

How is Instagram Implemented in Teaching Speaking?

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Abstract—Nowadays, social media become a necessity for people to interact, collaborate, and share resources with other people in any part of the world. And it can be denied that the users are almost from students. One of popular social media is Instagram which enables its users to take, share, and comment the content (e.g. photo and video) they have made. This phenomenon is of course can be a great opportunity in the field of education. Due to this reason, the researchers conducted a study which has aims at describing the perception of students toward the use of Instagram in learning English especially speaking and finding the influence of Instagram in improving students' speaking skill. In collecting data, the researchers used questionnaires, observations, and structured interviews. The collecting data then are analyzed by using Interactive Model consisting of data collection, data reduction, display data, and drawing conclusion. Findings of the study indicate that the majority of students tend to have positive perceptions toward the use of Instagram in speaking class. Furthermore, there was improvement of students' speaking skill after been taught by using Instagram.

Keywords—Instagram; social media; speaking; teaching speaking

I. INTRODUCTION

The growth of technology in this digital age have had a significant impact on the use of social media as a medium for the purpose of communication. Social media enable the people to share information, socialize, and collaborate with other people [1]. Social media provides some activities that involve online surfing through words, pictures, and also videos. In addition, people can create, modify, and connect their personal content to be shared to other people. Due to these reasons, the use of social media has been popular among people for recent years.

Seeing the number of social media users coming from students, this is an opportunity for teachers to create activities in developing language skills. Teachers can actively use social media to always connect with their students or make online learning activities [2]. The fundamental reason for using social media in the learning process is because most students are very close to social media. Social media makes it easy for students to access various kinds of learning material. Another reason that social media is familiar with students that does not cost

and training to use it. Therefore social media has sufficient capacity as an educational support that is in accordance with the social context of learning while promoting activities that can increase students' creativity and critical thinking [3].

Instagram is as one of popular platform social media that widely used by young learners. It enables users to capture and share their daily life moments or events through a series of pictures and videos [4]. The students can create their own account and update every kind of activities they want to share. Their followers may like their picture or video and give comment. So, instagram can be a good learning medium in teaching language. This paper would like to explore students' perception in using Instagram in language learning.

Has been launching on October 6, 2010, Instagram now is widely used by people around the world. Instagram is not merely to post contents, give like or comment, but now it provides the users to live streaming with their followers. Instagram also take function to check feed, tag someone and location and explore by searching for hashtag (#).

For young learners, Instagram are used mostly to take a selfie and filtered it. By using filters, the pictures will be more beautiful and catchy. Then, it can be posted in students' Instagram account. Instagram becomes an amazing platform for students to share their feelings through pictures or videos. Moreover, they also like to interact with their friends by posting their content and comment their friends' photos or videos.

However, Instagram is not just to share the users' feeling through pictures or videos, like/comment, or repost someone's content. Teachers may utilize this platform in the classroom. According to Kirst, Instagram can be one of educational medium to make learning process more unique, attractive, and meaningful [5]. Teachers and students can create pleasure activities to exchange knowledge through the use of Instagram.

Experts propose some activities that involve Instagram in language teaching. Spencer mentions that teachers can use Instagram in the classroom e.g. utilizing digital storytelling, practicing grammar on caption, creating students' photo collections, sharing art, exercising creative through students' contents [6]. Bell states that teachers can implement Instagram in the classroom by doing such activities, having students create photo collection or stories and essays based topic given

in syllabus, having class participate on Instagram by using keyword on hashtag to share their work with others [7].

In line with those statements, Hudson also proposes some activities to use Instagram in the classroom; have students do role play as selebgram (famous people in Instagram), have students to record steps in a science experiment, and share reading recommendations [8]. Moreover, Handayani mentions some recommendations how to use Instagram in language teaching class [9]. The activities involve students capture their field trip memories an prepare two minutes presentation about their pictures, students review a famous person or describe someone specifically, students make mini role play and post it as video in their account, teachers can post video for pronunciation practice. In reading activities, she recommends teachers to encourage students to make “book trailers” that relate to learning materials in the classroom.

It can be seen that Instagram can be as interesting tool to be used in teaching language. Handayani states that Instagram can help students improve their communicative competence, provides enjoyable and comfortable “speaking” situation, encourages students’ collaboration, and promotes interpersonal skills among students [9].

II. RESEARCH METHOD

Researchers used a qualitative approach that focuses on the actual context of meaning, where the data collected were interpreted according to the actual reality. This study applies case study to explore students’ perceptions toward the use of Instagram in speaking class and the influence of using Instagram in students’ speaking skill. In this study, the research subjects were the second semester students of the English Education study program of STKIP Muhammadiyah Pringsewu. To achieve the purpose of this study, data were collected by using several techniques, open questionnaire, observation, and semi-structured interview. Data then analysed using the Interactive Model consists of four parts, including data collection, data reduction, making conclusions, and data verification [10].

III. RESULTS AND DISCUSSION

Data from questionnaire explained that social media is popular among second semester students of English Education of STKIP Muhammadiyah Pringsewu Lampung. Most of students have more than one social media account and Instagram being one of the most widely owned. 54% of students answered that they use Instagram for around 8 hours per week and 46% of students use it more than 8 hours per week. However, Instagram itself is merely used to entertain and a platform for displaying photos or videos. Students have lack experience of using Instagram in language learning. A total of 36 of the 39 students revealed that they had never gained experience about the use of Instagram in the learning process in the classroom. And the remaining 3 students claimed to have had the experience of using Instagram in the classroom when they were still in high school.

While, based on the results of interview, it was found that 69.2% of students agreed that Instagram can be used for

learning speaking purposes, 76.9% of students agreed that Instagram is useful for students to do individual or group tasks, 66.7% of students stated that Instagram uses help them to be more active in speaking class, 58.9% of students can be concentrated while using Instagram in speaking class. The result also showed that 67% of students agreed that Instagram improves their participation in speaking class, 74.3% of students explained that they can access and use Instagram easily in speaking class, and 67% of students reported that learning environment become more interesting during the use of Instagram in the classroom. The findings indicate that some students of STKIP Muhammadiyah Pringsewu 2017/2018 Academic Year tend to have a positive perception of the use of Instagram in speaking class. However, there were some obstacles that students faced during the use of Instagram. There were 41% of students claimed they were constrained in using networking data, and some of them do not have a supported gadget for Instagram application.

Furthermore, based on observations for 12 meetings in speaking class, 26 students (66.67%) have improvement in their speaking ability. It was found that mean score among five topics given in speaking class was improved 9.05. It can be concluded that the use of Instagram have an effect on improving students' speaking ability.

IV. CONCLUSION

Having discussed about the findings above, it can be concluded that students have positive perceptions of the use of Instagram in speaking class. Instagram also give beneficial effect in improving students’ speaking ability. However, factors such as networking connection and lack of facilities could be possible barriers to the use of Instagram in the classroom. Instagram creates a fun classroom situation and helps students to be more creative, collaborate with peers, and improves students’ communicative competence.

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