

## **CHAPTER I INTRODUCTION**

### **A. Background of Study**

Social media (SM) is one of the information and communication technology tools used by people to communicate online. Social media has become a popular platform used by people of almost every age and group. Social media is a result of today's technological developments (Monica and Anamaria, 2014). There are many types of social media, the most famous examples are Facebook, Twitter, Youtube and Instagram.

SM packages fall under the umbrella of web 2.0 sites, wherein customers are the creators of the internet site's content material (Richardson, 2010). Users can write and share posts about their regular lives story, get right of entry to each different's content material, and wi-fi their opinions and views. SM applications are to be had without cost and, in maximum cases, simplest an e-mail address is required for registration, as well as a Wi-Fi internet connection or internet from a cellular carrier company.

One of the most widely used social media nowadays is Instagram. Instagram is widely used by people, especially senior high school and students university in the educational sphere because Instagram presents many interesting things and benefits. As in the Qur'an Surah Yunus :101 explains that human should take advantages of every change and development of technology.

قُلْ أَنْظَرُوا مَاذَا فِي السَّمَاوَاتِ وَالْأَرْضِ وَمَا تُغْنِي الْآيَاتُ وَالنُّذُرُ عَنْ قَوْمٍ  
لَّا يُؤْمِنُونَ

Instagram as famous social media presents interesting and benefits. for example students can contact and make friends with people from various places, cities, countries to get information or news about what is happening at the moment. As Instagram users, students can also find photos and videos that they like. On the other hand, students can also access or find useful content such as educational content, one of which is English education. So, students can not only find interesting things from Instagram but can also learn English from Instagram, so they are not just stuck in class/textbooks. When used for learning, this application can be categorized under Beatty's (2003) definition of “edutainment,” since students will use them for entertainment in addition to academic purposes.

وَمَنْ سَلَكَ طَرِيقًا يَلْتَمِسُ فِيهِ عِلْمًا، سَهَّلَ اللَّهُ لَهُ بِهِ طَرِيقًا إِلَى الْجَنَّةِ

It is clear that Allah stated that taking the path in a figurative sense, namely methods or means to gain knowledge, by reading, listening, and studying knowledge, discussions and other methods that become a means of gaining knowledge. One of these learning resources is Instagram.

In the context of EFL, the use of social media in this case Instagram provides many conveniences for developing language skills. Furthermore, Kessler (2013) argues that SM is a large linguistic corpora, characterized by

authenticity and availability, and gives dense interaction opportunities for learners to develop their language skills. He adds that social media has the ability to present language in a stimulating and valuable way. Studies also revealed (e.g., Jones, 2015; Mondahl&Razmerita, 2014) that the type of language-learning prone environment that web 2.0 applications provide is the most reported technology advantage mentioned in the literature (Wang & Vasquez, 2012). Besides sharing photos and videos, features on Instagram can provide lessons for students. That is why they prefer using it to associate in this era. Instagram can be a great educational tool that makes the educational process interesting and insightful (Kirst, 2016). One of the content that can be accessed is from the world of education, such as English learning materials. In fact, English is one of the languages that is widely used on social media, because English is known as an international language that is used all over the world to communicate with each other.

In Indonesia, English is used by students as a foreign language subject, where students use and learn English only in certain places, such as schools, courses, universities. So it is very limited to learn English widely with good and correct skills. To be able to speak English properly and correctly, special skills are needed, such as listening, reading, speaking and writing as well as several other components such as vocabulary, pronunciation, and grammar so that there is no miscommunication between the speaker and the listener. So, to develop these skills, learners can learn them from Instagram accounts which contain English educational content.

Instagram provides amazing opportunities for language learning for teachers and students (Aydin, 2014 & Campos, 2015). Instagram provides a new way for students to critically learn language and culture, while also helping students to reflect on the meaningful learning process (Chun, Smith & Kern, 2016). Through Instagram, students or learners can practice 4 skills in English at once. So that English learners not only use their mobile phones to communicate, but can also use it as mobile learning to facilitate their learning wherever and whenever (Ayuningtyas, 2010). So, learners have positive perceptions about the use of Information and Communication (ICT) to learn English (Lizamuddin, Asib & Ngadiso, 2019).

The writer took Instagram as the topic because Instagram is a social media which various groups well know of the students or English learners. Instagram is a social media with various accounts for sharing photos, videos, information, including educational contents. Many content creators created and uploaded their contents to focus on educating general audiences. One of the famous contents is foreign language education from @speakenglishwithmish. The writer conducts a research entitled "**Exploring English Educational Content Videos on Instagram Account @speakenglishwithmish**"

This research aims to find out the English materials, skills that can be learned from the @speakenglishwithmish instagram account, what are the benefits of learning English from the instagram account and activities to develop English skills through Instagram features. The writer is interested in

this topic because the writer is familiar with using Instagram and because Instagram could be an interesting learning tool that piqued the learner's curiosity and made the study process more enjoyable. Also today's generation is familiar with using Instagram as a social media, thus adding value to researchers' interest in this topic.

## **B. Research Questions**

Based on the background above, the writer will investigate and focus on :

1. What skills can be learned from English educational content by @speakenglishwithmish and activities to develop English skills through Instagram features ?
2. What are the English materials contained in the English educational content by @speakenglishwithmish ?
3. What are the benefits of learning English through social media Instagram, especially from English educational content by @speakenglishwithmish ?

## **C. Objectives of Study**

Based on the research questions above, the objectives of this research focus on :

1. To find skills can be learned from English educational content by @speakenglishwithmish and activities to develop English skills through Instagram features.

2. To explore the English materials contained in the English educational content by @speakenglishwithmish.
3. To describe the benefits of learning English through social media Instagram, , especially from English educational content by @speakenglishwithmish.

#### **D. Significance of Study**

The result of this research is expected to contribute to the field as follows :

1. For Learners

The researcher hopes this research can help learners learn English in a fun and interesting way, not only in class or with textbooks but also from other sources. So that students are motivated to learn and practice their English skills with interesting and easy-to-understand learning offerings . It is hoped that learners will not only use instagram features as entertainment, but also can use it as a feature to learn English.

2. For Teachers

It is hoped that teachers can explore and know more about the use of social media as a source of learning English. Teachers can also provide innovative, creative and varied teaching and learning activities from English educational content on social media. So that students can practice student skills in a different way than usual.

### 3. For Researcher

Researcher gets new references on Instagram accounts that contain English educational content and can inform teachers, students and other researchers about these educational content on Instagram.

## **E. Definition of Keyterms**

To avoid misunderstanding of the title, the researcher explains some keywords that are easy to understand, as below:

### 1. Instagram

It refers to a social media application that provides short photo and video sharing services equipped with blank spaces to make it easier for users to describe the photo/video.

### 2. Content

Is the subject, format, unit of digital information on an account, as it contains information in the form of images, video, sound (audio) and writing.

### 3. English Educational Content

Is an information about learning and knowledge of English that is displayed through interesting videos. In the content contains about English learning which at the same time contains English skills, so can help to improve and train learners' English skills.

4. @speakenglishwithmish

Is an account created by Mish an English Native Coach, on April 28<sup>th</sup>, 2020 whose content contains lessons and academy with 247 thousand followers and 236 posts about English educational content videos.

5. English Skills

Is a skill that must be possessed by learners in learning English. There are 4 English skills, namely listening, speaking, reading and writing.