case, the data obtained in the questionnaire showed that 4 students strongly agreed, 16 students agreed, 4 students disagree, and 2 students strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 20, and the number of students who disagreed and strongly disagreed was 6. There were 77% students agreed with the statement that they were interested and added insight to learn vocabulary more easily by following English accounts. While 23% students disagree with the statemen.

6. **Instagram Features**

Table 7. Descriptive statistic of students' perceptions about Instagram features

No	Statements	Answer choices			
		SA	A	D	SD
11	The features available on Instagram can help me to broaden my English vocabulary.	1 (4%)	20 (77%)	4 (15%)	1 (4%)
	Total	21 (81%)		5 (19%)	
12	I saw the Instagram caption in English	7 (27%)	17 (65%)	2 (8%)	0 (0%)
	Total	24 (92%)		2 (8%)	
13	I remember captions when I see Instagram posts to increase my vocabulary	4 15%	17 65%	5 19%	0 0%
	Total	21 (81%)		5 (19%)	
14	I learned the vocabulary from the background music (backsound) in Insta Story & Reels	5 19%	14 54%	7 26%	0 0%
	Total	19 (73%)		7 (27%)	

15	The vocabulary game filter in the Instagram filter can add insight to my vocabulary.	3 11%	20 77%	3 11%	0 0%
Total		23 88%		3 11%	

Item 11 contains a statement 'The features available on Instagram can help me to broaden my English vocabulary'. In this case, the data obtained in numbers shows that 1 student strongly agreed, 20 students agree, 4 students choose disagree, and 1 student strongly disagrees. The number of students who strongly agreed and agreed was 21, and the number of students who disagreed and strongly disagreed was 5. There were 81% students agree with the statement that the features available on Instagram can help them increase their English vocabulary. While 19% students disagree with the statement.

Item 12 contains a statement 'I saw the Instagram caption in English'. In this case, the data obtained in the questionnaire showed that 7 students strongly agreed, 17 students agreed, 2 students chose to disagree, and 0 students strongly disagreed. It was calculated that the number of students who chose strongly agreed and agreed was 24 and students who chose disagreed and strongly disagreed were 2. There were 92% students agreed with the statement that they saw Instagram captions in English. While 8% students disagree with the statement.

Item 13 contains a statement 'I remember captions when I see Instagram posts to increase my vocabulary'. In this case, the data obtained in the questionnaire showed that 4 students strongly agreed, 17 students agreed, 5 students disagree, and 0 students strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 20, and the number of students who disagreed and strongly disagreed was 6. There were 81% students agreed with the statement that they were interested and added insight to learn vocabulary more easily by following English accounts. While 19% students disagree with the statement.

Item 14 contains a statement 'I learned the vocabulary from the background music (backsound) in Insta Story & Reels'. In this case, the data obtained in the questionnaire showed that 5 students strongly agreed, 14 students agreed, 7 students to disagree, and 0 students strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 19, and the number of students who disagreed and strongly disagreed was 7. There were 73% students agreed with the statement that they learned vocabulary from the accompanying music in Insta Story & Reels. While 27% chose disagree with the statement.

Item 15 contains a statement 'The vocabulary game filter in the Instagram filter can add insight to my vocabulary'. In this case, the data obtained in the questionnaire showed that 3 students strongly agreed, 20 students agreed, 3 students disagree, and 0 students strongly disagreed. It was calculated that the number of students who strongly agreed and agreed was 23, and the number of students who disagreed and strongly disagreed was 3. There were 88% students agree with the statement that the game filters in the Instagram filter can add insight into their vocabulary. While 11% students disagree with that statement.

Because there are still many students who experience difficulties learning English vocabulary. To find out more about perceptions, researchers also collected data through student interviews and analyzed them with thematic analysis. The results of the interviews were used to convince and strengthen students' responses in English. The researcher presents themes and codes of students' perceptions of using Instagram to increase vocabulary.

1. **Language Setting in Instagram**

   Based on the results of the item 1 questionnaire, most of the students disagreed with the statement "I set the language on my Instagram account to English" because most of them set the Indonesian language on their Instagram application.

Student named ZHN: *"I set the language on my Instagram account to Indonesian"*

2. Duration Online in Instagram

For the results of the questionnaire item 2, students disagree with the statement "I am active on Instagram for about 3 hours a day," as said by one student named (ZHN):

"I am active on Instagram for about 1-2 hours a day"

In the questionnaire item 3, students agree on the statement "My vocabulary is increasing by being active on Instagram". This shows that most students agree that their vocabulary increases when they are active on Instagram.

As said by one of the students named (SH): *"Yeah, it adds a to my vocabulary because sometimes random content also uses English, so it adds a little to my vocabulary"*

In the questionnaire item 4, students agree on the statement "I am looking for or viewing English content on Instagram."

As said by one of the students named (VTK): *"I'm looking for a lot, one of which is about education, including content in English."*

3. Interest Instagram

Based on the results of the questionnaire items 5 and 6, some students agree with the statements "I am interested in English pictures and videos on Instagram" and "Instagram is an interesting media to use in learning English Vocabulary.

As said by one of the students named (SA): *"interested, there is an Indonesian translation, so you can find out vocabulary that you don't understand.*

(RRA) said: *"Interesting, especially if someone posts a part of an English movie scene. It can add to my vocabulary, even though sometimes there are words I don't know; I have to find out via Google Translate."*

4. Motivation

Based on the results of questionnaire item 7, most of the students agreed with the statement, "I am motivated to learn vocabulary using Instagram."

As said by one of the students named (SA): "*Yes motivated. Recently, I have been interested in learning vocabulary through Instagram because I have goals that I think English has that effect on."*

(VTK) said: *"Motivated, because I often scroll Instagram. Many accounts have English content, so they are interested and motivated to learn vocabulary"*

5. Follow Instagram account

Based on the results of the questionnaire items 8 to 10, student agree with the statement "I follow an Instagram account whose content is in English", "I follow accounts like @kampunginggrism with English content to improve my English vocabulary", and "I am interested and add to my insight to more easily learn vocabulary by following an English account". Most students agree because they follow English accounts such as the @kampunginggrism account, and they are also interested in and add insight by following English account.

As said by one of the students named (AH): *"Yes, I follow, but not specifically for learning English; the language is sometimes a combination of Indonesian and English. From here I can learn and add insight into new vocabulary.*

(DAP) said: *"Accounts that I follow are like @aarons.english, @folkative, @kampunginggrism and @englishnesia; these are accounts with English content. From that account, I learned a lot of vocabulary, and this account broadened my vocabulary knowledge.*

(VTK) said:*"it helps, from that account there are lots of vocabulary quizzes, lots of video content that explains vocabulary"*

6. **Features Instagram to Improve Vocabulary**

Based on the results of questionnaire items 11, most students agree with the statement, "The features available on Instagram can help me broaden my English vocabulary.
" As the student named (SS) said: *"It really helps me, who recently became interested in learning vocabulary. Especially with the music feature on Instagram Stories, seeing the lyrics can add to my vocabulary."*

Based on item 12 and 13, students agree with the statements "I see Instagram text in English" and "I remember the text when I see Instagram posts to add to my vocabulary."

As the student named (VTK) said *"Many have passed on my account, I like to see it even though I don't know the meaning, if I don't know the meaning then I find out the meaning to broaden my vocabulary"*

(RMH) said: *"Yes, I like to remember English captions. Like Be yourself and never give up, and I immediately looked for the meaning to add to my vocabulary.*

(SA) said: *"The caption that I remember the most is the proverb; there is one content on someone's account that uses the proverb no pain, no gain."*

Based on items 14 and 15, most of the students agreed with the statements "I learned the vocabulary from the music accompaniment (backsound) in Instagram Story & Reels" and "The game vocabulary filter in the Instagram filter can add insight to my vocabulary".

As the student named (PA) said: *"What I learned from the back sound found in Instagram stories and reels is to add new vocabulary and know the meaning of the song lyrics.*

(RMH) said: *"The music feature on Insta Stories and reels is being able to see, read, and be entertained by song lyrics, which can increase knowledge about the meaning and vocabulary of the song lyrics."*

(DMK) said: *"The filters are good, interesting, and can add to the vocabulary. From the filter, it is also very challenging, so you are even more curious and want to keep playing to get a good score."*

4   CONCLUSIONS

Based on the research findings and discussion in Chapter 4, it can be concluded that class X MIPA 3 MAN 3 Kebumen students had a positive perception of Instagram to improve vocabulary because most students agreed. Instagram is included as part of their learning style which makes them feel comfortable in learning English. There are 83% features available on Instagram really help students to increase their vocabulary. There are 65% The students think that the process of following multiple accounts has resulted in multiple inputs from each English content creator's post. The output of students' abilities, varies greatly; this is according to their capacity to receive and remember vocabulary. Students can repeat content if they are having problems memorizing it. There are 73% visually enhanced English content such as video and pictures makes them interesting. There are 81% Instagram inspires them to learn vocabulary. Besides, that learning with Instagram is also very simple and enjoyable.

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