

CHAPTER IV

FINDINGS DISCUSSION

This chapter presents research findings and facilitates a thorough discussion of research questions. The first section discusses how Instagram can help students improve their speaking skills. The second section looks at the benefits faced by Students are using Instagram to improve their speaking skills. The third asks what are the challenges faced in using Instagram to improve their speaking skills. To ensure that the findings were consistent with the research objectives, interactive analysis was employed. The results and discussions are organized as follows:

A. Findings

Each of the three research participants was identified using the initial P1 to P3. To gather relevant information, in-depth interviews consisting of open-ended and probing questions were used for data collection. Participant statements are the source of every element in these findings. This framework ensures the accuracy of the data without requiring the researcher to interpret it, while providing a clear picture of the participants' viewpoints.

The findings were then discussed in relation to relevant theoretical frameworks and analyzed using Miles and Huberman's (1994) interactive data analysis model, which includes data reduction, data display, and conclusion drawing. The first question addressed the experiences of students in using Instagram to improve their speaking skills. The second one asks what are the benefits of using Instagram to improve their speaking

skills. The third one asks what are the challenges faced in using Instagram to improve their speaking skills.

1. Students' use of Instagram in learning speaking

a. Experience in using Instagram

Based on the interviews with the participants, it was found that university students use Instagram in various ways to learn speaking skills. The findings are presented based on the experiences of the three participants. As P1 described:

“I use Instagram as a place to share daily activities and a place to interact with friends, and also usually I watch educational videos and follow accounts that learn about vocabulary.” (P1)

Statements from the participant (P1) explain about daily activities and interacting with friends. This is the main function of Instagram as a social platform. In addition, (P1) describes using Instagram for educational purposes, especially in language learning, such as watching educational videos and following accounts that specifically teach new vocabulary. This shows that using this platform is not only for entertainment or socialization, but also as a resource to improve knowledge, especially in terms of speaking skills.

“I usually use Instagram to save a story and to share experiences that can be seen by my friends” (P2)

The Statement from participant (P2) describes how to utilize Instagram as a platform to save important moments in the form of stories and share experiences with friends. By using the story feature, users can upload photos or videos that will only be visible for 24 hours, thus creating an exclusive and temporary impression. This allows users to share daily activities, trips, or special moments without having to upload them permanently on their profile. Moreover, sharing experiences on Instagram can also strengthen social relationships, as friends can see and respond to the uploaded content, creating a closer and more personalized interaction. Thus, Instagram serves as a tool to document life and communicate with those closest to you.

“In my daily life, I use Instagram to share important moments, keep up with the latest news, and connect with friends. Instagram is also a platform to find inspiration and educational content.” (P3)

The statement participant (P3) explains that users utilize Instagram as a multifunctional tool in their daily lives. In addition, they also use the platform to stay up-to-date with the latest news and maintain relationships with friends. More than just social media for socializing, Instagram also serves as a source of inspiration and educational content for these users. This shows that Instagram is not only used as an entertainment medium, but also as a tool that can support self-development and informal learning.

b. Instagram in the context of learning speaking

In the context of learning speaking Instagram, as a social media platform dominated by visual content, has shown great potential in facilitating English speaking learning for university students. In contrast to traditional language learning frameworks that favor textual and auditory modalities, Instagram offers an innovative approach by utilizing visual elements, such as images and short videos, that can aid language teaching and learning. P1 mentioned that watching educational videos and following accounts that teach vocabulary can improve her speaking skills.

“I usually watch educational videos and follow accounts that do learn about vocabulary so that I can improve my speaking skills.” (P1)

The statement from P1 explains that users actively utilize Instagram as a tool to improve their speaking skills. Users regularly watch educational videos and follow certain accounts that focus on teaching vocabulary. The main purpose of these activities is to enrich their vocabulary and ultimately improve their speaking skills. This shows that Instagram is used not only for socializing, but also as an informal learning resource oriented towards developing oral language skills.

“I use Instagram to learn speaking by following accounts that provide public speaking tips. I also often watch video

tutorials and presentations that help me understand effective speaking techniques.” (P2)

P2 and P3 mentions are similar in that they explain that users utilize Instagram as a tool to improve their speaking skills, particularly in the context of public speaking. They do this by actively following accounts that offer tips and advice around public speaking. In addition, users also frequently watch video tutorials and presentations available on the platform, which help them understand various effective speaking techniques. Overall, this demonstrates the use of Instagram as an informal educational resource specific to public speaking skill development.

c. Emotions experienced when using Instagram to train speaking skills

In using Instagram as a platform to practice speaking skills, it is important to understand the range of emotions that individuals experience during this process. participants mentioned that there are ways to cope with these emotions.

“I became motivated, so I became more enthusiastic about learning speaking in instagram because the media is fun and exciting.” (P1)

The statement from P1 that people feel motivated and more enthusiastic in learning to speak through Instagram because the platform offers a fun and engaging experience. Social media like

Instagram provides a variety of creative content, such as videos, tutorials and speaking challenges that can make the learning process more interactive and entertaining. With a fun atmosphere, users feel more engaged and excited to practice their speaking skills. In addition, the visual elements and interaction with other users on Instagram can increase interest and desire to continue learning, making the speaking learning experience not only effective but also fun.

“The main emotions are (motivation) and (curiosity). Seeing various interesting and interactive content on Instagram motivates me to keep learning and trying new things in practicing my speaking skills. Fun and diverse media make the learning process feel less boring.” (P2)

The statement from P2 explains that the two main emotions felt when using Instagram to learn speaking are motivation and curiosity. Seeing various interesting and interactive content on Instagram provides encouragement to keep learning and trying new things in practicing speaking skills. The diversity and fun offered by the media on this platform make the learning process feel more enjoyable and less boring. Thus, Instagram serves as a source of inspiration that encourages writers to actively practice and develop their speaking skills.

“While using Instagram, I often feel a mix of emotions, such as excitement when I successfully create content and anxiety when I have to speak in front of a camera. These emotions help me to better understand how I feel when speaking in front of others.” (P3)

The statement from P3 explains that while using Instagram, experienced a variety of emotions, including excitement and anxiety. Excitement arises when successfully creating interesting content, while anxiety arises when having to speak in front of a camera. These emotions give the author insight into the feelings she experiences when speaking in front of others. By experiencing the mix of emotions, it was possible to better understand the challenges and emotional responses that arise in public speaking situations. This helps to manage those feelings and improve their overall speaking skills.

d. Confidence after using Instagram

After actively using Instagram, there has been a significant increase in my confidence level, especially in terms of my ability to speak and express myself. The platform provides a safe space to practice, experiment and get constructive feedback, which gradually strengthens confidence when communicating both on camera and in real life.

*“After using Instagram to improve my speaking skills, I am more confident to speak in front of the media or public.”
(P1)*

The statement from P1 is that by utilizing Instagram as a tool to practice and improve speaking skills, one feels more confident when having to speak in front of the media or in public. The use of social media platforms such as Instagram allows individuals to practice speaking, get feedback and build confidence, so they are more prepared and comfortable when communicating in front of a crowd.

“After using Instagram, I feel more confident in my speaking skills. Seeing my progress in creating content and interacting with my audience gives me a positive boost.” (P2)

The statement from P2 is that after utilizing Instagram, the individual felt an increase in confidence in their speaking skills. Through the process of content creation and interaction with the audience, they were able to see the progress they had made, which gave them a positive boost. This experience shows that active engagement on social media platforms not only helps in honing speaking skills, but also contributes to increased self-confidence and motivation to keep improving.

“I felt more confident. Although this increase in confidence was not instantaneous, the constant exposure to English through Instagram, both in terms of vocabulary,

pronunciation, and style of speech, slowly built my confidence to try speaking it.” (P3)

The statement from P3 is that the individual felt an increase in confidence in speaking English, although the process did not happen instantly. Through consistent exposure to English on Instagram, both in terms of vocabulary, pronunciation, and speaking style, they slowly build the confidence to try speaking the language. This shows that continuous interaction with English content on social media can play an important role in improving one's language skills and confidence in communication.

2. The benefits of Instagram in improving speaking skills

In today's digital age, Instagram has emerged as more than just platform for sharing life moments; it also offers various benefits in improving speaking skills. With features such as short videos, live broadcasts, and direct interaction with audiences, users can practice speaking in front of the camera, get instant feedback, and build confidence. Through the creative use of Instagram, individuals can hone their communication skills, which are crucial in various aspects of life, both professionally and personally.

a. Main benefits of using Instagram to improve speaking skills

Using Instagram as a tool to improve speaking skills offers a number of key benefits that can assist individuals in honing their communication abilities.

“The benefits of instagram really contribute to improving my speaking skills, I see from the educational content as well as how they are when in public.” (P1)

The statement from P1 is that the benefits derived from the use of Instagram significantly contribute in improving one's speaking skills. Through the educational content available on the platform, individuals can learn various effective speaking techniques and strategies. Moreover, by observing how others speak in public, they can take inspiration and understand how to communicate well, thus helping them become more confident and skilled in speaking before an audience.

“I have experienced many benefits from using Instagram, such as improved speech, better communication skills, and a deeper understanding of how to convey messages clearly.” (P2)

The statement from P2 is that the individual has experienced various positive benefits from using Instagram, which include improved speech, better communication skills, and a deeper understanding of how to convey messages clearly. By using the platform, they are not only able to practice speaking, but also learn how to structure and convey information effectively, thus improving

their ability to interact with others. This shows that Instagram can be a useful tool in the development of communication skills.

“There are many benefits that I have experienced. Instagram provides easy access to a wide range of authentic English-language content that is relevant to everyday life. I can learn new vocabulary, idiomatic expressions and even natural speaking styles. The visual features also help me understand the context in which certain words or phrases are used.” (P3)

The statement from P3 is that the individual has experienced various benefits from using Instagram, especially in learning English. Instagram provides easy access to a wide range of authentic and life-relevant English-language content. Through this platform, they can learn new vocabulary, idiomatic expressions, and even natural speaking styles. Moreover, the visual features on Instagram help them understand the context in which certain words or phrases are used, thus enriching their overall understanding and English language skills.

b. Instagram helps interact with classmates or other speakers

Instagram serves as an effective platform to interact with classmates or other speakers, allowing users to connect and share experiences in learning to speak.

“Instagram can help me interact with my classmates through various features such as photo sharing, commenting and direct messaging. By using this platform, I can support each

other, collaborate on projects and build stronger social relationships.” (P1)

The statement from P1 is that Instagram can be a useful tool for students to interact with their classmates. Through its features, such as photo sharing, commenting, and direct messaging, students can support each other, work together on projects, and strengthen social relationships. Thus, Instagram serves not only as a social media platform, but also as a means for networking and collaboration among classmates.

“Instagram helps me interact with my classmates through Direct Messages and comments on posts. We often discuss course material and share learning experiences, which strengthens our relationship.” (P2)

The statement from P2 is that Instagram facilitates interaction between individuals and classmates through the Direct Messages feature and comments on posts. Through this platform, they often discuss subject matter and share learning experiences, which in turn strengthens the relationships between them. This suggests that Instagram not only serves as a social media, but also as a tool to support the learning process and build closer social ties among students.

“Instagram facilitates interaction with classmates, especially in the context of learning. We often use the comments and direct message features to discuss assignments, give each other feedback on presentation videos, or even share educational accounts that we find useful. This creates a more collaborative and informal learning environment.” (P3).

The statement from P3 is that Instagram makes interaction between classmates easier, especially in the context of learning. They often utilize the commenting and direct messaging features to discuss assignments, give feedback on each other's presentation videos, or even share educational accounts that they find useful. In this way, Instagram creates a more collaborative and informal learning environment, where students can support and collaborate with each other in their learning process.

3. Challenges in using Instagram to improve speaking skills

a. The biggest challenges when using Instagram to learning speaking

While Instagram offers valuable opportunities to develop speaking skills, users often face significant challenges when utilizing the platform for language learning, particularly in overcoming the passive consumption tendency and creating meaningful interactive engagements. There are, sometimes there are videos that do not add insight.

“There are, sometimes there are videos that do not add insight” (P1)

The statement from P1 is that sometimes there are videos on Instagram that do not provide useful insights or information for users. These videos may not be relevant to the learning objectives or do not present educational content, which can distract and reduce the effectiveness of using Instagram as a tool for learning to speak. This shows the importance of selectivity in choosing which content to watch in order to keep the learning process productive.

“One of the challenges I face is the fear of getting in front of the camera and worrying about people's judgment. This sometimes makes me hesitant to share content.” (P2)

The statement from P2 is that one of the challenges faced is the fear of appearing in front of the camera and the worry about the judgment of others. These feelings often make individuals hesitant to share their content on platforms like Instagram. The fear of criticism or negative judgment can inhibit confidence and reduce motivation to participate in activities that can improve speaking skills, thus hindering the desired learning process.

“There are definitely challenges. Sometimes, there are videos or content that are less informative or don't add new insights. In addition, distractions from entertainment content or the temptation to just surf without focusing on learning is also a challenge. Sometimes I also lack the confidence to create my own speaking content.” (P3)

The statement from P3 is that there are various challenges in using Instagram for learning. First, there is content or videos that are

less informative or do not provide new insights, which can reduce the effectiveness of learning. In addition, the presence of distracting entertainment content or the temptation to surf without focusing on learning is also a challenge. In addition, the lack of confidence to create self-talk content is also a barrier, which can prevent individuals from actively participating in the learning and knowledge sharing process.

B. Discussion

The findings of this study reveal that Instagram serves as a multifaceted platform that extends beyond mere social interaction and entertainment, functioning effectively as a tool for informal English language learning, particularly in enhancing speaking skills. The participant's use of Instagram to share daily activities and interact with peers underscores the platform's role in facilitating dynamic and meaningful social communication, which aligns with Smith and Anderson's (2022) assertion regarding Instagram's capacity to foster intensive interpersonal engagement through comments and direct messaging.

In the realm of language learning, the participant's engagement with educational content—specifically videos and vocabulary-focused accounts—demonstrates Instagram's potential as a rich source of authentic and contextualized input. This supports Lee and Kim's (2023) findings that social media platforms provide valuable informal learning environments where learners can acquire language naturally through exposure to relevant

content. The participant's motivation, fueled by the engaging and enjoyable nature of the content, echoes Brown and Larson's (2021) emphasis on learner engagement as a critical factor in successful language acquisition.

Intrinsic motivation emerged as a key element in the participant's learning process. The excitement and interactivity offered by Instagram appear to enhance enthusiasm and persistence in language learning, consistent with Dörnyei's (2021) framework highlighting the importance of positive emotions and intrinsic motivation in second language development. However, the participant's limited and situational use of Instagram's interactive features such as Stories and Reels for speaking practice suggests that while these tools hold promise (Zhang et al., 2024), their integration into regular learning routines remains underdeveloped, possibly due to lack of habit formation or external requirements like assignments.

The participant's reported gains in confidence and public speaking insight through exposure to authentic language models on Instagram resonate with Johnson and Smith's (2022) findings on the benefits of observing proficient speakers in social media contexts. This exposure not only enhances linguistic competence but also fosters self-efficacy, which is essential for effective communication. Moreover, Instagram's role as a social interaction medium supports Vygotsky's (1978) sociocultural theory, which posits that language development is deeply rooted in social interaction. The participant's active engagement in comments and DMs

provides opportunities for feedback and scaffolding, facilitating meaningful language practice (Nguyen & Lee, 2023).

The educational content's contribution to the participant's understanding of public speaking further highlights Instagram's value as a platform offering authentic and contextualized learning experiences (Park & Kim, 2021). The positive influence of following specialized accounts on speaking skills underscores the importance of content curation in maximizing the platform's educational benefits (Choi & Lee, 2022).

Despite these advantages, challenges remain. The participant's encounter with less useful or irrelevant videos points to the variability in content quality on Instagram, emphasizing Reinhardt and Zander's (2023) caution about the necessity of selective content consumption to maintain learning efficacy. The participant's strategy of skipping unsuitable content and seeking more relevant materials aligns with Kukulska-Hulme's (2022) recommendations for learner autonomy and strategic engagement in digital learning environments.

Finally, the participant's experience of social pressure to present a flawless image on Instagram reflects a common psychological challenge in social media use. While such pressure can negatively impact speaking practice, the participant's focus on personal progress and disregard for negative comments illustrate effective coping mechanisms. This aligns with Toma and Hancock's (2023) findings that self-awareness and goal

orientation can mitigate the adverse effects of social pressure, thereby supporting sustained engagement and positive learning outcomes.

In summary, the discussion reveals that Instagram is a potent informal learning environment that offers motivational, cognitive, and social affordances conducive to developing speaking skills. However, to fully harness its potential, learners must exercise critical content selection and manage social pressures effectively. Future research could explore strategies to integrate Instagram's interactive features more systematically into language learning routines to enhance habitual speaking practice.

In this study, the findings highlight the crucial role of Instagram in enhancing university students' speaking proficiency, aligning closely with the theoretical frameworks discussed in Chapter II. Specifically, Vygotsky's sociocultural theory emphasizes the importance of social interaction in language development, which is evident in participants' engagement through comments and direct messages on Instagram. This interaction facilitates meaningful communication and provides feedback essential for language acquisition. Furthermore, the intrinsic motivation observed among participants resonates with Dörnyei's theory, which underscores the significance of positive emotions in second language learning. The educational content available on Instagram serves as authentic language input, supporting Lee and Kim's assertion that social media offers context-rich environments for informal learning. Additionally, the challenges faced by participants in navigating irrelevant content reflect Reinhardt and

Zander's caution regarding the necessity of selective content consumption to maintain learning efficacy. Overall, the integration of these theoretical perspectives demonstrates how Instagram not only fosters speaking skills but also necessitates critical engagement and content discernment among learners.