

CHAPTER I

INTRODUCTION

A. Background Research

In this era, students must look for alternative learning media other than teachers or books, for example, using technology media. Nursyamsiah (2021) stated that selecting suitable media is an aspect that can provide success in learning because the media has a significant role in facilitating learning delivery. Especially in improving an ability, someone will look for ways to hone an ability with something they like. Sari (2020) stated that technological developments in education make online learning run using the internet and digital media. The use of technology in learning can be applied with the aim of increasing ability. Nursyamsiah (2021) argued that knowledge will be more exciting and create high independence for students in media use.

According to Dewi et al. (2020), the learning method in Kampung Inggris Pare has combined two learning methods direct interaction with students and using Instagram. That proves that Instagram can be a learning medium for students by taking advantage of current technological developments. Aminatun and Oktaviani (2019) stated that nowadays, smartphones are a communication tool and learning medium. Thus, from the aspect of technology, smartphones can be used to learn English and help students understand English more easily through social media.

Social media is currently being used as an internet-based learning media and applications often used by the general public and students today, including Instagram, an application that many students have (Ambarsari, 2020). Rokhmawati and Mastuti (2018) stated that increasing use of social media by adolescents is an influence of technological sophistication. Instagram can be an alternative for students to master English vocabulary. Vocabulary mastery in learning English is the main thing that must be owned. There are many vocabularies in English, so students need appropriate and effective ways to master them.

Sari (2020) argued that the features found on Instagram include photos and videos and several other features that allow Instagram users to interact, such as following account activity, commenting, and so on. Users can share positive or negative things that other users will later enjoy. Therefore, the Instagram feature can also be used for learning media, for example, increasing vocabulary mastery. Students can improve their English vocabulary by playing Instagram with many features such as stories, feeds, direct messages, comments, and reels. These features can help increase vocabulary mastery by reading content or someone's posts. Changing the language used in Instagram settings using English can also support the improvement of vocabulary mastery. Ambarsari (2020) stated that the features on Instagram can be used as learning media by sharing the subject matter that can be displayed through pictures or videos that make students enter the learning process. Kamal (2019) argued that in investigating interest and learning in developing vocabulary, most students

are interested in learning languages through Instagram. According to Soviyah and Etikaningsih (2018) photos or videos that Instagram users use to take pictures or videos, can add captions in the form of words, sentences or paragraphs in their photos or videos and if used in the language of the learning process, the upload feature and captions for images or videos will be very relevant to help language learners learn effectively in the language. In other words, Instagram is useful for helping students learn improve vocabulary mastery.

According to Basri et al. (2014), without mastering the vocabulary aspect, students cannot even communicate at all, but it's different if you do not master grammar but master vocabulary; there is still the possibility of communication. Nursyamsiah (2021) stated the more vocabulary is, the more excellent the opportunity to master language skills because vocabulary is essential in language, both as a distributor of ideas in writing and orally. That is, vocabulary is the central aspect of being able to speak, and it will be easier to receive and convey information in language. Hence, before mastering English language skills, learn or master the basic aspects of vocabulary (Agustin & Ayu, 2021). Kamal (2019) said language skills could not be conveyed without mastering vocabulary.

According to Ashraf et al. (2014), learning vocabulary is at the core of learning any language. Rohman et al. (2022) argued that a large number of vocabulary mastered makes it easier to understand the material; even when they forget the speech but have strong vocabulary memory skills, they can handle it more calmly. Habibah et al. (2021) stated that learning

vocabulary requires a good strategy so that they can easily remember when learning a language. Rohman et al. (2022) stated that data on Instagram proves that students have many opportunities to improve their vocabulary mastery on Instagram because on Instagram, there is a lot of vocabulary that we can find in this modern era, and everyone can easily access everything through Instagram features. Therefore, based on the argument above, the researcher wants to conduct research entitled the impact of using Instagram features on English vocabulary mastery improvement.

B. Research Question

Based on the background listed above, the problems to be studied in this study are:

1. Does the use of Instagram features affect students' English vocabulary mastery?
2. Is there a significant difference between using Instagram and not using Instagram in improving students' English vocabulary mastery?

C. The Aim of Research

Based on the formulation of the problem above, the objectives of this research are:

1. To find out the impact of using Instagram features on English vocabulary mastery improvement.
2. To reveal the significant differences between using Instagram and not using Instagram on English vocabulary mastery improvement.

D. Significances of The Research

1. For Researchers

The results of this study can be used as knowledge for researchers to find out how the influence of using Instagram features affects the increase in mastery of English vocabulary.

2. For Students

The results of this study are expected to increase knowledge and improve mastery of English vocabulary using the Instagram feature as a learning medium.

3. For Educational Institutions

This research was conducted to add a reference to research on the effect of using Instagram features in improving English vocabulary mastery.

