

Learning Medium Promoting English Productive Skills Through Instagram In Universitas Nahdlatul Ulama Lampung

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Abstrak

Digital generation is influenced by developing technology. Digital generation is called the children who were born in 1995 to 2010. The internet has transformed their life. They have been grown in a world of instant access to knowledge and information, a world automation, remote controls, and stimulation abilities to stimulate the mind. They usually use Instagram to share their personal information, such as uploading their pictures or videos and providing an explanation that is called caption under it. Thus, this study intended to know the students' perception of using Instagram to improve their productive skills. Teaching English through social media like Instagram is one of the best solutions for lecturers to avoid traditional class. This study was conducted on the students of Universitas Nahdlatul Ulama Lampung. The method of this study was a descriptive qualitative study. The researcher uses 36 students and two lecturers. This study uses questionnaire, interview, observation and documentation. This uses hidden identity to protect their privacy. the researcher also was being hidden observer. The researcher uses miles and Huberman to identify the data. The result of this study showed Instagram is one of the applications that used by digital generation to learn English specially the students of Universitas Nahdlatul Ulama Lampung perceived that Instagram helped them to improve their productive skills especially in English Learning such as writing and speaking abilities. They can learn every time and everywhere. All their life is on social media. Instagram can be used for positive things for the students.

Keywords: Perception, Instagram, Speaking and Writing Abilities, descriptive qualitative research

1. INTRODUCTION

Conditions in this era, many generations are affected by developing technology. Also, it influences them in their daily activities is called the Digital generation, they are affected by developing technology. Also, it influences them in their daily activities is called D- Gen. According to the book, D-Gen is born during the digital era and know-how to use technology especially smartphone at an early age transformed their life (Hasmawati et al., 2020). They are often also empty referred to as digital natives, the Net Generation, or i Generation. Digital Generation (D-Gen) is a modern generation of teenagers in the Western world and it is markedly different from its millennial process. Based on these statements, the researcher knows that D-Gen are born from 1995 through 2010. Their lives are always referred to the internet and digital devices. According to (Prensky, 2001). Students today think and process information fundamentally differently from their predecessors, as a result of being surrounded by new

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technology (Wijaya & Salis, 2022). The students have been grown in a world of instant access to knowledge and information, a world of automation, remote controls, and stimulation abilities to stimulate the mind. Non-traditional teaching approaches are preferred by them. And more understanding about technological savvy.

The students believe in smart work and hard work. Therefore, the institutions should service for the requirements of the Digital Generation students to be understood e-learning education methods (Suganda, 2022). D-Gen always lives around of internet and digital device, they also usually express their opinion through social media but many students have low knowledge on social media (Yuliasiti et al., 2023).

Based on curriculum of university, the students should be able to develop their competence in speaking and written. In fact, the students' speaking competency is still low (R. Dewi, 2021). This condition happens because there are some problems which cause students difficult in speaking English (Muchsonny et al., 2021). The first problem is that the students face the difficulties to express their opinion in English because they lack vocabulary, grammar and pronunciation. The second problem is that most of students lack practice in speaking, they only speak by using Indonesian Language. The third is that some students may live in the environment where English is not used to communicate in their daily conversation. Therefore, the researcher discussed D-Gen students' perceptions in social media.

2. RESEARCH METHODOLOGY

This research used qualitative method. Qualitative methods are widely used in the social sciences and the humanities, but they can also complement quantitative approaches used in clinical In this descriptive qualitative study, the researcher provided questionnaires and did the interview and observation (Bhangu et al., 2023). The questionnaire was given by the researcher to the 36 students. The interview was given by the researcher to the 2 lecturers, They were told by the researcher to answer the questions to find out their Perception of using Instagram to improve their Speaking and Writing Abilities (Y. P. Dewi, 2023). According to, A questionnaire was used in case resources are limited as a questionnaire could be quite inexpensive to design and administer and time was an important resource that a questionnaire consumes to its maximum extent (Roopa & Rani, 2012).

Protection of the privacy of the participants as participants would respond honestly only if their identity was hidden and confidentiality was maintained, and corroborating with other findings as questionnaires can be useful confirmation tools when corroborated with other studies that have resources to pursue other data collection strategies. So, if we used a questionnaire, we can know the basic data of respondents. The questionnaire

also has another function, it selected the data of students who are the D-Gen students. It helped the researcher to know who has become the sample of the data and the findings of the study even first and second research questions (Kardena et al., 2022).

Close-ended questions to find out whether D-Gen students can improve their Speaking and Writing abilities through the Instagram platform. The interview was used to answer both research questions which want to know deeply about their perception (perceive) about Instagram for improving their Speaking and Writing abilities. It was also mentioned by Lambert & Loiselle (2007) as cited by Frances, Patricia, & Coughlan (2009), interviews were widely used as a data collection tool in qualitative research. They were typically used as a research strategy to gather information about participants' experiences, views, and beliefs concerning a specific research question or phenomenon of interest.

Observation in qualitative research was one of the oldest and most fundamental research methods approaches. This approach involved collecting data using one's senses, especially looking and listening in a systematic and meaningful way. Based on (Liu et al., 2016) said that "Social Media allowed users to use data sets of users and their online behaviors, recent studies have managed successfully built models to predict a range of user attributes, such as age, gender, personality, and geography, utilizing data sets of users and their online behaviors from social media". According to the theories above, the researcher used this technique that systematically selects and watches behavior and characteristic of their usage of Instagram by stalking their Instagram.

According to (Miles & Huberman, 1994) stated that technique in analyzing qualitative data is consisting of three activities: data reduction, data display, and conclusion drawing/verification. Based on the statement above, the researcher conducted data analysis in three phases. The three phases of analysis data were as follows: Data Reduction: Data reduction referred to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcription. In this study, the researcher would focus on the D-Gen students' perception of using Instagram to improve Speaking and Writing Abilities. Data Display: Data display was an organized, compressed assembly of information that permits conclusion drawing and action. Conclusion Drawing and Verification: Conclusion in the view is only half of Gemini configuration. Conclusions were also verified as the analyst proceeds.

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3. RESULT AND DISCUSSION

Instagram is the most popular social media platform among the D-Gen students that have told by the student, therefore, Instagram is the most used platform by opinion leaders in the fashion industry, and this trend is expected to continue in the near future (Casaló et al., 2020), Instagram was also the most loved and the most usage by them. Based on the results of a questionnaire that has been conducted with the students of Universitas Nahdlatul Ulama Lampung, it can be concluded that they usually used some social media, especially Instagram. They used it for spending their free time and also learning English on Instagram because they usually see and watch the pictures and videos contents that have been shared on Instagram. So, they can improve their English skills especially speaking and writing abilities. It can be proven by their answers on a google form.

Based on an interview that has been conducted with two English lecturers. It can be concluded that they agreed, students can learn by using the Instagram application. Because it helped them study from outside of the schools. They can learn English everywhere and anytime. And the students also usually spent their time on social media. So, it can be one of the learning styles for students nowadays.

The results from the questionnaire that shared with Students of Universitas Nahdlatul Ulama Lampung. It has been shown by the students that they usually use social media, especially Instagram applications. And most of them use Instagram to improve their English ability by watching and looking at the photo or videos that are shared in the Instagram application itself. The students feel interesting to learn by using Instagram because they usually spend their time using technology and the internet. So, It would make them easier to study from the Instagram application.

From this study, the researcher did interviews and observations about their perception of students using the Instagram application to learn English. From the interview, the researcher found that the teachers and the curriculum wise principal understood and knew about Instagram, they said that Instagram can be the one of media as learning English for a student outside of school (Aneski, 2022). They can use Instagram to learn English by looking at and watching the photos or videos of English content that is shared in the Instagram application. It was also correlated (Rejeb et al., 2022) with Instagram is a leading social network for information sharing and communication. They said that D-Gen students have excited and prefer to receive the info by visual term including video. It was the reason that made the D-Gen Students prefer to watch videos on Instagram than a meme. The creator also knew and understood this case.

According to the data from observation, the most followed account always uploads the video as the media to share English knowledge.

Based on the observation data, the researcher can find that the Instagram application could make improving English ability to the students because students have known about the Instagram application, they usually spent their time in technology and social media, and they also felt interesting to learn by using the Instagram application because the material is easy to understand. It was also supported that D-Gen students were also influenced by Instagram. It is emerging as the most influential social network (Casaló et al., 2021). As we know that according to (Bouhami, 2016:31), Instagram allowed users to follow other people's accounts. The impact which will be happened. They will get some posts of the user of the followed account (English content creator).

4. CONCLUSION

Can be concluded that: Instagram was one of the applications that were used by the D-Gen students to learn English especially in improving their speaking and writing abilities. Most of them had their own Instagram and used it continuously every day. The teachers and also the vice principal agreed that Instagram could be the one of learning English style for students in the outside school because it was easy to access every time and everywhere. The use of social media especially the Instagram application can be used for positive things including in learning English and improving the speaking and writing of D-Gen students. On the other side, the features of Instagram can be one of the learning language styles in this era because it made D-Gen students easier to learn everywhere and anytime. The researcher realized that Students of Universitas Nahdlatul Ulama Lampung have already used the Instagram application to improve their speaking and writing abilities.

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