CHAPTER I

INTRODUCTION

This chapter consists of Research Context, Research Focus, Research Objectives, Significances of Study, and Definition of Key Terms, the last is Previous Study.

A. Research Context

In this digital era. Technology has a very important role in everyday life. Technology makes work becomes easier and less time. Technological developments provide many opportunities to be able to learn languages. The use of information technology especially social media can be bring positive thing, such as to increase knowledge a means of communication and also as a means of promoting something, and positive impact by students when using social media is to make media a place for learning.

Social media is one of the developments of the technology, social media has become a necessity for everyone. Social media makes it easy for people to access whatever they need and one of the functions of social media makes it easy for people to communicate and get information from all over the world. The types of social media that are often used by the people, especially the students are WhatsApp, Twitter, facebook, Google and Instagram.[1]The use of social media such as twitter and Instagram makes it easier for students to exchange information and easily get online knowledge. Social media

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[1]Wahyuni Januarti Drake,dkk,"Perilaku Mahasiswa dalam Menggunakan Media Social di Universitas Sam Ratulangi Manado"Vol.2,No.XI,(Juni 2018),p.2

not only a means of communication but also developed as a very effective to learning media, so that students can learning anything, especially language learning.

There are two ways of language learning that are used by students to learn, especially learning English. First the students can take english courses, second the students can learn english using technology to improve their english skill. English is a language important international network that can connect people with the world various aspect, one of the aspect education because English is considered a language which is easily studied. English is also an important tool and plays role in development of science, technology. It uses English to communicate, share, take and give information and knowledge to other. In english there are receptive language skill and productive language skills. Receptive language skill is listening and reading, productive language skill is writing and speaking skills. Often people say that if they speak fluently they can be said to proficient in the language. This is not true like written language also important to master, for example when we open Instagram and want to reply comments in English, of course we need careful reading skills as well as the ability to write with the correct language structure so that it can give the appropriate answer.

Instagram (IG or Insta) is an American company fouded in 2010. Instagram is a mobile application for smartphones, free available on App Google

playstore. Instagram is a social network that offers its users to share their life activities through a series of images.[2]

Instagram comes from the understanding of the entire function of this application. The world "Insta" Instagram can also display photos instantly. As for the world "Gram" comes from the word "Telegram" which means works to transmit information to other people quickly. As well as with Instagram that can upload photos using the Internet, so that the Information you want to convey can be received quickly, therefore that's Instagram is all combination of the word insta and telegram.[3] Instagram can see from its fuction and the meaning of the word, from its function is the application used to take photos, manage photos,edit photos and give photos effects and share the photo to everyone. Instagram also provides many opportunities for learning English, Instagram provides a new way for students to learn languages. Besides that through Instagram, students can practice the skills in English.there are several Features that can help train language skill such as Reels, IGTV, Instastory, Posting, comments. Reels Instagram that is instagram Reels feature allows you to create short 15 or 30 second videos with a choice of audio, effect and other creative tools and next feature IGTV is a feature to improve video facilities on Instagram can post knowledge about education. InstaStory is a feature that posts photos or

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[2]Wahyuni Januarti Drake,dkk,"Perilaku Mahasiswa dalam Menggunakan Media Social di Universitas Sam Ratulangi Manado"Vol.2,No.XI,(Juni 2018),p.16

[3]Meutia Puspita Sari,"Fenomena Penggunaan Media sosial Instagram Sebagai Komunikasi Pembelajaran Agama Islam Oleh Mahasiswa Fisip Universitas Riau",*Jurnal Jom Fisip*,Vol.4,No.2(Oktober 2017): 5-6

vidios that will appear on the profile page and can add filters, text to stickers post on social media.

IAIN Madura is a State Islamic College in Pamekasan.This research will be taken the students of IAIN Madura. The participant of the interview is The student of English teaching learning program (TBI) IAIN Madura academic year 2019-2020 they used Instagram as means of exchanging information and learning to provide English language skills and coincidentally students of IAIN Madura who fall into the criteria that refer to promblems or phenomena in the field are in the TBI study program where the students use instagram to learning English. The students of TBI needs other means to meet their needs outside of the formal education that is being carried out on campus,because according to them, students have difficulty interacting directly in developing their english.Therefore we need a media that is able to overcome student's problems in helping to improve English language skills. Based on interview with Jamaluddin, he used the Instagram of his own accord to gain knowledge and new information to improve their English skill.[4] and Yuliati Ningsih said one of the Instagram features that help students improve their English skills is the IGTV features which allows them to upload videos or view videos of other people whose English from there can increase their knowledge of new vocabulary.[5] The students who active in using their respective Instagram they can have different perception of the use of Instagram in learning English.

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[4] Jamaluddin, The student of TBI, *Telephone interview* (12 december2021)
[5] Yuliati Ningsi, The student of TBI, *Telephone interview*(12 december 2021)

This research is focused on learning English using Instagram which is taken from students perception on English teaching learning program IAIN MADURA used Instagram.The researcher interested in choosing this study because the researcher realizes that English is the language used by the entire international community as a tool to communicate with one another, and the researcher realizes that technological developments such as Instagram will be affect on developing English language skills for students and the researcher hopes that this thesis can motivate them to use Instagram in their English learning.

That is the reason why researcher are interested in doing this research entitled "Student's Perception on the use of Instagram on Learning English at student of English teaching learning program IAIN MADURA"

B. Research Focus

According John W Creswell Research problem are the educational issues,controversies, or concern that guide the need for conducting a study.[6] According Donal Ary states that a qualitative problem statement or question indicates the general purpose of the study.[7] Based on the description above, the research problems are:

1. What are student's perceptions on the use of Instagram on learning English at student of English teaching learning program IAIN Madura?

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[6]John W.Creswell,*Educational Research* (Boston: Education Pearson,2012),p.59
[7]Donal Ary, *Introduction to Research in education,*(Canada: Wardsworth, Cengange Learning,2010),53

2. What are the obstacles on that students face on the use of Instagram on learning English at student of English teaching learning program IAIN Madura?

3. What are the solution of the obstacle that is faced by student on the use of Instagram on learning English at student of English teaching learning program IAIN Madura?

C. Research Objective

Research objective is something the research wants to achieve in a study. According to John Creswell. Research is something that is used to explain the objectives the researcher wants to achievein study.[8] Research of objectives of this research:

1. To describe what are student's perception on the use of Instagram on learning English at student of English teaching learning program IAIN Madura.

2. To know what are the obstacles that students face on the use of Instagram on learning English at student of English teaching learning program IAIN Madura.

3. To know what are the solution of the obstacles that is faced by student on the use of Instagram on learning English at student of English teaching learning program IAIN Madura.

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[8]John W.Creswell,*Educational Research* (Boston: Education Pearson,2012),p.111

D. Significant of study

The significant of study presents the usefulness or urgency of research, both scientific (theoretical) and social (practical). Scientific significant use of the development of science while for social significant is used to improve the issue in the next period.[9] The significant of study as followed:

a. Theoretical Significant

The result of this study will be the alternative reference to enrich knowledge and hopefully to be new reference in the library of IAIN.

b. Practical Significant

1. For The Students

   The research hope that the result of this study can help the student as a recommendation for more practical English learning through Instagram media.

2. For the Research

   The results of this study can be used by researchers to develop the use of Instagram in English.

E. The Definition of Key Terms.

The definition of key terms are stated below to avoid discrepancies and lack of clarity of meaning.[10] The research gives the definition of key terms based on the title as follow:

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[9]*Pedoman Penulisan Karya Ilmiah* (Pamekasan: IAIN Madura,2020),p.19
[10] Ibid,19

1. Perception is response or acceptance a process of someone knowing some things through his sense.

2. Instagram is a social media application to express yourself and share to various social networking service.

3. Learning English is what people do when they want to use the English language or is long-term experience in learning a second language.

F. Previous study

Previous study is the result of previous research which serves as a comparison and equation of research with previous research. It means that the previous study in this research is previous study that has been conducted by others researchers. Knowing the previous study of the research is the main important thing for researcher and the reader. It will guide the researcher increase the research from the study. In this research, the research has some previous studies used. The first is *"Students' perception of the use of Social Media for learning English"* by Meutia Safitri. the results showed that students have positive perceptions about using social media to learn English, social media provides an endless supply of English content that supports them to practice their English skills specially, expand words and improve pronunciation knowledge.[11]

Another researcher namely Jihan Nabila on her dissertation entitle *"An analysis of students perception of writing English caption on Instagram"*.

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[11] Muetia Safitri,"Students perception of the use of social media for learning english"(Department of English Education Fcaulty of Educational sciences syarief Hidayatullah state islamic university jakarat).p.45

results show that instagram is proven as an alternative media for students to practice writing, instagram captions provide space for students to practice writing by producing are not stressed.[12] Another research entitled *persepsi mahasiswa terhadap pengaruh penggunaan imnstagram dalam pembelajaran bahasa inggris* by Glady Liany. From the results of student research English literature majors can use Instagram as a medium to learn and improve English skills through special education account, native speaker and Instagram influencer accounts. Students can learn English by reading and listening to English post that are uploaded by account.[13]

Based on the third previous studies. There are difference between this study and previous researchers as mentioned. The previous research used a different theory from this research theory, although Meutia Safitri and Jihan Nabila use the same object namely student high school but the different theories. The three previous studies used qualitative methods, there is one of The similarities such as research both discussing perceptions as stated in the research title. Which can provide evidence that Instagram can help students in learning including learning English.

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[12] Jihan Nabila,"An Analysis of students Perception of Writing English Caption on Instagram",(Department of English Education Faculty of Educational Science syarif Hidayatullaj state Islamic university Jakarta).p.5

[13] Liany Gladys, Persepsi Mahasiswa terhadap pengaruh penggunan Instagram dalam pembelajaran bahasa inggris,(Universitas Ratulangi Fakultas Ilmu Budaya Manado).p.1