



# Student' Perception of Using the Instagram Account @jagobahasacom in Improving Student English Vocabulary at SMEA Muhammadiyah 1 Yogyakarta

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Article Info	Abstract
<b>Article History</b> Received: 2023-07-12 Revised: 2023-08-22 Published: 2023-09-02  <b>Keywords:</b> <i>Instagram;</i> <i>@jagobahasacom;</i> <i>Vocabulary;</i> <i>Students' Perception.</i>	This research describes the student perception of using Instagram as their supplementary media to improve their vocabulary. The objectives are to figure out how the production of vocabulary was better by using the Instagram account @jagobahasacom based on the result of the pre-test, and post-test, and to analyze the students' perception of the @jagobahasacom in supporting them in improving their vocabulary based on the theory of Gibson et al. (2019). A qualitative method with in-depth interviews is the method to analyze the research problem. The researcher collected the data at SMEA Muhammadiyah 1 Yogyakarta, specifically in the tenth-grade economics class. The result showed that the students use the Instagram account @jagobahasacom as the primary learning source in supporting their vocabulary ability since Instagram can be used as an enhanced learning experience. The result of the pre-test, and post-test showed the increasing student vocabulary quality was higher than before. Next, most students positively perceive the influence of the Instagram account @jagobahasacom in their learning outcomes.
<b>Artikel Info</b> <b>Sejarah Artikel</b> Diterima: 2023-07-12 Direvisi: 2023-08-22 Dipublikasi: 2023-09-02  <b>Kata kunci:</b> <i>Instagram;</i> <i>@jagobahasacom;</i> <i>Vocabulary;</i> <i>Persepsi Siswa.</i>	<b>Abstrak</b> Penelitian ini mendeskripsikan persepsi siswa dalam menggunakan Instagram sebagai media tambahan untuk meningkatkan kosa kata mereka. Tujuannya adalah untuk mengetahui bagaimana produksi kosa kata yang lebih baik dengan menggunakan akun Instagram @jagobahasacom berdasarkan hasil pre-test, dan post-test, dan untuk menganalisis persepsi siswa tentang @jagolanguagecom dalam mendukung mereka dalam belajar. meningkatkan kosa kata mereka berdasarkan teori Gibson et al. (2019). Metode kualitatif dengan wawancara mendalam merupakan metode untuk menganalisis masalah penelitian. Peneliti mengumpulkan data di SMEA Muhammadiyah 1 Yogyakarta, tepatnya di kelas ekonomi kelas 10. Hasil penelitian menunjukkan bahwa siswa menggunakan akun Instagram @jagolanguagecom sebagai sumber belajar utama dalam mendukung kemampuan kosa kata mereka karena Instagram dapat digunakan sebagai pengalaman belajar yang ditingkatkan. Hasil pre-test, dan post-test menunjukkan peningkatan kualitas kosa kata siswa lebih tinggi dari sebelumnya. Selanjutnya, sebagian besar siswa mempersepsi positif pengaruh akun Instagram @jagolanguagecom terhadap hasil belajar mereka.

## I. INTRODUCTION

In maximizing the quantity of students' vocabulary at school, technology plays a crucial role. One of the popular learning alternatives today is the use of social media. Social networks provide new experiences, and opportunities for language learners to be able to interact authentically (Chartrand, 2012). In addition, social media has an alternative function to optimize one's performance because it contains information that makes it easy to interact, participate, share, and create content (Istiani & Islamy, 2020). There are several popular social media platforms as an alternative to increasing the quantity of student vocabulary, including Twitter, Tiktok, and Instagram.

There are 84,8% of Instagram users in Indonesia of the total population. Using

Instagram in the learning process can be an alternative, especially in increasing the quantity of vocabulary because vocabulary mastery is the primary foundation students must have. Vocabulary mastery can significantly affect students' reading, and writing abilities. Therefore, an effective strategy is needed to optimize the quality of students' vocabulary for an educator (Blair & Serafini, 2014). Found that Instagram can help improve students' vocabulary mastery.

Online learning through social media, in this case, the use of Instagram, is more suitable for students because of the ease of access anywhere, and anytime (Simonson, 2000). Few researchers claimed that many students responded to every post of a learning account, especially in English (Saragih et al., 2023). (Ni Made Lisma Martarini

et al., 2021), (Jaya et al., 2021), (Laksono et al., 2019), (Erarslan, 2019) found the effectiveness of using Instagram as the learning media for improving student English. This remark emphasizes how engaging Instagram accounts are, as students actively participate by leaving comments on the pictures or videos they see, thereby integrating the learned material into their learning process. In order to achieve this goal, the current study works with the Instagram account @jagobahasacom to support student vocabulary growth. This account is an English course business account that aims to invite students to study with them offline, and online, and share material in the form of exciting videos.

The student at SMEA Muhammadiyah 1 Yogyakarta using the technique of watching movies on Netflix, playing games, Twitter, and Instagram as media that helped improve the quality of their English, even though it was not significant. Some of the English accounts they follow on Instagram mostly have functions to improve their speaking skills, and grammar, like @mr. Danis, and @zelynafah, which in turn can increase their vocabulary production.

The researcher found that was insignificant because the students answered the test given in the preliminary session. The vocabulary test is through The Barton English Vocabulary website at the elementary level (A2). That level is designed to match the CEFR A2 level. Sample vocabulary from this level is fast, earn, and write. Then the researcher did the test again for the student at a higher level, which was intermediate level (B1), which is the sample vocabulary from this test level: suggest, doubt, and interview. The table below was given the classification of English classes in vocabulary designed by CEFR 2001. Some students have poor scores at the intermediate level (B1).

Based on the data, the researcher wants to see how students explore the @jagobahasacom account on Instagram to provide perceptions regarding Instagram as a medium for increasing the quantity of their vocabulary production. Perception is the process of giving meaning to the environment by individuals. In this case, class 10 economics students at SMK Muhammadiyah 1 can represent their perceptions negatively or positively depending on the influencing factors based on the two main questions, about to what extent does Instagram account @jagobahasacom lead to better knowledge, and production of vocabulary, then what are students' perceptions

towards the Instagram account @jagobahasacom in learning vocabulary.

## II. METHOD

The method in this research is a mixed method. States that a mixed method is a research approach that combines quantitative, and qualitative research (Creswell & Creswell, 2017). (Ariestianto et al., 2017) added that the mixed-method research method is a research method between quantitative and qualitative that is used simultaneously in research activity to obtain more valid, reliable, comprehensive, and objective data. This study uses sequential mixed methods, especially the sequential explanatory strategy. In this study, the first step was to collect and analyze quantitative data regarding to what extent the Instagram account @jagobahasacom helps improve the quantity, and quality of students' vocabulary at SMEA Muhammadiyah 1 Yogyakarta by providing pre-tests, and post-tests before, and after using the Instagram account. Next, the second step is collects and analyzes qualitative data about student perceptions of using the @jagobahasacom account in helping student vocabulary for decades.

The study utilized multiple research instruments, including a vocabulary pre-test, a vocabulary post-test, and a guided interview. The tests comprised 20 multiple-choice questions at the intermediate level, aligned with the CEFR test level 2001, as provided by The English Barton Vocabulary Test Website. These tests aimed to measure the extent of vocabulary improvement from exposure to Instagram accounts. The researcher uses observation, interview and conducting pre-test and post-test in collecting the data.

## III. RESULT AND DISCUSSION

### A. Result

**Tabel 1.** The Paired Sample Statistic

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre-test	30.8000	25	7.86342	.157268
	Posttest	82.6000	25	7.92149	.158430

Table 1 above shows the mean score, and standard deviation results of the students' pre-test, and post-test. The table shows that the mean score in the pre-test was 30,8 (very poor), and the standard deviation was 7,86. After learning through @jagobahasacom, the mean score in the post-test was improved to 82,6 (good), and the standard deviation was

7,92. Based on the result above, the researcher concludes that there was an improvement between the students' mean scores on the pre-test, and post-test. It means that the vocabulary mastery of students developed after learning through @jagobahasacom.

**Table 2.** The Paired Sample Test

Pair 1	Paired Differences							
	Mean	Std. Deviation	Std. Error	95% Confidence Interval of the Difference		t	Sig. (2-tailed)	
				Lower	Upper			
Pretest - Posttest	-10.28000	2.54165	.50833	-11.32914	-9.23086	-20.223	24	.000

Table 2 above shows the t-test value was 0,00, which is lower than the p-value= 0,005. It means that there was a significant difference between the mean score. Learning English through the Instagram account @jagobahasacom also means learning English can improve the students' vocabulary quality, and quantity.

## B. Discussion

Based on TAM theory, there are four constructs; perceived ease of use, perceived usefulness, attitude toward using, and actual use. These four constructs represent individual behavior in accepting information technology. (1) perceived ease of use is defined as a measure of one's trust in technology that is easy to understand and use. In this case, two respondents gave their reasons for choosing Instagram information technology because it was easy to use, as evidence that they stated that almost everyone really likes Instagram, which is easier than other platforms such as Twitter. (2) Perceived usefulness describes a technology system that is able to help in order to help ease the work and get the full benefits of technology. In this case, two respondents answered that they don't need to sit in a private class which is difficult for them to take the time for, so they can use Instagram as an alternative to achieving the same goal by being given access that easy and useful. (3) Attitude towards using, this is interpreted by the attitude of technology or system users in the form of acceptance or rejection as an impact on use. In this case, it is in line with what the students conveyed that there are many benefits and virtues from using Instagram, especially from me, @jagobahasacom, because I almost never say anything that contradicts the general mindset

of the public. (4) Actual Use, defined as the perception of someone who has a sense of satisfaction in using a technology or system, easy to use so that it increases the intensity always to be connected with that technology. This is evidenced by all respondents who said that almost every day, they use the Instagram platform for their daily lives, around 7-10 hours per day. Plus, @jagobahasacom provides useful material through its Instagram account, as much as three pieces of content a day which maximizes students' knowledge unintentionally or not.

Regarding to the perception of student in using Instagram, (Al Fath, 2018), (Azkiya, 2019), (Manaroinsong, 2019) claimed the student in their study gave positively to use the Instagram as a tool in improving English skills. Related to this study, this account @jagobahasacom was giving more benefits to the students in producing their vocabulary quality and quantity.

## IV. CONCLUSION AND SUGGESTION

### A. Conclusion

The overall feedback given by the respondents was mostly positive. Based on the results of this study, it can be concluded that class X economics students can use Instagram as a medium to improve the quality and quantity of their vocabulary, which was originally still at the elementary words level to the intermediate level. This is evidenced by the significant pre-test and post-test results based on the final score of the students after following the @jagobahasacom account on their personal account. Students get learning resources that are easy to access, such as those stored in bookmarks and screenshots. Some students also write some pro vocabulary in their notebooks. Students can access it easily using their personal devices anywhere. According (Kukulska-Hulme & Shield, 2007) that mobile learning refers to learning mediated via handled devices and available anytime and anywhere. With this, it can be concluded that Instagram helps students improve understanding in the context of vocabulary.

Based on the results of this study, it was concluded that students had a positive perception of using Instagram, especially the @jagobahasacom account, in learning English based on social media. Using Instagram or following the @jagobahasacom account can

meet the needs of students to improve the quality and quantity of vocabulary. Even though students find deficiencies or negative effects when using it, they still view Instagram as an important medium in improving English e-learning because they still get many positive things. This keeps students from using Instagram and following @jagobahasacom to meet their learning needs.

## B. Suggestion

Instagram as a tool for language learning: The study emphasizes Instagram's potential as a tool for enhancing vocabulary in English language acquisition, especially for children at the primary to intermediate level. The favorable feedback from the respondents implies that Instagram might effectively increase the quality and quantity of vocabulary. Learning resources on Instagram are easily accessible and convenient for students to use. These resources can be bookmarked and screen-shotted. This accessibility supports the idea of mobile learning by enabling students to use their personal devices to learn English whenever and wherever they choose. Supporting students' learning needs: Instagram and the @jagobahasacom account help students meet their needs to broaden and deepen their vocabulary. The study recommends that students continue using Instagram, and following @jagobahasacom in order to achieve their academic duties, demonstrating how well Instagram may support and augment language learners' efforts.

Next, the researcher gives some suggestions to the future researcher. There are several recommendations felt need to be presented. The first is that and there is a limitation of the participant involved in this study. The researcher in the future needs to take participants in more large classes for sure finding. Second, there is also a limited duration of observation in this study, for future research needs to be long duration in observation. The last, the next researcher, who takes the relevant topic of the perception of using Instagram accounts as supplementary media in supporting English skills, including vocabulary, which is for the quality or quantity, the researcher in future may add the scope is about the concept of self-learning. Whether the structured idea or unstructured concept in optimizing self-learning by using social media.

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