

## CHAPTER I INTRODUCTION

### A. Background of Study

There are various resources for learning English. The development of one's vocabulary is one of them. The most crucial component of learning English is vocabulary. This is the first step students must do in order to achieve their English learning objectives. When learning a language, vocabulary should always be the first item to be learned. The mastering of vocabulary is one of the most important parts of language development.

Understanding the English language's vocabulary is essential because it is one of the most important aspects of language acquisition. Alqahtani (2015) agreed that one important part of learning a language is learning its lexicon. According to Hashemifardnia, Namaziandost, and Esfahani (2018), vocabulary is necessary for reading, writing, speaking, and listening comprehension. They won't be able to make full use of their English language skills if they don't have a large vocabulary and effective vocabulary acquisition strategies. Students can acquire the four language skills of speaking, writing, listening, and reading through the use of vocabulary.

The importance of language itself has already been in the Holy Qur'an as the explanation of God about the role of language as a communicative system in the world. He said in Holy Qur'an Ar-Rum, verse 22:

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَاخْتِلَافُ أَلْسِنَتِكُمْ وَالْوَالِدَاتُ إِذَا اللَّائِي لِلْعَلِيِّ

The verse above describes the significance of the language that God has provided and the creation of the heavens and their height without poles, the creation of the world and its breadth, the diversity of languages spoken by people, and the color of their skin are signs of God's strength. Undoubtedly, it offers lessons to the knowledgeable.

Learning English is important, and many people all around the world opt to study it as a second language. We are living in an era of social networking, competition, and technology. English language learners can readily take up new words and phrases using social media, according to writers Khan, Muhammad Ayaz, and Muhammad Faheem (2016). According to the authors, using social media enables English language learners to pick up new vocabulary terms and expressions that are acceptable to them.

Technology is inextricably linked to teaching and learning activities in today's globalized world. The use of technology in the classroom has become a necessity. We can now access and use various social media platforms from anywhere and at any time as long as we have an internet connection, which increases the flow of information. Children and young people utilize the Internet and social networks the most worldwide. Social networks have become one of the most popular apps among individuals, particularly teens. Given that most young people or students utilize social media, it can make it easier for them to obtain courses or expertise. Furthermore, media must be used as a learning tool when learning a foreign language, such as English.

It is possible to use social media to help students learn in class. We may also learn new terminology through social media by reading other people's posts. Instagram is a popular social networking platform among students. Instagram is a photo and video-sharing software that lets you capture films, apply digital effects, and post them on a variety of social media platforms. Users can shoot, edit, and submit photographs and videos to the Instagram homepage. The shared photographs or videos will appear in the feeds of other following users. Furthermore, any user can connect with uploaded photographs or videos by leaving comments and responding in similar ways.

The use of Instagram in the learning process can be an option, especially for studying English vocabulary. Mastering vocabulary is the foundation for learning English. With so much English vocabulary, pupils need a specific way to master it effectively and properly. The younger generation is increasingly becoming celebrities in their own right. Social media plays a significant role and can entice anyone to spend time with it. Social networks are primarily used to exhibit personal life, but other users utilize them in more creative ways, such as sharing comedies, jokes, tutorials, and creating content for English learners.

The learning process does not only occur in the classroom but can occur anywhere under any conditions, and it may be modified with numerous innovations and technology, one of which is social media.

This study is focused on the usage of Instagram as a tool to acquire English vocabulary. The background information is mentioned above. The goal of the study

is to find out if vocabulary proficiency among Instagram users may improve over time. However today's population, especially Indonesian learners, continually believes that learning English is difficult because they take memorization of formulae, vocabulary compilation, and vocabulary memory into consideration. They think it's really difficult to learn and remember stuff. The same applies to people who choose Instagram as one of their everyday social media platforms for communication.

As many people use Instagram to learn English, and many of them specifically desire to increase their vocabulary, the researcher is motivated to do this study.

Using the justification provided, the researcher carried out this study, which is named “THE USE OF THE INSTAGRAM ACCOUNT “@KAMPUNGGGRISLC” IN LEARNING VOCABULARY“

## **B. Definition of Key Terms**

### **1. Instagram @kampunginggrislc**

Instagram is a free online platform and app that lets users take and share photographs and videos with their friends and family. Kevin Systrom and Mark Krieger founded it in October of 2010. Kampung Inggris LC (Language Center) is an English course institution that provides both offline and online learning systems. By using applicable learning methods combined with the English area. The @kampunginggrislc Instagram account was created in July 2015, which means it has been established for almost 9 years. With followers now totaling 2 million followers and the account itself following 3,086

Instagram users. The number of posts on this account as of April 13, 2024, amounted to 9,410 posts in the form of photos, videos, and reels. They upload content every day on their Instagram feed where they can upload 3-5 pieces of content every day. They also actively upload Instagram stories every day to interact with followers. Instagram is not only for personal use; it can also be utilized as an educational tool in the classroom. For example, a teacher can urge students to take images or videos of their classwork, homework, assignments, and school activities, post them on their own or a class account, and have discussions

## 2. Vocabulary

The list of terms in a language's vocabulary is called its vocabulary. A person may communicate, study, and think utilizing vocabulary, which is one of the key components in developing English. Due to the fact that a student's vocabulary has a significant impact on their ability to read and comprehend a subject, learning new words is a vital skill that can help certain learners master English.

### **C. Research Questions**

The research questions of the research are:

1. How to learn vocabulary from the Instagram account “@kampunggrislc”?
2. What are the aspects of vocabulary that can be learned in the Instagram account “@kampunggrislc”?

### **D. Objectives of Study**

Based on the research questions above, the objectives of this study are:

1. To learn vocabulary from the Instagram account “@kampunginggrislc”
2. To find out the aspects of vocabulary that can be learned from “@kampunginggrislc” Instagram account.

### **E. Significance of Study**

This research aims to give both theoretical and practical benefits.

#### **1. Theoretical Benefits**

The goal of this study is to increase Instagram followers' English vocabulary. There is a need for this research now and it will be advantageous in the future. The reader will acquire fresh information on how to learn English vocabulary through social media, particularly from Instagram, based on the followers' perceptions of the usage of Instagram to enhance English vocabulary, the researcher hopes through this study.

#### **2. Practical Benefits**

- a. For lecturers it can be utilized as a substitute method that is entertaining and exciting to use in the teaching and learning process.
- b. For the next researchers when there are challenges in the teaching and learning process, this research can offer recommendations for future studies to develop the usage of learning approaches.