

**SOCIAL MEDIA AND SPEAKING PROFICIENCY:
THE ROLE OF INSTAGRAM IN LEARNING SPEAKING
SKILL FOR UNIVERSITY STUDENTS**

**By
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**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2025 A.D/1447 A.H**

**SOCIAL MEDIA AND SPEAKING PROFICIENCY:
THE ROLE OF INSTAGRAM IN LEARNING SPEAKING
SKILL FOR UNIVERSITY STUDENTS**

Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher training
In partial fulfillment of the requirements for the degree of
Sarjana Pendidikan

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Banjarmasin, 17th June 2025

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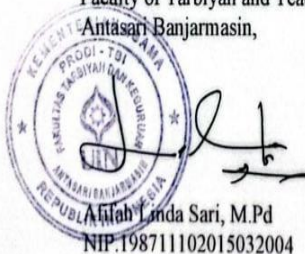
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ABSTRACT

Kasbatul Isniar. 2025. *Social Media and Speaking Proficiency: The Role of Instagram In Learning Speaking Skill for University Students*. Undergraduate Thesis. English Language Education Study Program, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University Banjarmasin. Advisor: Dr. Hj. Noor Maulidiyah, MA

Keywords: Social Media; Speaking Proficiency; Instagram; Language Learning

This study investigates the role of Instagram as a social media platform in enhancing speaking proficiency among university students. With the increasing integration of technology in education, Instagram is recognized for its potential to support language learning through interactive and visual content. The research focuses on how university students utilize Instagram for learning speaking skills, the benefits derived from its use, and the challenges faced during this process. Employing a qualitative narrative inquiry approach, in-depth interviews were conducted with English education majors at Antasari State Islamic University. Findings reveal that Instagram serves as an effective tool for motivation and engagement, providing authentic language input and opportunities for social interaction. Participants reported increased confidence in speaking and the ability to access diverse educational content. However, challenges such as irrelevant content and social pressure were also noted. The study concludes that Instagram can significantly contribute to the development of speaking skills, highlighting the need for careful content selection and management of social media pressures in educational contexts.

ABSTRAK

Kasbatul Isniar. 2025. *Social Media and Speaking Proficiency: The Role of Instagram In Learning Speaking Skill for University Students*. Skripsi. Program Studi Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan. UIN Antasari Banjarmasin. Dosen Pembimbing: Advisor: Dr. Hj. Noor Maulidiyah, MA.

Kata kunci: Media Sosial; Kemahiran Berbicara; Instagram; Pembelajaran Bahasa

Penelitian ini menyelidiki peran Instagram sebagai platform media sosial dalam meningkatkan kemahiran berbicara di kalangan mahasiswa. Dengan meningkatnya integrasi teknologi dalam dunia pendidikan, Instagram diakui potensinya untuk mendukung pembelajaran bahasa melalui konten interaktif dan visual. Penelitian ini berfokus pada bagaimana mahasiswa menggunakan Instagram untuk mempelajari keterampilan berbicara, manfaat yang diperoleh dari penggunaannya, dan tantangan yang dihadapi selama proses ini. Dengan menggunakan pendekatan kualitatif naratif, wawancara mendalam dilakukan dengan mahasiswa jurusan pendidikan bahasa Inggris di Universitas Islam Negeri Antasari. Temuan menunjukkan bahwa Instagram berfungsi sebagai alat yang efektif untuk motivasi dan keterlibatan, memberikan masukan bahasa yang otentik dan peluang untuk interaksi sosial. Para peserta melaporkan peningkatan kepercayaan diri dalam berbicara dan kemampuan untuk mengakses konten pendidikan yang beragam. Namun, tantangan seperti konten yang tidak relevan dan tekanan sosial juga dicatat. Studi ini menyimpulkan bahwa Instagram dapat berkontribusi secara signifikan terhadap pengembangan keterampilan berbicara, menyoroti perlunya pemilihan konten yang cermat dan pengelolaan tekanan media sosial dalam konteks pendidikan.

ACKNOWLEDGEMENT

بسم الله الرحمن الرحيم. الحمد لله رب العالمين . والصلاة والسلام على
أشرف الأنبياء والمرسلين سيدنا ومولانا محمد وعلى آله وصحبه
أجمعين. أما بعد

Praise to Allah the Almighty who has been giving me guidance until the writer finished this thesis entitled " Social Media and Speaking Proficiency: The Role of instagram in learning Speaking Skill for University Students". Peace and salutations be upon Prophet Muhammad P.B.U.H. and all his companions who fight for Allah. The author would like to express appreciation and gratitude to:

1. Dr. H. Hamdan, M.Pd., Dean of the Faculty of Tarbiyah and Teacher Training at Antasari State Islamic University, and his entire staff for their assistance with administrative matters.
2. Afifah Linda Sari, S.S., M.Pd, the Head of the English Language Education Study Program, for her assistance and motivation.
3. My academic advisor, Drs. Saadillah, M.Pd, for the advice and encouragement.
4. My thesis advisors, Dr. Hj. Noor Maulidiyah, MA. Who has provided direction and correction so that this thesis can be completed.
5. All lecturers who have taught and educated me with patience and sincerity.
6. Both of my beloved, and dearest parents Mr. Warsono and Mrs. Suginah. Thank you for doing everything for your youngest child.

(*Mama*), one of the people who has become a place for the author's complaints as well as a friend to confide in the author, and (*Bapak*) who always provides support and enthusiasm for his favorite child. thank you for the great prayers

that you always pray for the author. Hopefully (*Mama*) and (*Bapak*) are always healthy and always in the protection of Allah SWT, and are always there in every episode of the author's life. The author apologizes for not being able to give the best and the author hopes that someday (*Mama*) and (*Bapak*) can be proud of his youngest child.

7. I would like to thank all of the participants from the English Language Education study Program at UIN Antasari Banjarmasin for their valuable time and willingness to share their knowledge. Your feedback is critical to the success of my research.

Banjarmasin, 16th June 2025

Kasbatul Isniar

CONTENTS

COVER PAGE	
STATEMENT OF AUTHENTICITY.....	ii
PLAGIARISM CERTIFICATE	iii
APPROVAL	iv
VALIDATION.....	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
CONTENTS.....	x
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION.....	1
A. Background of Study	1
B. Definition of Key Terms	6
C. Research Questions	7
D. Objectives of Study	7
E. Significance of Study	7
CHAPTER II THEORETICAL REVIEW.....	9
A. The Importance of English Language	9
B. Social Media.....	11
C. Instagram.....	12
D. Concept of Speaking	16
E. The Role of Instagram in Learning Speaking	18

F. The Benefits of Learning Instagram in Learning Speaking	22
G. Instagram Challenges in Learning Speaking.....	24
H. Components of Speaking Skill.....	26
I. Previous Studies	29
CHAPTER III RESEARCH METHOD	33
A. Research Design.....	3
B. Research Setting.....	35
C. Participants	36
D. Data and Source Data.....	36
E. Data Collection Technique.....	37
F. Research Instruments	38
G. Data Analysis	38
CHAPTER IV FINDINGS AND DISCUSSION	40
A. Findings.....	40
B. Discussion	54
CHAPTER V CLOSURE	59
A. Conclusion	59
B. Suggestion.....	60
REFERENCES.....	62
APPENDICES	67
CURRICULUM VITAE.....	77

LIST OF APPENDICES

Research Instruments	67
Research Letter.....	69
Photographs.....	71
Consultation Schedule and Notes.....	72
Interview Schedule.....	73
Translation of Al-Qur'an.....	74