

CHAPTER I

INTRODUCTION

A. Research Context

Instagram is one of the social network platforms in which the student usually use it to share their personal information, such as uploading their pictures or videos and writing instagram captions.¹ Instagram has also become a favorite social media for teenagers and adults, especially students, because by using the Instagram platform they can express their feelings to show their followers. With the Instagram platform, Instagram account users can communicate and interact with their followers, whether they are close friends or even friends from different countries. Instagram can also be used as an online shop, where sellers and buyers can both get the benefits. Instagram can also be used for the process of learning second language and foreign language using text, photo, or videos. In Indonesia context, instagram has been used by teacher in various education levels, especially in teaching writing.² Writing is one of the four English language skills that students can master. By writing they can express ideas, opinions, feelings, without meeting face to face to communicate.

According to Yusuf and Jazilah, writing is an action a process of discovering and organizing your ideas, putting them on paper, and reshaping and revising them.³ By writing we can improve our thinking skills, improve vocabulary skills, and improve

¹Ade ChristantiYudhaBestari, Dinar Fariza, and MeilinaHarisMayekti, “ Instagram Captions As Online Learning Media on the Subject of Extended Writing During Pandemic of Covid-19”, Surakarta English and Literature Journal, Vol. 3, No. 1, (February 2020):10.

²Elis HomsiniMaolida and YessyPurnamasari, “Instagram Photo Caption to Encourage Students to Write in English: Brnefits and Obstacles”, English Education, 116-117.

³Kamal Yusuf and NikmatulJazilah., 81.

grammar. Writing is also one of the most important skills among the other four language skills, because writing can improve students' ability to think critically to express the ideas they have, by writing we can also add new vocabulary and also maintain the vocabulary we have learned. previously. Writing is not only done on paper or books, but you can write on social media such as Instagram, FB, TikTok, WA and so on. On social media, we can express our ideas by creating threads like those on Instagram, creating stories, or creating captions in English.

The Caption is a text written made by someone to express their ideas about the photos that they shared on social media. caption is a short description in which accompanies the illustration and gives the important details of a photoraph.⁴Caption is a short explanation of images, videos and photos uploaded on social media. On social media, caption makers can upload photos, videos or images accompanied by a caption that explains the photo, video or image and also followers or readers can provide feedback to the caption maker, such as providing opinions or questions on the caption maker's comments. Creating captions is not only about things that are interesting to us, but can also provide important information to followers or readers.

The English Departement Students at IAIN Madura is one of the study programs under the auspices of the tarbiyah faculty which aims to produce graduates who have competence in the field of teaching English, this English Departement Students is very relevant for those who want to develop English language skills while maintaining cultural roots and Islamic values in the context of education. English

⁴Kamal Yusuf and NikmatulJazilah., 82.

Department students at IAIN Madura are individuals who have an interest in learning and teaching with an English language educational background.

In this case, many English Department Students at IAIN Madura use English captions on Instagram, which is no longer strange because we can easily learn English to improve our writing skills or just to look cool to our followers or readers. However, as more and more people use captions in English just because they follow trends or just to look cool, common problems that are often encountered include a lack of vocabulary, difficulties in using correct grammar, and a lack of opportunities to practice writing in everyday contexts. day.

Based on previous research conducted on April 3 2024, there were 10 out of 20 English Department Students who felt they had improved when creating English captions on Instagram. That's why researchers want to know how far English Department Students have improved their English in making English captions on Instagram, one of which is a student from the English Department Students in semester 4 with the name YA. YA is one of the English caption users on Instagram who gets an increase when creating captions, because by creating captions YA gets feedback such as getting new vocabulary, getting feedback from her followers when the grammar is wrong and also being able to hone her writing skills again. YA often makes captions using descriptive text, because YA really likes descriptions and also likes things that are poetic and imaginative. As one of the captions says,

“I like to capture every moment with camera. The moment for today is rainbow.”

There are several studies about writing English captions on Instagram from several researchers. The first research was from Elis Homsisni and Yessy Purnama Sari. The results of this study show that the students got several advantages from the implementation, the first is stimulating and motivating students to write English, and the use of captions on Instagram helps students react and develop their writing ideas, and besides that, making captions helps them in enrich vocabulary and diction in their writing.⁵

The second researchers are Elvira Rosyida and Seftika. The result of this research is the result of this study shows that the caption on Instagram has a positive perception, because Instagram creates a fun classroom situation and helps students to be creative, communicative, and also collaborative with peers.⁶ The third research is from researcher Ade Christatnti Yudha Bestari. The result of this study participants got positive perceptions of Instagram caption as a medium in English language teaching. It stimulated creative writing practice, grammatical components, and motivation in writing. The students expressed their English skills in writing. The participants felt free to write captions based on their pictures. Getting likes from others can increase their motivation.⁷

Therefore, researchers are interested in conducting research on the use of English captions on Instagram for several reasons. namely, using English captions can help increase our vocabulary, increase our confidence in expressing our feelings, ideas,

⁵Elis Homsini Maolida and Yessy Purnamasari, "Using Instagram Photo to Encourage Students to Write in English: Benefit and Obstacles", *CONAPLIN and ICOULLITE*, 2017.

⁶Elvira Rosyida and Seftika, "Instagram as A Social Media for Teaching Writing", Vol. 03, No.01, Lampung: Jurnal Smart: Journal of English Language Teaching and Applied Linguistics, 2019.

⁷Ade ChristanyYudhaBestari, "Student Perceptions of Instagram Caption as Media in English Language Teaching", *Journal of Applied Linguistics*, Vol.2, No.1 (2020).

information and opinions in written form, can also help improve grammatical structure skills, such as getting feedback from readers or followers when our writing is wrong or just following trends or popularity. As explained above, the use of captions in English to improve writing skills is important to be researched and studied in depth. Thus, the researcher would like to raise the title "The Use of English Captions on Instagram to develop Writing Skills of English Department Students.

B. Research Focus

The researchers need to state the research problem so that readers understand the focus of the study. According to Creswell, research problems are the educational issues, controversies, or concern that guide the need for researchers to carry out research.⁸The researcher focuses are described as below:

1. Why do the students use English Caption to develop writing skill on instagram?
2. What types of writing do English students use to improve their writing skills?
3. What obstacles do English students face when writing English Captions on instagram?

⁸John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, Fourth Edition, (Boston: Pearson, 2012), 59.

C. Research Objective

The researcher provides information about the purpose of this study. Researchers conducted studies aimed at solving problems. Therefore, this section contains a description of what the researchers hopes to achieve through the study.⁹

Based on the above research problems, the goals that researchers want to achieve are:

1. To know why the English students use english captions on instagram to develop writing skill.
2. To find out the types of writing do English students use to improve their writing.
3. To know obstacles do English students face when writing English Captions on instagram.

D. Significance of Study

The significance of the study is describing the importance, usefulness, or urgency of research, either scientific use (theoretical) and/or social use (practical).¹⁰ The significance of this research are:

1. Theoretical Significance

The result of this study are to improve writing skills is to understand their impact on the development of writing skills in the context of social media. This research can reveal ways in which the use of *captions* influences the improvement of writing

⁹*PedomanPenulisanKaryaTulisIlmiah*, (Pamekasan: Institut Agama Islam Negeri Madura, 20220), 38.

¹⁰*PedomanPenulisanKaryaTulisIlmiah.*, 39

skills, including the development of vocabulary, grammar, and effective writing style.

2. Practical Significance

a. The Teacher

The outcome of this research could have a positive effect, Contribution to enhance their methods of teaching writing.

b. The Students of English Department

This research would provide them with knowledge about how they can apply it in their current studies, can utilize social media to enhance their writing skill.

c. The Researchers

The researcher can provide additional knowledge and experience regarding the utilization of social media to improve writing skills.

d. The Further Future

This research can useful in arrange the research that focus on the descriptive approach because for using English caption on instagram to develop writing skill on English Department. And this research may become guidance or references in order to do research dealing with descriptive approach.

E. Definition of Key Terms

Defining the key terms is necessary to avoid differences in understanding or unclear meanings. Based on this definition, the researcher would like to discuss how to understand the following information:

1. Instagram

Instagram is social media platform that is very popular among teenagers today,

especially collage students. On Instagram, teenagers or collage students can send photos, videos, or text to be published either publicly or privately.

2. English Caption

English caption is a sentence or short information that accompanies photos, videos or other posts on social media. Captions serve to provide context, explain, or add information related to the visual content and also be used to convey messages or feelings that you want to express written by English Department Students on Instagram using English captions just to develop writing skills.

3. Writing Skills

Writing skills are a person's ability to write well and effectively convey ideas so that other people can read and understand the writing well.

F. Previous Research

Previous research is the product of previous research, which can be used as analytical material for theoretical construction framework. The purpose of previous research is to determine the status (similarities and differences) of the current research with respect to previous research.

The first study is conducted by Siti Drivoka Sulistiyaningrum and Dasuki with the title "The Potentials and Challenges of Using Instagram Captions on Students Writing Skills A Systematic Literature Review".¹¹ In this study reviewed 20 articles that have looked at the potential and challenges of using Instagram caption on students writing

¹¹Siti Drivoka Sulistiyaningrum and Dasuki, "The Potentials and Challenges of Using Instagram Captions on Students Writing Skills A Systematic Literature Review", *Internasional Journal of Arts and Social Science*, Vol.7, No.1, (Januari 2024).

skills. The similarities between previous researchers and this researcher in focus on English captions on Instagram and the differences in this study in obtaining data using a qualitative combined with a systematic literature review strategies, while researchers used a qualitative approach in data collection. Using interview observation and documentation techniques.

The second study is conducted by Rafika Purba, Ersika Puspita Dani, and Kicky Maulana with the title “Improving Students Writing Skills Through Instagram Stories”.¹² In this study to find out the use of the Instagram stories can improve students writing skills especially in descriptive text. The similarities between previous researcher and this researcher in focus to improving writing skills, and the differences in this study is in the method, in previous research used pre-experimental method, and in this research use field research methods with a qualitative approach.

The third study is conducted by Ade Christany Yudha Bestari with the title “Student Perceptions of Instagram Caption as Media in English Language Teaching”.¹³ In this study presents the students perceptions of using social media Instagram, the advantages showed that the this research are stimulated the students to developed positive attitude in creative writing, improved students grammatical competence, and enhanced the students motivation in English writing. The similarities between previous researcher and this researcher in obtaining data using a qualitative approach also focus on Instagram English caption, and the differences in this study is previous

¹²Rafika Purba, Ersika Puspita Dani, Khairunnisa, and Kicky Maulana, “ Improving Students Writing Skills Through Instagram Stories”, Vol. 9, No.4, (November 2021).

¹³Ade Christany Yudha Bestari, “Student Perceptions of Instagram Caption as Media in English Language Teaching”, *Journal of Applied Linguistics*, Vol.2, No.1 (2020).

researchers focus on students perception and this researcher focus on improving writing skills for the students.

The fourth study is conduct by NurWidyastuti with the "Using Instagram to Teach "Captions": an Application of Problem Based Learning Method in Indonesian Classrooms".¹⁴ In this research, present practical idea of utilizing instagram to teach caption in the context of applying problem-based teaching and learning method in indonesian classrooms. The similarities between previous research and this researcher focus on English caption and using qualitative approach, and the differences in this study is previous research used instagram to learn captions, whereas in this study captions where to improve writing skill.

The fifth study is conduct byDianaYesiPrastiwi with the title " Improving Students writing Ability Through the Use of Instagram Caption".¹⁵In this study, motivated by students anxiety in learning English.Especially writing, and in this study, to know how is instagram caption as a media applied and improve students writing skills.The similarities between previous research and this researcher in improving writing skill using instagram caption, and the differences is in this previous research the researcher used classroom action research, while in this research used field research using a qualitative approach.

The sixth study is conduct by YanuarDwiPrasetyo, Zulkarnaen, and SitiFarhana with the title "The Effect of Using Instagram Captions on Students' Vocabulary

¹⁴NurWidyastuti, "Using Instagram to Teach captions: application of Problem-Based LearningMethod in Indonesian Classroom", *AcoMT: Annual Conference on Madrasah Teachers*, Vol. 05, (Desember 2022)

¹⁵Diana YesiPrastiwi, "Improving Students Writing Ability Through the Use of InstagramCaption",*Journal Prakarsa Paedagogia*, Vol. 4, No. 2, (Desember 2021).

Mastery at Twelefth Grade of SMA Al-Azhar 3 Bandar Lampung”.¹⁶ In this study, the authors wants to know students’ interest in learning vocabulary through instagram, and the results show that most students are intersted in learning vocabulary through instagram because it is effective for them. They can use it wherever and whenever they want. Students are encouraged to make notes of some of the vocabulary they have found oninstagram. The similarities between previous research and this research are both use instagram as a media and also both wants to improve one of their English skills. The differences are in the previous research use mixed method, used vocab and the students were class twelefth grade of SMA Al-Azhar 3 bandarlampung, whereas in this research, the reseracher used qualitative descriptive Mthod, used writing, and the target was English Department Students IAIN Madura collage students.

The Seventh study is conduct by Lela NisaIndriani, Daviq Rizal, and UnsiyatunMasruroh with the title “Instagram for English Language Learning of University Students”.¹⁷ In this study, aims to describe how instagram is used in learning English as a foreign language for students. The similarities between previous reserach and this research are both qualitative descriptive methods and both use instagram as media. And the differences in previous reserach the focus was on all English language skills, while this reserach only focus on one of English skills, that is writing.

¹⁶YanuarDwiPrastyo, Zulkarnaen, and SitiFarhana, “The Effect of Using Instagram Captions on Students’ Vocabulary Mastery at Twelefth Grade of SMA Al-Azhar 3 Bandar Lampung”, *Journal ofEnglish Educational Stdy (JEES)*, Vol. 5, No. 1, (May 2002).

¹⁷Lela NisaIndriani, Daviq Rizal, and UnsiyatunMasruroh, “Instagram for English Language Learning of University Students”, *Journal of Applied Language Learnin*, (Januari, 2023)

The Eighth study is conducted by Rosdiani, Sudarkam R. Mertosono, and Erniwati with the title “Using Instagram Captions to Improve Student’s Vocabulary Mastery: An Experimental Study at SMPN 4 TanantoveaDonggala”.¹⁸ In this study, the research aims to determine the effectiveness of using Instagram captions in improving vocabulary mastery of grade eight students of SMPN 4 TanantoveaDonggala. The similarities of this research and previous research is both use Instagram as a media. And the differences are in this previous research the method use quasi-experimental research design, while in this research use qualitative descriptive for the method and also in previous research improving Vocabulary but in this research to develop writing skills.

The ninth study conducted by CariesaTirtaKencana and NurFauzia with the title “The Use of Instagram to Improve Students’ Writing Skills in Explanation Text for Eleventh Grade Students”.¹⁹ In this study, takes advantages to learn from social media which is Instagram especially for English subject. The point of this study is to see if using Instagram may help students enhance their writing skills in explanatory texts for eleventh grade students. The similarities of this research and previous research is improving writing skills on Instagram. and the differences of this study are the previous study use a quantitative method, just explain about the explanatory texts, and the sample of this previous research in eleventh grade student, while in this research the

¹⁸Rosdiani, Sudarkam R. Mertosono, and Erniwati, “Using Instagram Captions to Improve Student’s Vocabulary Mastery: An Experimental Study at SMPN 4 TanantoveaDonggala”. *Journal Of Language and Literature*, Vol. 14, No. 1, (Juni 2022).

¹⁹CariesaTirtaKencana and NurFauziya, “The Use of Instagram to Improve Students’ Writing Skills in Explanation Text for Eleventh Grade Students”, *RETAIN (Research on English Language Teaching in Indonesia)*, Vol. 09, No.03, (2022).

researcher use a qualitative method, and explain about all types of texts and the data use English Department Students at IAIN Madura.

The tenth study conducted by DaramitaDaud with the title “Utilizing Instagram Captions to Improve Students Ability in Writing Descriptive Text”.²⁰In this study, the researcher to know students ability in writing descriptive texts by utilizing instagramcaptionsbefore and after treatment. The similarities between this study andprevious study is improving writing skills using instagram. and the differences are in the previous research the researcher used a experimental research and just focus on descriptive texts, while in this research, the researcher use quantitative descriptive and focus for all types of writing.

²⁰DaramitaDaud, “Utilizing Instagram Captions to Improve Students Ability in Writing Descriptive Text”, *Thesis*, 2018.

