

CHAPTER IV

FINDINNG AND DISCUSSION

A. Findings

Based on the results of interviews conducted with para participants, data was obtained as follows:

1. The Use of Instagram features to Strengthen Gen Z Speaking Vocabulary

The features used by participants to strengthen speaking vocabulary are:

b. Profile and Bio

Participant 1 (P-1) has the habit of regularly changing their profile and biography on Instagram, especially if they discover new words or interesting quotes. They believe that adapting their profile and biography to English vocabulary is important to them because it allows them to express themselves the way they want. This action shows awareness of the importance of effective communication and the desire to reflect themselves appropriately through words.ar-1 choose Profile and bio as one of the features that can strengthen speaking vocabulary stating that reasons for updating profile and bio using English vocabulary to represent myself in this digital era and to highlight my personality and interests.

"I usually change my profile and bio if I find new vocabulary or cool quotes. I think adapting my Instagram profile and bio to English vocabulary is important to suit what I want."

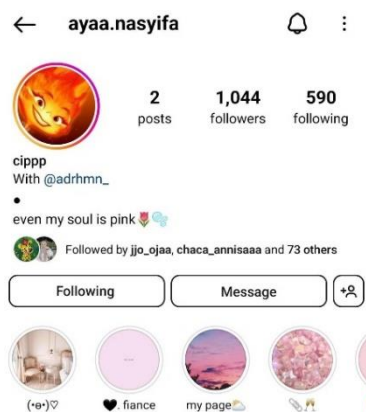


Figure 4.1

P-1 has a habit of regularly changing profiles and bios on Instagram, especially if they find new words or interesting quotes. P-1 believes that adapting profiles and biographies to English vocabulary is important, because it makes it possible to express oneself the way one wants. This action shows awareness of the importance of effective communication and the desire to reflect oneself accurately through words.

P-10 stated that she got the motivation to change her profile and bio using English vocabulary from her friends. P-2 feels the need to update her profile and bio when she finds English vocabulary that suits her personal life.

"I usually like to put quotes or get random English vocabulary that I come across, then I like it and I will put it on my profile and bio. I also consistently change it to make it look fresh and interesting"

P-10 has a habit of randomly collecting quotes or English vocabulary that she found, then chooses the ones they like and places them in their profile and bio. P-10 also maintains consistency in changing the profile and bio to make it look fresh and attractive to their followers. This action shows an interest in conveying a certain message or atmosphere to others through carefully chosen words, as well as an awareness of the importance of maintaining attractiveness and relevance in social media contentnya.

c. Photo and Video

P-1 stated that she has an English creator who is her favorite namely, because it has interesting and informative content to strengthen English vocabulary. P-1 also advised others to seek inspiration from accounts that focus on specific topics or interests that they like This way they can learn vocabulary in a context that is interesting to them.

“I like uploading photos or videos and providing writing in English. Of course this helps me to practice and strengthen the use of English vocabulary. I also try to pay attention to the way the vocabulary is used in the photo and video content I see on Instagram, so that I can learn from its appropriate use in different contexts.”

P-1 posts photos or videos on social media, often with captions added in English. Merealizes that it helps to practice and strengthen the use of English vocabulary. Apart from that, P-1 also actively pays attention to how the vocabulary is used in the photo and video content

that di sees on Instagram. This approach allows them to learn from a variety of different usage contexts and improve their understanding of appropriate usage in different situations. This reflects the dedication of P-1 to continue learning and improving their English skills through daily experiences on social media platforms.

P-8 revealed that they have a favorite English creator, namely @EnglishWithLucy. She found the content of the account to be very useful and not only taught new vocabulary, but also provided practical tips and tricks to strengthen English vocabulary. P-8 also said that it was very happy to upload photos and then provide English writing. This method is effective for him to practice strengthening vocabulary consistently.

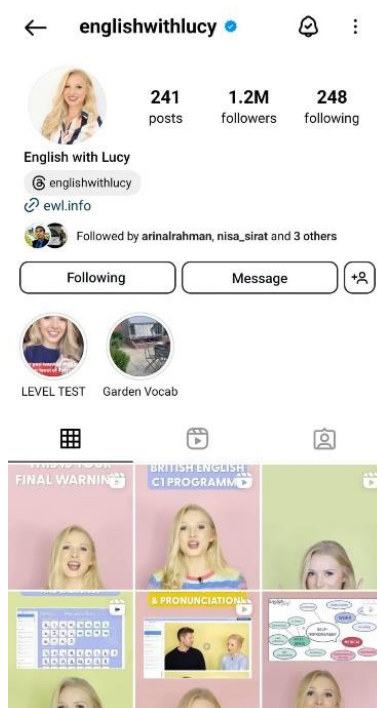


Figure 4.2

"In my opinion, the right time to use the new vocabulary that I got is when I upload photos and then relate them to relevant contexts or topics that are currently trending. It's important to vary this so that our uploads are more interesting."

According to P-8 the ideal moment to use the new vocabulary that learned is when uploading photos and relating them to relevant contexts or topics that are currently trending. P-8 believes it is important to vary the use of this vocabulary so that the upload becomes more interesting and attracts the attention of the audience.

P-10 stated that there are lots of accounts on Instagram that can be references for people. These accounts present interesting and educational visual content that can help to strengthen English vocabulary.

"I usually apply the vocabulary I get on certain accounts, then I will imitate it to make writing on the photos or videos that I upload on my Instagram account. Apart from that, I also try to remember and practice the vocabulary I acquired in daily conversations."

Every time P-10 acquires new vocabulary, I tend to apply it to certain accounts, then imitate it to use in writing when uploading photos or videos on her personal Instagram account is. Apart from that, P-10 also tries to remember and use this vocabulary in daily conversations to become more skilled in communicating.

d. Instagram stories

P-3 gets recommendations from influencers who also to share with her followers. She revealed that when she finds a good moment or scene to photograph, she likes to experiment by matching the photos using new vocabulary she got through Instagram.

"In my opinion, because I enjoy capturing moments and sharing stories through Instagram stories are interesting, So this encourages me to explore more vocabulary. To strengthen the vocabulary, I usually capture the Instagram story and save it for use at a later time."



Figure 4.3

P-3 really enjoys capturing special moments and sharing interesting stories through Instagram stories. This is an incentive for her to dig deeper into the vocabulary used. In order to become stronger in

language, she usually saves the Instagram story to be used again in the future.

P-4 stated that the Instagram story feature was introduced and offered by Instagram itself. Usually P-4 will use the vocabulary she gets to create interesting stories on Instagram stories.

"I often create Instagram stories to describe or tell something. Usually I use the story telling method with interesting stories, using vocabulary I got through Instagram. This is definitely very useful and I will remember it and use it when necessary."

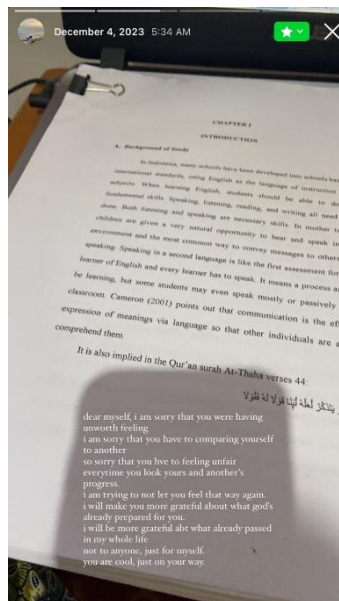


Figure 4.4

P-4 has a very positive habit of using Instagram Stories as a means of expression and narrative. With an interesting storytelling approach and the use of vocabulary obtained from Instagram, she not only conveys messages effectively but also enriches her language skills and expands her personal vocabulary. Through this activity, P-4 not only

conveys information to her audience but also improves her communication skills and her creativity. Using Instagram Stories as a medium of expression also provides an opportunity for personal reflection and deepens understanding of oneself.

P-6 expressed interest in using the Instagram story feature because she often sees her friends and is aware that this feature can share daily moments instantly. Usually P-4 will share certain moments on Instagram stories with content using the English vocabulary she has acquired.

"When I make an Instagram story I usually pay attention to variations in content, such as photos, text, stickers and music as well as English vocabulary expressions that are relevant to my story. I got a lot of English vocabulary through accounts I met on Instagram, then I apply it to Instagram stories."



Figure 4.5

P-6 has a very creative approach in creating Instagram Stories by paying attention to a variety of interesting content. By using various elements such as photos, text, stickers, and music, she can create stories that are more dynamic and interesting for his audience. Apart from that, P-6 also includes English vocabulary expressions that are relevant to the story. This shows awareness of the importance of using appropriate vocabulary to convey messages more effectively. By acquiring English vocabulary from various accounts she met on Instagram, P-6 can continue to develop her language skills and increase her insight into various contexts in which English is used.

P-8 stated that he was very likes creating Instagram stories and applying English vocabulary to that feature. Similar to P-6, P-8 also sometimes inserts music and stickers to make the Instagram story which already contains English text look attractive.

"Personally, I think it is important for me to actively create Instagram stories with the various vocabulary that I have acquired. Because, this helps me to increase my creativity in communicating, increase the attractiveness of my content and of course strengthen my English vocabulary."



Figure 4.6

P-8 has a very good understanding of the importance of actively creating Instagram Stories with the various vocabulary he has acquired. By doing this, she not only increases creativity in communication, but also strengthens the appeal of her content and expands her English vocabulary. Through the use of diverse vocabulary, P-8 can create more interesting and varied stories, which in turn will attract the attention of its audience. In addition, by continuing to use the vocabulary he has learned, she can strengthen her understanding of English and expand her vocabulary gradually.

e. Caption

P-2 stated that has recommendations for Instagram accounts that can be ideas for English captions to strengthen English vocabulary such as Yunjin Le Sserafim, Shirin al-Athrus, Alexa, and The Royal Family.

P-2 said she often wrote captions when she was relaxed so he could think smoothly and what she wrote could be conveyed.

"If you don't apply the vocabulary you get into writing, you will forget it very quickly later, so you usually need to write in English to strengthen it. I look for ideas or thoughts that I want to convey first, then I can write them directly into English, but I can also look at accounts that can be used as caption references. The captions that I usually write are in accordance with the photo or according to my condition."



Figure 4.7

P-2 has a very effective approach in strengthening English vocabulary by applying it in writing. By writing down thoughts or ideas in English, she actively practices their use and helps strengthen and recall of the vocabulary. This step not only helps P-2 to keep the vocabulary she has acquired fresh and active in her memory, but also improves her ability to communicate in English. In this way, she can consistently deepen her understanding of grammar, sentence structure, and use of vocabulary in the right context.

P-4 recommends the Instagram account @englishwithnab for creative and inspiring English caption ideas. The right and effective time to write captions for to strengthen vocabulary is when you are inspired and have time to convey a good message.

"The special method I use in writing English captions on Instagram is to pay attention to the theme or content of the post, use words that suit the atmosphere or message you want to convey, and revise the caption to ensure clarity and accuracy of the language. I implement the use of vocabulary in captions on Instagram by using new vocabulary that I have learned to explain ideas or experiences more creatively and interestingly."



Figure 4.8

P-4 has a very structured and effective approach to writing English captions on Instagram. By paying attention to the theme or content of the post, he ensures that the caption matches the atmosphere

or message she wants to convey. This helps ensure cohesion between the captions and the visual content presented. In addition, P-4 also emphasizes the importance of revising captions to ensure clarity and accuracy of language. This shows a commitment to providing captions that are high quality and easy to understand for the audience. Using newly learned vocabulary to explain ideas or experiences more creatively and interestingly is an excellent strategy. By applying 'new vocabulary in a relevant context, P-4 can test her understanding of the vocabulary and strengthen her overall English skills.

P-5 revealed that writing captions when posting photos makes them look interesting. Sometimes adds Instagram content or song lyrics and music to add an interesting impression.

"By looking for vocabulary and finding out its meaning and then putting it in the caption, it will automatically be easy to remember because it will be in every post on Instagram."

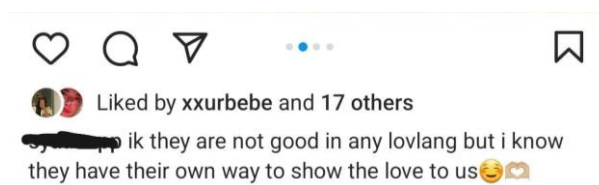


Figure 4.9

P-5 has a very effective approach in strengthening English vocabulary. By finding out the meaning of vocabulary and then using the vocabulary in captions on Instagram, he indirectly enriches her learning experience. Through the process of finding out the meaning of

vocabulary and applying it in the caption context, P-5 not only strengthens her understanding of the vocabulary but also creates an association between the vocabulary and the experience of using it in a real context. This makes it easier to remember the vocabulary in the future, because it is related to concrete experiences. This approach also utilizes the Instagram platform as an effective learning tool. By including vocabulary in each post, P-5 is consistently exposed to that vocabulary, which helps strengthen her memory and understanding.

P-9 stated that the right and effective time to write captions to strengthen vocabulary is when you are feeling creative and inspiring, for example, after reading a book or watching an English film, or when you are in a calm and focused atmosphere.

"I get inspiration to write captions on Instagram with various vocabulary that I gain from daily experiences, reading, watching English content on social media, or from situations that inspire me personally. It is important to apply the vocabulary I acquire to strengthen my English vocabulary as this helps improve my ability to communicate effectively, expand my vocabulary, and increase the appeal of the content I share on Instagram."



Figure 4.10

P-9 has a very diverse and effective approach to getting inspired to write captions on Instagram and strengthen their English vocabulary. By seeking inspiration from everyday experiences, reading, watching English content on social media, or situations that inspire him personally, she ensures that the vocabulary used in her captions reflects the diversity of experience and knowledge. The application of the vocabulary acquired in captions helps P-9 to improve their ability to communicate effectively. By using with the right words, she can convey messages clearly and powerfully to his audience. In addition, this also helps in expanding her English vocabulary, as consistent use of such vocabulary in different contexts strengthens her memory and understanding.

P-10 states that it is important to apply the acquired vocabulary to strengthen her English vocabulary as it can help to improve

communication skills, expand vocabulary, and make captions more interesting.

"I implement the use of vocabulary in captions on Instagram by including new words or phrases that I learn in the caption text, as well as ensuring that my captions reflect the correct use of English and varies according to the context."

P-10 has a very effective approach in implementing the use of vocabulary in captions on Instagram. By including new words or phrases she learns in the caption text, he not only strengthens her understanding of the vocabulary but also gives the opportunity to apply her in a real context. In addition, P-10 ensures that the captions reflect appropriate and varied use of English according to the context. This shows awareness of the importance of context in language use and the ability to adjust style and tone according to the situation at hand.

f. Reels

The approach used by P-2 to strengthen her English vocabulary is very clever. By actively participating in communities on platforms like Reels, she can continue to be exposed to a variety of English-language content. This allows her to continuously improve her understanding of English vocabulary and usage in different contexts. By providing comments on Reels and discussing with other commenters, P-2 not only expands her vocabulary but also deepens her understanding of how that vocabulary is used in everyday conversation. This kind of

interaction can also help improve the ability to understand and use English practically.

"Because in the reels a short and clear message will be conveyed so that it is easy to understand because reels are generally short and clear videos. I myself made an English educational content video one semester during the II speaking class."

P-2's approach to using Reels to strengthen her English skills was very effective. Choosing Reels as a learning resource is a smart choice because the content tends to be short and clear, making it easier to understand the message conveyed. By using Reels, P-2 can access various types of content in English, including education, entertainment, and others. This gives him the opportunity to continue to be exposed to different English vocabulary and structures. The experience of creating English educational content in the previous semester was an extraordinary step. This not only strengthened P-2's understanding of the English language but also honed her creative skills in conveying messages effectively to others.

The approach used by P-3 in using Reels to learn English vocabulary was very effective. By exploring content in general on Reels, she can continue to be exposed to a variety of interesting content and relevant to vocabulary learning. The importance of choosing content that is simple but easy to understand and clear understanding is key in learning vocabulary. Through such contents, P-3 can easily identify and

understand new vocabulary without confusion. Utilizing Reels as a means of learning vocabulary also shows P-3's flexibility and creativity in finding learning resources that suit their own preferences and learning styles.

"I once made reels to fulfill an English course assignment, and often also studied through English content creators. The advantage of reels is that they are presented in the form of video clips that are not too long so that vocabulary students will not get bored easily and what the creator conveys is conveyed effectively. The presentation is simple and clear, and can also be in the form of video clips from films. I can also ask the content creator via the reels he uploads when there are certain points that are difficult for me to understand."



Figure 4.11

The approach used by P-3 in utilizing Reels to strengthen her English skills is very smart and effective. By creating Reels to fulfill her English course assignment, she not only practiced her English vocabulary and skills but also honed her creativity in conveying messages visually. One of the advantages of Reels is that the video clips are short, making it easier to stay focused and not get bored easily when learning vocabulary. Additionally, simple and clear presentation allows the P-3 to understand the message better. Using video clips from movies in Reels is a smart strategy because it provides real, relevant context for learning vocabulary. This also allows P-3 to become familiar with the use of vocabulary in different contexts. The ability to ask content creators directly via Reels is also a very positive aspect. This allows P-3 to get clarification or additional help when there are parts that are difficult to understand in the content she is watching.

The approach used by P-4 in utilizing English vocabulary learning content on Instagram is very smart and efficient. By utilizing Instagram's search feature to find content related to slang, idioms, or words with similar pronunciations, she can easily adapt her learning according to her needs and interests. Using English content is also a smart strategy, because it provides the opportunity to learn in a relaxed and fun way. By watching these contents, P-4 not only gained new knowledge, but also became familiar with the use of English in different contexts. The combination of utilizing the Instagram search feature and

English content provides flexibility and diversity in learning English vocabulary. This allows P-4 to continue to be exposed to diverse vocabulary and expand her understanding and skills in English. A relaxed approach to learning is also important, as it allows P-4s to learn more comfortably and without pressure. This can increase motivation and interest in learning English.

“Such as attractive designs and material that is related to today's times. How to implement it is like trying to answer questions or quizzes that have reels of English content”.



Figure 4.12

P-4 for choosing interesting and relevant English learning content today is very smart. By choosing content that has an attractive design and material that is relevant to current trends, P-4 can maintain their interest in English language learning. Implementing such content

by trying to answer the questions or quizzes provided in Reels English content is a good idea. Through active interactions like this, P-4 can test her understanding of the material she has studied and deepen her knowledge in a fun way.

The approach taken by P-5 in strengthening her English vocabulary through Reels is very effective. By utilizing the Reels platform to watch content on where people speak or use sentences in English, P-5 can continue to be exposed to the use of English in different contexts.

"Because on reels there is a lot of content from people who speak English or use English sentences. There is no specific teaching method, just by looking and finding out. By watching more content that supports increasing English vocabulary."



Figure 4.13

There is no specific teaching method applied by P- 5 shows flexibility and independence in learning. By relying on observation and personal initiative to find out more about new vocabulary, P-5 can develop her own learning skills in an efficient and effective way. P-5's approach to watch more content that supports increasing her English vocabulary is a strategy the smart one. By continuing to watch relevant and varied content, P-5 can continue to improve her understanding and mastery of English vocabulary.

The approach taken by P-6 in selecting Reels content that is informative, entertaining and has educational value is very appropriate. With a focus on content such as English learning tips and the introduction of new vocabulary, P-6 ensures that time spent watching Reels is also an opportunity to learn and improve her English language skills. By following their content, P-6 can gain valuable insights and tips on effective ways to expand vocabulary and improve overall English proficiency. Although P-6 has not yet created her own Reels, she decision to keep learning through existing content shows that she chose an approach that suits her own needs and preferences. By remaining open to learning and taking advantage of the learning resources available, P-6 can continue to progress in English in a way that suits their own learning style.

“The teaching methods at Reels that attracted me were the use of interesting visuals, the use of words or phrases in a relevant context, and conveying information in a concise and clear manner.”



Figure 4.14

P-6 likes the use of engaging visuals in Reels content. Attractive visuals can reinforce understanding and strengthen the appeal of content, making learning more fun and effective. enting uses words or phrases in a relevant context to make learning easier to understand and more useful. By looking at the words orphrases in the situation is real, P-6 can more easily understand and remember its use.

P-7 likes Reels content which presents short stories with interesting narratives. This approach helps in strengthening the appeal of the content and makes learning more enjoyable. The choice to watch content that provides practical tips on the use of English shows

awareness of the importance of strengthening English language skills practically. This kind of content can help P-7 to improve their understanding and mastery of English in an effective way.

"The teaching method in Reels that is interesting to me is the use of supporting images, graphics or animations, accompanied by short but concise explanations about the use of words or phrases in certain situations. I take advantage of the interactive side of Reels by participating in challenges that test my English vocabulary, interacting with other users in comments to exchange information and experiences, and listening to feedback from Reels creators to gain additional insights."

P-7 likes the teaching method in Reels which uses images, graphics, or animation as support. This approach strengthens understanding by providing visualizations that helps in understanding English concepts. P-7 actively participates in challenges that test English vocabulary, interacts with other users in comments, and listens to responses from Reels creators. This approach makes maximum use of the interactive side of Reels, thereby providing a more varied and interesting learning experience.

P-9 emphasizes the importance of learning through content created by English-speaking content creators who have extensive experience and knowledge. Choosing quality learning resources is a smart step to ensure that the learning obtained is accurate and useful. P-

9 realizes the importance of strengthening a variety of vocabulary through Reels. This helps in improving the ability to communicate in English effectively, expand vocabulary, and increase understanding of culture and context of word use. By acquiring a diverse vocabulary, a person can become more confident in communicating in English in various situations.

“It is important for a person to strengthen a variety of vocabulary through Reels because this can help improve the ability to communicate in English effectively, expands vocabulary, and increasing understanding of the culture and context of word use.”

P-9' expression of the importance of strengthening diverse vocabulary through Reels is very appropriate. Strengthening diverse vocabulary through Reels helps someone to continue to develop and expand their vocabulary. The more vocabulary one masters, the richer the language expressions a person can use in communicating.

P-10 reveals thatStrengthening vocabulary through Reels helps someone to improve their overall English language skills. By understanding and using a variety of vocabulary, a person can be more confident in communicating in English.

"Strengthening vocabulary through Reels is important for improving English language skills, increasing understanding of context, and expanding vocabulary used in everyday life. Teaching methodsThe words on Reels are usually interesting because the content is short and

informative, often accompanied by interesting visuals or the use of supporting music."

Vocabulary is not only about memorizing words, but also about understanding the context in which they are used. Through Reels, one can learn vocabulary in context relevant and in-depth, thereby deepening understanding of how words are used in everyday life.

g. Comment

P-3 said that by commenting on popular posts, such as international artist posts or viral videos, P-3 takes advantage of the opportunity to practice the use of English vocabulary in diverse and interesting contexts. By trying to use new vocabulary that learns through Instagram, P-3 gets used to applying the vocabulary in real communication situations. This is an important step to strengthen understanding and use of new vocabulary.

"Usually I search by manually via search but can also appear via reels or the IG algorithm. I get used to being active in commenting simply or by using it in everyday life to apply the vocabulary I learn."

P-3 shows that having an active approach in improving language skills. P-3 uses various methods to learn new vocabulary, including manual searches, watching reels, and using the Instagram algorithm. Apart from that, also trying to apply the vocabulary that has been learned in everyday life by commenting or using it in daily conversations. This

diverse approach can help improve understanding and mastery of the language by a more integrated way in everyday life.

h. Hashtags

P-5 emphasizes that the appropriate time to use hashtags in strengthening English vocabulary can vary depending on individual preferences and study schedules. However, many people find using hashtags to be effective when they are surfing social media or looking for information about a particular topic. This can be caused because when individuals are involved in these activities, they tend to be more open to absorbing and assimilating the vocabulary they encounter. The use of hashtags can help them find content that is relevant to their interests or learning topics, thereby strengthening their understanding and use of English vocabulary.

"I implement the vocabulary I get from hashtags by trying to use it in daily conversations, writing notes or sentences -short sentences that use the vocabulary, and participating in discussions or study groups where I can practice using the vocabulary with others who share the same interests."

P-5 shows a highly structured and committed approach to strengthening English vocabulary through use of hashtags. These individuals do not only rely on reading or exposure to vocabulary, but are also active in implementing it in everyday life. They try to integrate the vocabulary in daily conversations, write notes or short sentences that

use the vocabulary, and participate in discussions or study groups where they can practice using it. share this vocabulary with other people who have the same interests.

P-7 emphasizes the importance of using varied vocabulary in hashtags in expanding understanding and communication skills in English. By using various types of vocabulary in hashtags, individuals can become familiar with various contexts of using words in English.

"I usually look for hashtags that suit your interests and needs, for example #EnglishVocabulary, #LearnEnglish, or #WordOfTheDay. The use of varied vocabulary in hashtags is very important because it helps us to get used to the various contexts of using words in English, thus broadening our understanding and communication skills."



Figure 4.15

Filter content that is relevant to ' learning interests, allowing more focused exposure to the vocabulary that wants to learn. In addition, they also underline the importance of using varied vocabulary in hashtags to broaden an's understanding and communication skills. This approach combines elements of personalization with an understanding of the importance of variation in the use of vocabulary in different contexts. Thus, the individual can exploit the full potential of using hashtags as an effective English language learning tool.

i. Live

P-2 reveals live on Instagram has the opportunity to see first hand how vocabulary is used in real conversational contexts. We can pay attention to pronunciation, intonation and use of vocabulary in varioussituations. This helps to understand not only the meaning of the vocabulary, but also the correct way to use it in everyday conversation. In addition, direct interaction with content creators or people conducting, live broadcasts allows to practice writing skills in asking questions or providing written responses. By participating actively in this interaction, P-2 can apply the vocabulary I have learned and strengthen my understanding of it.

“It is important for vocabulary learning content creators on Live to actively use diverse vocabulary to attract the audience's attention and strengthen vocabulary due to the variety of vocabulary and its proper use can make learning more interesting and effective. When content

creators use diverse vocabulary in relevant contexts, audiences tend to be more engaged in learning and understand and remember the vocabulary more easily. Apart from that, the use of diverse vocabulary also helps the audience to understand how the vocabulary is used in real situations, thereby increasing their confidence in communicating.”

These accounts can encourage audience participation and interaction to apply the vocabulary they have acquired in various ways. One way is to provide a question and answer session or interactive discussion that allows the audience to practice using new vocabulary in a real context. Apart from that, content creators can also provide challenges or exercises that involve the audience in using vocabulary in conversations or activities certain ace. Providing positive feedback and support to participating audiences can also increase their motivation to continue practicing and applying the vocabulary they learn.

j. Direct Message (DM)

P-7 provides a very practical look at using vocabulary in DM conversations. First of all, it is advisable to consider specific topics that could be the focus of the conversation, such as sharing experiences, exchanging information or advice, discussions on trending topics, or sharing interesting articles or content. Furthermore, the statement highlights the importance of choosing the right time to introduce new vocabulary in DM conversations. This can happen when the topic of conversation allows the use of the vocabulary naturally, making it feel

relevant and easy to apply. Or, when individuals want to test the ability to use new vocabulary in practical situations.

“The DM feature can strengthen English vocabulary because it allows users to interact directly with other people in real-time communication situations, which can increase ' confidence and speaking skills. in English.I apply new language vocabulary in conversations via DM by looking for opportunities to use new words I learn in contexts appropriate to the topic of conversation, and by ensuring that the use of the vocabulary is not too forced and still feels natural.”

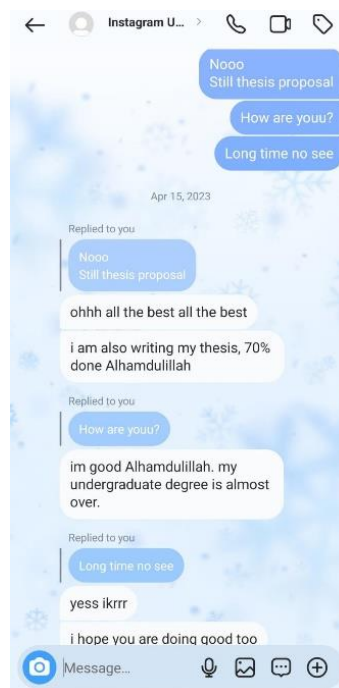


Figure 4.16

P-7 highlights added value of the Direct Message (DM) feature in strengthening English vocabulary. The DM feature allows users to interact directly with other people in real-time communication situations, which can help improve confidence and English speaking

skills. The individual explained that they applied new language vocabulary in conversations via DM by looking for opportunities to use new words they had learned in contexts that were appropriate to the topic of conversation. Apart from that, they also emphasized the importance of ensuring that the use of the vocabulary is not too forced and still feels natural.

Interaction in DM allows P-8 to stay connected with the closest people around without having to share information publicly. Through this feature, can share the latest news, talk about trending events, or even just share everyday stories that keep us connected to each other. In this way, DM is not only an effective means of communication, but also allows us to stay informed and involved in topics that are relevant and interesting to us and the environment around us.

"I happen to have several social media friends who come from abroad, automatically when exchanges messages it must be in English. Because I often talk, I know a lot of new vocabulary from this matter. Therefore, I often note down new words or remember them and try to use them regularly in daily conversations to strengthen my understanding of the vocabulary."

Interaction with friends from abroad via social media has become one of the effective ways to P-8 to deepen her understanding about English. By communicating directly regularly in English, P-8 is naturally exposed to new vocabulary that does not only enrich her

vocabulary, but also helps P-8 to understand the context in which those words are used. P-8 really appreciates the value of noting down new words and using them actively in everyday conversations, because this not only helps to strengthen understanding of the vocabulary, but also improves overall communication skills.

2. Advantages and Disadvantages of Instagram to Strengthen Gen Z Speaking Vocabulary

a. Advantages

Table 4.1

NO	ADVANTAGES	YES	NO
1	Instagram helps improve communication skills and provides a 'back door' for shy learners	9	1
2	Instagram relies on the written word; making it superior means it can improve writing skills	9	1
3	Instagram encourages collaboration and peer feedback among students	9	1
4	Instagram promotes interpersonal skills among students	9	1
5	Instagram offers a large amount of contextual visual data that can provide language classroom assistance	10	1
6	Instagram is a social media that is commonly used by young students	10	0
7	Instagram can be used in all corners of the country because it does not require a classroom	8	2
8	Instagram can be accessed all over the world	8	2

9	The learning process on Instagram is not limited by time	10	0
10	On Instagram, students can choose topics or teaching materials that suit their individual desires and needs	9	1
11	The length of time you learn on Instagram depends on your individual abilities	10	0
12	Accuracy and up-to-date study materials	9	1
13	Learning on Instagram is done interactively	7	3
14	Instagram is available, affordable and Allows one to be immersed in an English environment	10	0
15	The learning context on Instagram is informal	9	1
16	Instagram increases interest and motivation in learning English	10	0

Based on the results of the Questionnaire which was distributed to 10 participants, the researcher found 16 Advantages of Instagram to Strengthen Gen Z speaking vocabulary. These Advantages are: (1). Instagram helps improve communication skills and provides a 'back door' for shy learners; (2). Instagram relies on the written word; making it superior means it can improve writing skills; (3). Instagram encourages collaboration and peer feedback among students; (4). Instagram promotes interpersonal skills among students; (5). Instagram offers a large amount of contextual visual data that can provide language classroom assistance; (6). Instagram is a social media that is commonly used by young students; (7). Instagram can be used in all corners of the country because it does not require a classroom; (8). Instagram can be

accessed all over the world; (9). The learning process on Instagram is not limited by time; (10). On Instagram, students can choose topics or teaching materials that suit their individual desires and needs; (11). The length of time you learn on Instagram depends on your individual abilities ; (12). Accuracy and up-to-date study materials; (13). Learning on Instagram is done interactively; (14). Instagram is available, affordable and allows one to be immersed in an English environment; (15). The learning context on Instagram is informal; and (16). Instagram increases interest and motivation in learning English.

b. Disadvantages

Table 4.2

NO	DISADVANTAGES	YES	NO
1	Often there are signal problems when accessing Instagram	8	2
2	violation of Instagram user privacy	5	5
3	Studying on Instagram uses up a lot of internet quota	7	3
4	Instagram-based learning experiences may be too informal or unstructured	7	3
5	Information posted on Instagram may contain spelling and grammatical errors	10	0
6	Information between people directly is irreplaceable	10	0
7	Lack of real social aspects of life	9	1

Apart from Advantages, researchers also found 7 Disadvantages consisting of: (1).Often there are signal problems when accessing Instagram; (2). violation of Instagram user privacy ; (3). Studying on Instagram uses up a lot of internet quota; (4).Instagram-based learning experiences may be too informal or unstructured; (5). Information posted on Instagram may contain spelling and grammatical errors ; (6). Information between people directly is irreplaceable ; and (7). Lack of real social aspects of life.

B. DISCUSSION

1. The Use of Instagram features to Strengthen Gen Z Speaking Vocabulary

Based on data found by researchers in line with Citra and Renystiyah (2022) regarding the use of Instagram to Strengthen Gen Z's Speaking Vocabulary. There are 9 Instagram features that can strengthen Gen Z's speaking Vocabulary.

a. Profile and Bio

The profile and bio features on Instagram allow users to express themselves briefly and creatively. In this process, they may use different vocabulary to describe themselves, their interests, or the messages they want to convey to their followers. Moreover, Gen Z often uses slang and stylistic language in their communication, especially on social media such as Instagram. Using this informal language can enrich their speaking vocabulary and help them communicate with fellow Gen Z

members more fluently. Through profiles and bios, users can also learn new vocabulary in contexts that are relevant to their own interests or identity. This can make learning more interesting and meaningful for them, as they learn words that are directly related to their own experiences and lives. Thus, profiles and bios on Instagram can act as informal but effective learning resources to strengthen Generation Z's speaking vocabulary, as they provide opportunities to express themselves creatively and engage in authentic communication on the platform.

b. Photo and Video

The photo and video features on Instagram display interesting visual content and attract users' attention. Through this content, users can be exposed to various objects, activities or situations that they may not encounter in their daily lives. This way, they can learn new vocabulary related to the various topics covered in the photos and videos. Using vocabulary in real contexts, as seen in photos and videos on Instagram, can help Gen Z to understand the use of words in everyday situations. This helps strengthen their understanding of the vocabulary and links it to practical experience. In addition, Instagram users, especially Gen Z, tend to use creative and informal language in their posts. This may include the use of slang, idiomatic phrases, or popular expressions that form part of everyday language. Being exposed to language variations like this can help Gen Z expand their speaking

vocabulary. Thus, the photo and video features on Instagram can strengthen Gen Z's speaking vocabulary by presenting interesting visual content and allowing users to interact in creative and real language.

c. Instagram Stories

Instagram Stories reflect everyday conversations and current trends. Gen Z can learn words and phrases that are popular or used in contexts that are relevant to their daily lives. With the Stories feature, Gen Z can have the opportunity to practice speaking by recording themselves and sharing stories directly. This gives them the opportunity to use new vocabulary directly in real conversational contexts. There is interaction and collaboration. The comments and DM features in Stories allow Gen Z to interact with their friends directly. They can discuss the content they share and use new words they learn in their communications. By using the text, stickers and filter features in Stories, Gen Z can create creative and interesting stories. This allows them to express themselves in their own language and hone their speaking skills. Additionally, many Instagram users, including influencers and educational accounts, use the Stories feature to provide tips, facts, or information about various topics. Gen Z can learn new vocabulary while watching this educational content. Thus, the Instagram Stories feature can be an effective tool for Generation Z to strengthen their speaking vocabulary because it gives them the opportunity to learn, practice and interact with language in contexts that are relevant to their daily lives.

d. Caption

Captions on Instagram often use everyday language that is relevant to everyday life. Through reading captions, users can be exposed to a variety of words and phrases used in a more informal context and in accordance with everyday reality. Because, Instagram is an image-based platform, where visual content such as photos and videos are the main focus. Accompanying captions can provide additional context or explain what is happening in the image or video. This helps users to associate words with specific objects or situations, strengthening the connection between the words and their experiences. When users post or comment on content, they often use captions or comments to express their opinions, feelings, or experiences. This creates an opportunity to learn from each other and see how words are used in different contexts. Thus, using the caption feature on Instagram can be an effective way for Generation Z to strengthen their speaking vocabulary by being exposed to everyday language, slang, and the visual context provided by the platform.

e. Reels

The Reels feature provides diverse content in short video format covering various topics, from entertainment, fashion, music, to education. Through these various types of content, users can be exposed to a variety of vocabulary. The existence of Video Reels often displays language used in everyday situations, including slang and popular

phrases often used by Generation Z. This allows users to get a better understanding of the language used in real life in everyday conversations. Video reels can also be created by users themselves. Of course, this can be a practice for users to be able to implement the vocabulary they get through videos so that communication skills and creative ideas can be channeled. Through the Reels feature, users can see and imitate role models who upload content. This can help in practicing the use of new vocabulary and increase confidence in speaking. By using the Reels feature on Instagram, Generation Z has access to interesting and relevant resources to improve their speaking vocabulary in everyday language. This helps them broaden their understanding of the language, increase their confidence in speaking, and enrich their overall communication skills.

f. Comment

The comments feature on Instagram allows users to interact with content posted by other users. In this process, users will likely use vocabulary that is relevant to the topic being discussed, strengthening their understanding of the language and vocabulary used in a particular context. Gen Z tends to use more informal language and is in line with current trends. By reading and participating in comments on Instagram, users can be exposed to more up-to-date vocabulary and expressions. Through comments, users can practice vocabulary use in real communication situations. This can help them be more confident

because they are used to using this vocabulary in real communication contexts. Comments on Instagram often involve discussions or responses to posted content. In this process, users may encounter diverse vocabulary used by others in speaking, opening up opportunities to expand their vocabulary. Thus, the comments feature on Instagram can be an effective tool for strengthening vocabulary and speaking skills for Generation Z, as it provides an environment that allows social interaction, actual use of language, practical experience, as well as engagement in discussions.

g. Hastags

Users can use the hashtag feature to find content related to certain topics or explore specific topics. By exploring content under a particular hashtag, users can be exposed to vocabulary related to that topic. Many hashtags are used to express slang or popular expressions in English. By following and using these hashtags, users can be exposed to informal vocabulary commonly used in everyday conversations.

h. Live

The live broadcast feature allows someone to interact directly with English creators. During live broadcasts, English creators often have direct conversations with viewers, convey information and respond to questions. This provides an opportunity for the audience to hear the use of vocabulary in a real context. Viewers often participate in live broadcasts by submitting comments, questions, or providing feedback.

This can encourage users to respond spontaneously and use a more diverse vocabulary.

i. Direct Message (DM)

The DM feature allows users to communicate directly with their friends or other community members. In this process, users will engage in active conversations, allowing them to use vocabulary in different contexts. In live conversations, users tend to use words that are relevant to the topic of conversation or the situation they are experiencing. This gives them the opportunity to learn new vocabulary contextually, allowing for more effective absorption of words. The influence of the person you are talking to can also be a reference for someone to practice their vocabulary, or even acquire new vocabulary. Generation Z tends to create new language or modify existing words in their conversations. Through DMs, they can share new words or language trends with their friends, allowing language creativity to continue to develop. In DM, friends or other community members can provide feedback or corrections to incorrect use of vocabulary or sentence structure. This allows users to learn from their mistakes and improve their understanding of correct usage.

2. Advantages and Disadvantages of Instagram to Strengthen Gen Z speaking Vocabulary

a. Advantages

Based on data that has been found by researchers. The Advantages are in line with Handayani (2014). That said: The first, it can help to increase cocommunicating skills and provide a “back door” for shy learners. This means that the activity or situation discussed can help someone become better at communicating. It may be through practice, social interaction, or hands-on experience that allows a person to hone the skills of speaking, listening, and understanding others better. Meanwhile, "Back door" here refers to a more relaxed or indirect approach or opportunity for someone who is shy to engage in learning or social interaction. For example, through more relaxed or informal activities or environments, shy learners may feel more comfortable participating and learning without feeling overly burdened by social pressure or high expectations. The second, is Instagram relies on the written word; make it an excellent it means that it can improve writing skills. Because Instagram uses a lot of text in the form of captions, stories, or text on images, users are encouraged to pay attention to grammar, spelling, and writing style. This can help improve their writing skills over time. Instagram provides a space for users to express their thoughts, ideas and feelings through words. This stimulates creativity in the use of language, allowing them to discover unique and interesting

writing styles. By sharing words, users can receive direct feedback from their followers. This can help in improving and perfecting their writing skills through suggestions, praise, or constructive criticism. Instagram encourages collaboration and peer feedback among students by facilitating features such as Direct Messages, comments, and collaboration features in Stories or IGTV. This allows students to share ideas, provide feedback, and collaborate on joint projects, increasing interaction and learning between students. The third, is Instagram encourages collaboration and peer feedback among students. Instagram encourages collaboration and peer feedback among students by facilitating features such as Direct Messages, comments, and collaboration features in Stories or IGTV. This allows students to share ideas, provide feedback, and collaborate on joint projects, increasing interaction and learning between students. The fourth, is Instagram promotes interpersonal skills among students. Instagram promotes interpersonal skills among students by providing a platform to communicate, collaborate, and interact with others online. Through the features found on Instagram, students can learn to communicate effectively, work together in teams, respect other people's perspectives, and resolve conflicts in a constructive way. It helps students develop interpersonal skills that are essential for success in personal, academic, and professional life.

Furthermore, according to Rusman (2013), there are Advantages of Instagram to Strengthen vocabulary. Namely: The fifth is it offers a plethora of contextualized visual data that can provide aid in language classroom. Instagram offers a large amount of visual data that can provide assistance in language classes by providing a variety of images and videos covering several topics and contexts. Language teachers can use this content as resource material to supplement their lessons, helping students understand new vocabulary, the context in which words are used, facial expressions and body expressions. By viewing and analyzing these images, students can increase their understanding of the language related to the content thereby enriching their learning experience. The sixth is Instagram is a commonly used social media outlet that young learners are now. Instagram has become a very popular social media platform among teenagers and young learners. Many of them actively use Instagram to share photos, videos and stories, as well as to connect with their friends. Additionally, Instagram offers an intuitive and easy-to-use interface, which makes it popular among young users. Features such as posting photos, adding captions, using filters, and interacting with other users' content can be easily accessed and used. Instagram's main characteristic is its focus on visual content, such as photos and videos. This makes it attractive to young learners who are more responsive to information presented visually. Therefore, Many Instagram users use this platform as a source of inspiration and learning.

They can find content that is relevant to their interests, including things related to education. The seventh It is possible for the distribution of education to all corners of the country and unlimited tapping capacity because it does not require classrooms. Instagram is an online platform that can be accessed by anyone with an internet connection, not limited by geographic factors or educational infrastructure. This means that individuals in various regions, including those in remote or underserved areas, can access educational resources through Instagram. In contrast to conventional education which occurs in physical classrooms, Instagram makes it possible to present educational material virtually through posts, videos and other shared materials. Thus, there are no limitations in terms of physical space to be considered, allowing education to be disseminated more widely. Instagram users can access educational content anytime and anywhere according to their needs, without limitations on schedule or place. This allows individuals to learn at their own pace and overcome geographic barriers that may exist in accessing education. The eighth is available access around the globe. As with the previous one, both individuals and businesses from various countries and cultures can create Instagram accounts and participate in various activities, from sharing photos and videos to getting involved in online communities. As a widely used platform around the world, Instagram also has a significant influence on popular culture, trends and public opinion in many countries. The ninth The learning process is not

limited by time as well as ordinary face to face. With platforms like Instagram, students can access learning content whenever they want, without being tied to a rigid class schedule. They can study material, interact with fellow students and teachers, and participate in discussions at any time, even outside school hours. This provides greater flexibility for students to manage their time according to their needs and increases accessibility to learning. The tenth is Students can choose topics or teaching materials that are in accordance with their individual desires and needs. A student is given the freedom to choose topics or learning materials that they consider appropriate to their individual interests, desires and learning needs. This may refer to an Instagram account that provides educational content, where students can explore various topics, videos, images or other learning resources relevant to their interests and needs. This approach aims to provide a more customized learning experience and motivate students to be actively involved in their learning process. The eleventh is The duration of study also depends on each ability. On the Instagram platform, the duration or length of time spent studying can also vary depending on each individual's learning abilities or capacity. This highlights the principle that each individual has a different learning rhythm, and there is no definite time standard for understanding or mastering learning material. This approach respects the uniqueness and diversity of the learning process, allowing each individual to experience learning optimally according to their abilities.

The twelfth is The accuracy and current learning material. It is important to provide accurate and up-to-date learning materials. This means that the content posted or presented must be based on correct information and updated regularly in accordance with the latest developments in the relevant field. This emphasizes that when presenting educational content on Instagram, it is necessary to pay attention to the accuracy and relevance of the material presented to users, so that their learning experience can be enhanced with the most up-to-date and appropriate information. The thirteenth is Learning can be done interactively. Content posted on Instagram can be designed to engage users directly. For example, through polls, quizzes or questions in Instagram stories that allow users to participate and provide responses. Interactive learning on Instagram can also mean collaboration between users. For example, through comments or discussions on certain posts, users can exchange opinions, share experiences, or deepen their understanding.

Then, in line with Yeh & Mitric (2019) who also stated several advantages of Instagram including: The fourteenth is Instagram is available, affordable and Allows one to be immersed in an English environment. (Available) refers to Instagram being accessible to anyone with internet access and a suitable device, thereby providing access to a variety of educational content and learning opportunities. (Affordable) refers to the fact that using Instagram for learning is affordable because the platform is free to use. This allows users from various economic

backgrounds to access educational and learning materials at no additional cost. (Allows someone to immerse in an English-speaking environment) shows that Instagram provides an environment where users can engage with content in English, which helps them improve their English skills. By engaging with English on this platform, users have the opportunity to gain better familiarity with the language, whether in reading, writing, listening or speaking. The fifteenth is the learning context on Instagram is informal. Learning on Instagram is not bound by formal structures like those found in traditional educational institutions. There are no strict rules about when and how learning should occur. Interaction between users and content on Instagram tends to be more relaxed and less formal. Educational content is often delivered in a more casual format, such as Instagram stories, image posts, or short videos. This creates a more relaxed and friendly environment for learning. Instagram users can engage in informal learning communities, where they share knowledge, experiences and tips freely. This can happen through comments, DMs (Direct Messages), or in certain groups created by users. And the Sixteenth is Instagram increases interest and motivation in learning English. There are several reasons Instagram can increase individual interest and motivation to learn English. Instagram provides a variety of interesting content that can spark user interest. By selecting content that suits individual interests, users are more likely to be engaged and motivated to learn

English. The involvement of interactions that occur on Instagram, such as comments, DM (Direct Messages), or even live streaming, allows users to communicate in English directly with other people. This helps improve confidence and speaking skills in English and is also an opportunity for one to practice. When learning occurs through a frequently used platform such as Instagram, there is a greater likelihood that individuals will remain consistent and engaged in their English learning process because they have become accustomed to using the platform in everyday life.

b. Disadvantages

Based on the data that has been found by researchers, it is in line with the data put forward by Anggraeni (2017) that Instagram is lacking. The first is Often there are signal problems when accessing Instagram. This can be caused by several factors such as, signal problems may occur due to unstable or weak internet network quality. Especially in areas with poor network coverage, users may have difficulty connecting to the internet at sufficient speed to access Instagram. In addition, at certain times, especially during rush hours or large events, the internet network in certain areas can become congested by users trying to access online services such as Instagram. This can result in decreased signal quality and slow connections for users. And problems with the user's device, such as weak signal on the cellphone or interference with the signal sending device (Wi-Fi), can also cause signal problems when accessing

Instagram. The second is Violation of Instagram user privacy. Users may feel uncomfortable or disturbed if their personal information is used without permission for educational or learning purposes, especially if the information relates to their sensitive personal activities or preferences. For example, quoting other people's photos and videos without permission and leading people's opinions. Therefore, it is important for any organization or individual involved in the use of Instagram user data for learning or learning media to adhere to strict privacy principles and obtain appropriate consent before using user personal data for any purpose.

In line with previous researchers, Rusman (2014) states the shortcomings of Instagram as follows. The third is Studying on Instagram uses up a lot of internet quota. Instagram is a platform dominated by multimedia content, such as images, videos and stories. Consuming such content requires greater data usage compared to plain text content. To improve the quality of images and videos Some Instagram users may choose to upload or view content in higher quality, which requires more data to be transferred. Additionally, the amount of time users spend on Instagram also contributes to the amount of data used. The longer users access the platform and the more often they access it, the greater the internet quota used. Therefore, studying on Instagram can be expensive in terms of data usage, especially if users access the platform intensively or consume a lot of multimedia content.

This can be a consideration for users who have internet quota limits or high data usage costs. The fourth is Information between people directly is irreplaceable. The message recognizes the importance of direct human interaction in conveying information. Although technology provides the possibility to communicate online, direct human contact still has irreplaceable value. Direct interaction allows for quicker, real-time responses to questions, issues, or concerns that arise, allowing solutions to be found more efficiently. The fifth is Lack of real social aspects of life. Learning on Instagram often occurs independently, with users consuming content or interacting with learning materials without much interaction with other people. This can reduce the real social interaction aspects often found in learning settings in physical environments such as classrooms. While Instagram can be an effective learning tool in some ways, the statement highlights that use of the platform can have limitations in facilitating the real-life, social aspects of learning.

In line with Anggraeni (2017) and Rusman (2014), Yeh & Mitrie (2019) provide their opinion regarding the shortcomings of Instagram. The sixth is Instagram-based learning experiences may be too informal or unstructured. Instagram, as a social media platform, tends to have a more relaxed and less organized structure compared to more structured formal learning environments such as classes or online courses. This can result in a lack of direction or focus in the learning process. Learning on Instagram may not always be presented in a clear learning context or

linked to a formal curriculum. Content posted on Instagram is often diverse and can vary from topic to topic without a clear learning sequence. and the seventh is Information posted on Instagram may contain spelling and grammatical errors. Posting on Instagram often happens in real time and without much planning. Users may focus more on the visual content or message they want to convey rather than paying attention to spelling or grammatical errors. Although Instagram provides digital writing tools such as automatic spelling correction, these tools are not always perfect. Spelling and grammar errors can still occur, especially if users don't double-check or correct them manually before posting.