

CHAPTER 1

INTRODUCTION

1.1 Background

Social media regarded as a powerful tool for teaching and learning practices, in terms of the openness, interactivity and sociability (Manca & Ranieri, 2016). By virtue of their interactive features, these platforms have replaced traditional teaching practices as virtual environments for educational purposes, particularly suited to facilitate (Vivakaran & Neelamalar, 2018). Relating to the language education, the dependence on technological tools and their incorporation into classroom settings is important not only for student engagement but as well as for interaction in and outside of the classroom (Lomicka & Lord, 2016). It has paved the way for the use of social media to increase student exposure to the language as well providing authentic language learning through socialization, contextualization, and utilization (Wong, Chai & Poh, 2017).

The social media has emerged in various functions by the development in the field of communication. One of popular social media that provides many activities to interact among people is Instagram (Mansor & Rahim, 2017). Vie (2008) argued that another reason for effectively using Instagram as a language learning tool is that Instagram is a commonly used online networking outlet that young students prefer to use. Numerous students use Instagram as their social media platform because it is simple to use, has numerous variations, and students will not feel bored since Instagram is constantly updating and improving the app (Putri, Hadi & Mutiarani, 2021). Historically, Instagram was launched in 2010 and by this time it has over 1 billion million users all around the world as of May 2019 that become the most widely used social media platforms in the world

(Boy & Uteimark, 2016). Instagram allow the user to post photos and videos which provide the students to learn vocabulary easier from any posting as well.

The utilization of Instagram has some essential tools that having benefit in educational purposes related to linguistic intelligence including vocabulary (Kelly, 2015). Students agree that they easier to remember the new words and phrases when interacting with Instagram (Klimova, 2020). Thus, the learners in 21th century used it to enhance their productivity in learning (Zarei & Rudravarapu, 2019). One of account shared many information about English is @gurukumrd. According to his own blog (gurukuseru.com), the reason he makes an Instagram account is that because of his interest in language, especially English as well as loves to teach. Then, he thought about how to teach English in an unusual way. He explains about vocabularies involving the different context in using vocabulary, how to pronounce, and the general or common mistakes. The way he delivers the content is unique or sometimes even comedies.

This phenomenon became an issue since @gurukumrd account shared many information about English vocabulary. @gurukumrd as known as Mr. Dennis deliver the material in his unique way and in a comedies way. @gurukumrd account chosen as the object because the account provides students the vocabulary material through the video and it is easy to understand. Mr. Dennis is a degree from English Literature. It is also due to some students in English Department of Siliwangi University in 6th and 8th also following him.

The previous research has investigated that the social media have been proved in developing the EFL listening and writing (Aljunaidi, 2017). It is also mentioned in Aloraini (2018) that learning English through Instagram have a positive effect in the output of the learners and their level of accuracy in production the language in terms of vocabulary and grammar. Moreover, Instagram giving opportunities for students in language learning to practice with peers or people around the world as well as explore the language in terms

out of the classroom and it is included to improve students' language skills (Erarslan, 2019). In learning the language, Instagram has influenced students' encouragement, engagement and behaviour (Sari & Wahyudin, 2019). In addition, Instagram able to make a digital classroom between the content creator and followers due to many features in it to interact between the followers (Resyadi, 2020). Putri, Hadi & Mutiarani (2021) believe that @gurukumrd account could improve students reading skills regarded to his content is varied and easy to understand.

Even though a plenty of studies have emphasized the advantages of using Instagram in teaching learning process, but none of them scrutinized the learning vocabulary through @gurukumrd account. This study was using semi-structured interview to the participant in order to reveal in-depth about learning activities that the students do in learning English vocabulary through @gurukumrd content.

1.2 Formulation of the Problem

This main question can be formulated into a more specific question as follows: "What Indonesian undergraduate students do in learning English to know vocabulary through @gurukumrd?"

1.3 Operational Definitions

To avoid misunderstanding about the terms set out in this study, the researcher provides some definitions related to this study, as follows:

1.3.1 Indonesian Undergraduate Students	The participant is the students in 6 th semester and 8 th semester in English Education Department, Siliwangi University. It chosen to know the learning activities based on their experiences.
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- 1.3.1 Learning English Vocabulary It refers to the learning activities in learning English vocabulary that done by the participant. In this study, @gurukumrd account as the media in learning English vocabulary.
- 1.3.2 @gurukumrd account @gurukumrd account as the media to learn vocabulary regarding to the account provides students the vocabulary material through the video and it is easy to understand. This enables the students to learn autonomously and not monotonous.

1.4 Aim of the Study

The present study aims to reveal in-depth about learning activities that the students do in learning English to know vocabulary through Instagram accounts as the media due the content is unique and interesting.

1.5 Significance of the Study

- 1.5.1 Theoretical use This study will expand more about the way students learn English vocabulary through Instagram especially @gurukumrd that completed the previous theories.
- 1.5.2 Empirical use This research will give empirical insight into how the @gurukumrd Instagram could give impact into language learning so that students or teachers have more insight in learning language media especially English.

1.5.3 Practical use

This research will serve the readers about learning English vocabulary easier through Instagram due to the undergraduate students it is crucial to master vocabularies in terms of the different context in using vocabulary, how to pronounce, and the general or common mistakes.