

CHAPTER I INTRODUCTION

A. Research Background

Learning system is an important component in education sector especially to obtain successful teaching and learning. There needs an effective strategy in teaching and learning which creates a good environment in educative activity especially in the class. In Indonesia, since COVID-19 pandemic the government applied a new way on teaching and learning called “learning from home” which the learning activity did from home by using mobile devices supported with internet connection and mobile apps. Besides, the use of mobile devices became increased and also followed by the rising of social media use. Rahim and Ali stated that, during COVID-19 pandemic or since the new norm policy exactly applied, it divert the educational paradigm in teaching and learning activity caused by the increase of social media use between school and university students.¹

Social media is one result of the technology development that has many users aimed to interact with other people around the world. Besides, social media has various platforms such as Facebook, Twitter, Instagram, WeChat, Line, Whatsapp, etc. Nowadays, social media also used as education media, since social media applications such as Whatsapp, Facebook, Instagram change people’s viewpoint whether their social life or environment around.² The numerous users, simplicity, and other advantages of social media can be a reason to include educational content into it in order to facilitate people to learn something or increase their knowledge. Moreover, the existence of smartphones, tablets,

¹ Mohammad Naim Rahim and Mohamad Bilal Ali, “The Effect of Using Social Media on Academic Performance of Faculty Members during Covid-19 Pandemic,” *Journal of Ultimate Research and Trends in Education* 3, no. 2 (2021): 106.

² Siti Rohmah et al., “Media Sosial Sebagai Sarana Pemasaran Konten Edukasi Islami Untuk Masyarakat Semarang,” *DIMAS: Jurnal Pemikiran Agama Dan Pemberdayaan* 20, no. 2 (2020): 118.

laptops, and other portable gadgets also have an important role in facilitating people to access social media. However, the prevalence of Information and Communication Technology (ICT) has triggered the prosperities of Digital Learning Communities (DGL's) in simplifying transferring course contents furthermore.³

Instagram is one of the big social media platforms which have many users that can communicate or share a moment, photo, video, etc. Instagram is used by a massive number of people every day and generally by teenagers.⁴ The teenage users usually share their moment with their friend on Instagram by posting a photo or video on their timeline and Instagram story. Besides, there is "Influencer" in social media which has had a big impact on the Instagram algorithm with their fame and massive followers. The influencer usually comes from artists or well-known people and makes Instagram accounts for their branding or interacts with their fans and others. According to Loeper stated by Atika, Social media influencers are individuals who actively used their social media accounts and were often involved in a certain topic, as well as providing new information.⁵ As stated, influencers are important in Instagram algorithms because they have huge followers or fans that most of them make the influencer as role models.

In Instagram, there are many education accounts, especially English education accounts that actively share new knowledge. People can learn new knowledge from their post or join their online course which is free or paid. The content usually includes pictures and short videos about English such

³ Jamal Abdul, Nasir Ansari, and Nawab Ali Khan, "Exploring the Role of Social Media in Collaborative Learning the New Domain of Learning," *Smart Learning Environments* 7, no. 9 (2020): 1.

⁴ Ali Erarslan Ph D, "Instagram as an Education Platform for EFL Learners," *TOJET: The Turkish Online Journal of Educational Technology* 18, no. 3 (2019): 54.

⁵ Atika Hermanda, Ujang Sumarwan, and Netti Tinaprilla, "The Effect of Social Media Influencer On Brand Image, Self-Concept, And Purchase Intention," *Journal of Consumer Sciences* 04, no. 02 (2019): 77.

as conversation, grammar, habits, listening, etc. Afterwards, the content is included as digital education content which is in Indonesia, digital content already becomes a common way to facilitate the education part. Since 2017, the digital content consumption has increased because of the increase of social networks and stimulates the opportunity of development of the content industry in Indonesia.⁶ In other side, English education has already become an important knowledge in Indonesia so the spreading of English learning and teaching through social media also becomes common now on. In English learning, listening skill is one of the main or basic skills in addition to writing, reading and speaking. Listening is important because through listening to people we can comprehend the meaning especially in daily activities.⁷ In Instagram, listening education content usually implemented in videos content, includes a conversation, speech, etc. Some English education accounts that actively share English education contents such @aarons.english and @gurukumard share their contents almost every day and also they have online courses or even an English education book. The education contents are usually shared on the timeline and Instagram story which includes pictures, short videos, QnA, etc.

There are several studies that have already done and shown a good result of Instagram in students' listening skills. According to Agustin and Ayu, Instagram content can affect the student's vocabulary and listening skills, even though there's differences based on each student opinion but the

⁶ Andi Hamzah, Restu Januarty, and Ali Wira, "Digital Content for Millennial Generations : Teaching The English Fofreign Language Learner on Covid-19 千禧一代的数字内容 : 在新冠肺炎大流行中 讲 英语 的 外国 语言 学 习 者," *JOURNAL OF SOUTHWEST JIAOTONG UNIVERSITY* 55, no. 3 (2020): 3.

⁷ Retno Widia Agustin and Mutiara Ayu, "The Impact of Using Instagram For Increasing Vocabulary And Listening Skill," *Journal of English Language Teaching and Learning (JELTL)* 2, no. 1 (2021): 2.

percentage is enough to make their satisfied.⁸ Stated in Ali, Instagram have positive impact on students language skills especially in listening skills due to the almost of the participants stated that Instagram improved their listening, speaking and reading skills by using the short pronunciation exercise video and when meet key words or topic related with English language.⁹ Besides, Sitorus and Azir also have same result in their research that Instagram has a good impact on students' listening skills, shown by the improvement score with using SMLL (Social Media Language Learning) method applied. The data research above obtained from Higher education or college students which showed that social media especially Instagram can affect students listening skills, also give an opportunity as a challenge to create a new way of not only English language but also others learning.

Based on the explanation above, Instagram has already become a social media platform that supports the educational sector proved by many educational content creators or "Influencers" who share educational content to obtain people's interest in knowledge. Furthermore, educational content has a role in expanding and facilitating the knowledge sector. In other side, there's a gap shown that is what kind of contents that affect people's listening fluency, is it videos, pictures, captions, Q n A, etc. And now on, Instagram has already been updated with new features so there's a possibility the factors in the previous research changed such as IG's TV changed into Instagram Reels which shortened the videos duration.

In Islam, Allah SWT command the ummat of Prophet Muhammad SAW who wants to be certifiable, must be walk on the right side, wise, and in good learning as said in Al-Qur'an, surah An-Nahl verse 125:

⁸ Retno Widia Agustina and Mutiara Ayu, "The Impact of Using Instagram For Increasing Vocabulary And Listening Skill," *Journal of English Language Teaching and Learning (JELTL)* 2, no. 1 (2021): 5.

⁹ Ali Erarslan Ph D, "Instagram as an Education Platform for EFL Learners," *TOJET: The Turkish Online Journal of Educational Technology* 18, no. 3 (2019): 65.

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَدِلْهُمْ بِالَّتِي
 هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ
 بِالْمُهْتَدِينَ

Meaning: “Invite ‘all’ to the Way of your Lord with wisdom and kind advice, and only debate with them in the best manner. Surely your Lord ‘alone’ knows best who has strayed from His Way and who is ‘rightly’ guided.”¹⁰

The meaning of the verse above is relates with the theory such as be wise when learning especially when using social media, stay away from negative content and learns something beneficial. The fact that social media is global platform which provides global content that makes the user need to filters the content in order to avoid unnecessary content. Furthermore, the verse will be a reminder for teachers and learners as a guide in educative activity wherever and whenever.

The researcher analyze the use of Instagram contents as education support on senior high school students' listening skill whether it enhances their listening skill or not and also as the development of previous study. The students of SMA 1 Gebog already grown their social media especially in Instagram, proved with an official Instagram account of SMA 1 Gebog (@sman1gebogkudus.official), several organization and class accounts such Saka Bhayangkara (@sabharasage_), Rohis SMA 1 Gebog (@rohissage.official_), XI IPS 1 class (@xi.socscieone), XI MIPA 4 (@sage_sewelasmipa4), etc. and most of the followers of several accounts above are SMA 1 Gebog students, this also can be proven that most of SMA 1 Gebog students use social media especially Instagram. . As a

¹⁰ Al-Qur'an, An-Nahl verse 125, *As-Salam: Al-Qur'an Terjemah 30 Juz* (Jakarta: Al-huda Pelita Indonesia, 2015) 421.

result, this study's is entitled "Students' Perception on The Use of Instagram Social Media to Enhance Listening Skill at SMA 1 Gebog Kudus".

B. Research Focus and Scope

This research focuses on the use of Social Media particularly Instagram by high school students. This study investigates the use of instagram by students at SMA 1 Gebog in enhancing listening skill.

C. Research Problem

Based on the research background explanation above, the researcher formulates some questions below:

1. What Instagram accounts and contents are mostly accessed by students of SMA 1 Gebog to enhance their listening skill?
2. How are the students' perceptions in using social media Instagram contents to enhance their listening skill?
3. What are the benefits and drawbacks of using Instagram as media to enhance students' listening skill?

D. Research Objectives

The main object of the research is to discover how effective the Instagram educational content is in increasing the listening proficiency of SMA 1 Gebog Kudus students. And, the main object consists of:

1. To discover the most accessed Instagram account and contents by students to enhance listening skill at SMA 1 Gebog Kudus.
2. To discover students' perception about using social media Instagram contents to enhance their listening skill.
3. To discover the benefits and drawbacks of using Instagram as media to enhance students' listening skill.

E. Research Significances

The finding of this research expected to give benefits both theoretically and practically, as follows:

1. Theoretically

The result of this research are expected to help or provide an information and suggestion about the advantage to create not only effective but also futuristic learning by using social media especially Instagram

2. Practically

Practically, this research is significance for:

- a. Teachers of English subjects can create an effective teaching and learning strategy by implementing Instagram as education media.
- b. The research is expected to help as students consider choosing a good way in listening learning through social media especially Instagram.
- c. This research can assist future research regarding listening English language learning and as teaching and learning references in modern education environment.

3. Pedagogically

The result of this study also expected to help the development of teaching and learning especially in using social media as teaching and learning media for learners or teachers.

F. Systematic of Writing

The systematic writing is used to provide the structure of the research clearly. The thesis systematics is follow:

Chapter I is the introduction. This chapter describes the research background, research focus and scope, research problem, research objectives, research significant, and systematic of writing.

Chapter II is a review of related literature. In this chapter, the theoretical basis is provided or described, the review of related previous studies and theoretical framework.

Chapter III is research methodology. This chapter provides the type of research approaches, research settings, research subjects, data resources, data collection techniques, data validity testing, and data analysis techniques.

Chapter IV is finding and discussion. In this section, the overview of research objects, description of research, and data analysis provided from the research.

Chapter V is conclusions and recommendations. This chapter briefly presents the conclusion based on the discussion and suggestion as the interest for the development of further research.

