

CHAPTER II

LITERATURE REVIEW

A. Theoretical Description

1. Social Media

a. Definition of Social Media

Social media is a general wide world virtual communication tool now on and has many kinds of platforms. According to Pew Report in Erarslan, there are 53% or 7.593 billion people as internet users around the world and 42% or 3.196 people are social media users which means almost half of the population in the world are social media users.¹ Hermanda stated, “the social media was an online communication tool that made a huge impact towards the society”.² Moreover, Jamal and Nawab also stated that “Use of social media and mobile devices presents both advantages as well as challenges, mostly its benefits seen in terms of accessing course contents, video clip, transfer of the instructional notes etc”.³ However, social media is important in now era especially in communication sector based on its features that allow people around the world to freely connect by using internet connectivity.

b. Kinds of Social Media

There are several social media platforms people usually use such as Facebook, Twitter, Instagram, Snapchat, Whatsapp, Telegram, etc. And every platform has their own premier feature and people can choose based on what their needs. In Indonesia itself,

¹ 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.

² 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* 4, no. 2 (2019): 77.

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): 1–16. *Smart Learning Environments* 7, no. 4 (2020): 2.

people usually use Whatsapp, Instagram, Facebook, Twitter and social media can be accessed whenever and wherever, whether using computer or smartphone.⁴

c. The Role of Social Media in Education

Social media popularity in society brings out a new way on the spreading of science. In education, connection between social media and mobile devices offering futuristic learning support by adopting and implicating technology through it. For students itself, social media facilitate to create, edit and share their own course content in textual, audio, and video by using smartphones.⁵ Social media has grown in education sector nowadays and brings out chances to create a futuristic and simple learning. For students or learners itself, social media gives an opportunity in flexibility learning because it can be accessed everywhere and every time.⁶ Social media can cut the geographical boundaries issues in learning with a notes, the location should have internet access. In other side, to obtain a successful learning there are other factors that also have an effect such as collaborative learning or blended learning.⁷ This means, social media didn't fully bring out a successfully learning, there still need a strategy in create good and effective learning environment, such conducted with Alalwan research findings that shown collaborating students in a group can give more trust to students accomplish their learning assignment through social media

⁴ 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): 119.

⁵ 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): 2.

⁶ E. Oos M Anwas et al., "Social Media Usage for Enhancing English Language Skill," *International Journal of Interactive Mobile Technologies* 14, no. 7 (2020): 43.

⁷ Antoine Van Den Beemt, Marieke Thurlings, and Myrthe Willems, "Towards an Understanding of Social Media Use in the Classroom : A Literature Review," *Technology, Pedagogy and Education* 29, no. 1 (2020): 44.

⁸.However, social media can be a learning medium based on its capability, supported with teachers or learners strategy in order to achieve more benefits in educational sectors.

2. Instagram

a. Definition of Instagram

Instagram is one of big and popular social media platforms now on and provides many features for the user's satisfaction. Instagram facilitates the user to communicate, create, edit, and share their moment or brand each other through the platform. Every month, Instagram has over 400 million active users who post or shared over 40 billion pictures.⁹ The Instagram popularity was massive and the user spread out around the world especially among young people. This supremacy can trigger advantages in several sectors, especially in education sector. Instagram provides the user to create conversation, photos, videos, audios and also share it. Instagram also develop into a market place that allows the user to promote their product such goods or services. Instagram has a feature to make relations or communicate with each other such family, friends, teachers, and famous people or influencers. As the previous explanation, influencer is a well -known or famous person that influential on their fans or followers. In education sector, there are many influencers that make educational content whether for academic or knowledge purposes. Educational content usually provides pictures and audio visual contents which is dependable feature of Instagram. To search content, the user can use the search features by typing words, and Instagram provides the content.

⁸ Nasser Alalwan, "Actual Use of Social Media for Engagement to Enhance Students' Learning," *Education and Information Technologies*, (2022): 20.

⁹ Ellyana Damayanti and Iman Santoso, "Students ' Perception Towards The Application of Social Media Instagram As an Instructional Media," *PROJECT: Professional Journal of English Education 2*, no. 4 (2019): 422.

b. Kinds of Instagram Contents

Instagram has visual and audio-visual contents that shared and posted in feed or stories. Instagram visual contents include photography, videography, typography, and illustration. Besides, audio-visual contents in Instagram only include videos or videography. There are several variations of Instagram contents they are:

1) Photos

There are many kinds of pictures that can uploaded into Instagram such as photo, drawing art, typography, etc. Instagram facilitate the users to freely create, edit and post a pictures or photos by using Instagram features such as filters feature that give a theme on it.¹⁰

2) Videos

Instagram also gives features to create, edit, and post a video whether it is visual and audio-visual such as:

a) Videos Feed

Videos feed is sharing or post a videos on users timeline or feed.

b) Instagram Stories

Instagram stories is designed to share a short video in users IG's stories in order to make the users easily create and watch the video or save their time.

c) Instagram TV / IG's TV

Instagram TV also designed to create, edit, and share a videos but the duration is extended until 15 minutes in early it's released.

d) Reels

Reels is a new feature that released in 2020 and it's an innovation that makes the users create, edit, share, and watch a short

¹⁰ N. Firmansyah, "7 Jenis Konten Untuk Ide Posting di Instagram," April 12, 2021. <https://stargage.com/7-jenis-konten-untuk-ide-postingan-di-instagram/>.

video with more fun and easier. The users can choose the duration of reels videos that are 15, 30, and maximum is 30 seconds.¹¹

c. **The Use of Instagram in English Learning**

Instagram is a social media which provide the users freely communicate and create a contents creatively whether videos or photos. These features give an opportunity to creative people to draw off their skill or knowledge to people around the world. In other words, this can be a chance for people to learn something new and increase their knowledge which means it's enhance their education. In English language learning itself, Instagram already becomes a learning media proven by many English language learning content that produced by an English teachers or native people itself such as @gurukumrd, @aarons.english, @rumahkitadikodus, etc. In other side, there are another social media platforms that used to share educational content such Facebook, Twitter, Youtube, etc. Facebook itself already attracts many educators and researchers because it's potential, and followed with Twitter with its potential such positive attitudes and increase in students engagement, interpersonal relations and class participation in higher students education, pre-service teacher education, professional development of practicing teachers to increasing learner autonomy in language learning, etc.¹²

Furthermore, using Instagram as learning media especially English language learning is a good choice because most of the contents are suitable to apply in language classroom such using videos and photos

¹¹ Galuh Putri Rianto, "Evolusi Konten Video di Instagram, dari Feed Hingga Reels" November 17, 2021. <http://teknokompas.com/read/2021/11/17/18453407/evolusi-konten-video-di-instagram-dari-feed-hingga-reels?page=all>.

¹² Ali Erarslan, "Instagram as an Education Platform for EFL Learners," *TOJET: The Turkish Online Journal of Educational Technology* 18, no. 3 (2019): 55.

contents for role plays, speaking, reading, grammar, storytelling learning material etc.¹³ Moreover, Min and Hashim shown that Instagram makes students flexible in learning due to some factors such easily access, post, comment, communicate, uploading picture and videos, or in other words did not need a lot of effort overall, and also Instagram can motivated the students learning because in using Instagram the students feels happy, enthusiastic, and free, which will build up a good connection between learners and teachers so it enhances students to exempt in communicate and decrease the affective filter.¹⁴ In other side, not only as famous social media, Instagram also potentially to use as instructional media especially in learning classroom because based on the ease in use, Instagram can be a media such for consulting with teacher, discussion, quiz, and announcement.¹⁵

However, Instagram is very useful as learning media besides of its well-known, it can be used as learning motivation booster and instructional media. The evolution of the each era required an adaptation of human being so they not left behind. Evolution is needed, comparing and implementing a system or technology that already circulate and trying to make a new substantial strategy in learning is important as long as it have good outcomes, no matter low or high it still a brainchild of evolution process.

¹³ Fitri Handayani, "Instagram as A Teaching Tool? Really?", *In Proceedings of the Fourth International Seminar on English Language and Teaching (ISELT-4)* 4, no. 1 (2016), dikutip dalam Ali Erarslan, "Instagram as an Education Platform for EFL Learners," *TOJET: The Turkish Online Journal of Educational Technology* 18, no. 3 (2019): 56.

¹⁴ Tee Shu Min and Harwati Hashim, "Boosting Students ' Motivation in Learning Descriptive Writing through Instagram," *Creative Education* 13, no. 3 (2022): 919-922.

¹⁵ Ellyana Damayanti and Iman Santoso, "Students ' Perception Towards The Application of Social Media Instagram As an Instructional Media," *PROJECT: Professional Journal of English Education* 2, no. 4 (2019): 427.

3. Listening Skill

a. The Definition of Listening Skill

Listening skills is includes in four basics English skills that must be mastered. According to Tarigan in Herlina and Utami, listening skills is an ability to listen with fully attention, understanding, appreciating, and interpreting in order to obtaining information, catch the content value or message, and also comprehend the communication that delivered from the speaker trough speech or oral language.¹⁶ Listening skills is very important for English language learning, as stated by Erben, Ban, and Castañeda that train the listening skills is crucial in order to expand the language knowledge or learning especially in early stage.¹⁷

Furthermore, listening skill is important in learning English foreign language and in fact, most of people use their 45% communication activity from hearing.¹⁸ According to Egamnazarova and Mukhamedova, “listening comprehension is the basis for your speaking, writing and reading skills” also germane in daily activity.¹⁹ Furthermore, Dung stated that listening is basic skill that establish other abilities and especially for students to develop their original interaction with their culture and target language.²⁰

¹⁶ Hendri Guntur Tarigan, *Menyimak Sebagai Suatu Keterampilan Berbahasa: Edisi Revisi* (Bandung, Angkasa, 2008), dikutip dalam Herlina dan Nidya Chandra Puji Utami, *Teaching English To Students of Elementary School*, (Jakarta: Bumi Aksara, 2019), 78.

¹⁷ Tony Erben, Ruth Ban, and Martha Castañeda, *Teaching English Language Learners through Technology*, (New York: Routledge, 2008), 141.

¹⁸ Muhabbat Yigitaliyevna Kuchkarova, “The Importance of The Developing of Listening Comprehension in Teaching English,” *Scientific Journal Impact Factor (SJIF)* 2, no. 6 (2021): 980.

¹⁹ Feruza Akhmedovna Egamnazarova and Matluba Satvaldiyevna Mukhamedova, “Improving English Language Listening Skill,” *Scientific Journal Impact Factor (SJIF)* 2, no. 1 (2021): 28.

²⁰ Pham Thi Thuy Dung, “The Effects of Audiovisual Media on Students’ Listening Skills,” *International Journal of TESOL & Education* 1, no. 1 (2021): 13.

Based on the previous statements, listening skill is really important skill that must be mastered because it has a close relation with other skills in learning and daily life. In academics itself, listening also became primary medium to explain the material, because it will simplify the learning activity. There are different kinds of listening comprehension such as global listening comprehension, selective listening, and detailed listening comprehension which every type has its own focus or aim.²¹

b. The Ways to Improve Listening Skill

Improving English language skill is an obligation for English language students and there are many ways to improve language skills. Egamnazarova and Mukhamedova stated, listen actively is important to train listening skills and there is a need a process to obtain the information. Afterward, internets also have a decent advantage to enhance listening skill because the learners can freely choose what kind of content they want, enjoy, concentrate, repeat, and then translate it.²² Besides, as explained by Kuchkarova there are several types of listening comprehension, as following:

1) Global Listening Comprehension

Global listening comprehension is aimed to collecting all important information such as who, what, where, when, and how which is general information. The focus in this listening comprehension can be arbitrary depends on the context of the task.

²¹ Muhabbat Yigitaliyevna Kuchkarova, "The Importance of The Developing of Listening Comprehension in Teaching English." *Scientific Journal Impact Factor (SJIF)* 2, no. 6 (2021): 981-982.

²² Feruza Akhmedovna Egamnazarova and Matluba Satvaldiyevna Mukhamedova, "Improving English Language Listening Skill," *Scientific Journal Impact Factor (SJIF)* 2, no. 1 (2021): 28-29.

2) Selective Listening Comprehension

Selective listening comprehension is little bit more different than global listening comprehension. Selective listening only pays attention to keywords or separates the important information.

3) Detailed Listening Comprehension

The last one is detailed listening comprehension, which pay attention to almost of the context and defines the information as much as possible. Sometimes, the learner makes a note such as creating a tabular bullet that consists of information that obtained, but did not write down the entire text.²³

Furthermore, in training listening skills require a proper strategy to obtain a good result, and there is several ways that can be used in listening skill practice such practicing with some genres of listening event. According to John Field there are several listening event, they are:²⁴

- 1) *Face-to-face*: Giving and receiving information, such as direct conversation.
- 2) *Distant, but two-way*: This event also giving and receiving information or taking message ,but usually this event using a media as the conversation tools because there is a distance in conversation, such as phone call.
- 3) *External to listeners*: These types of event usually happen in public area, such as listen to announcement, instructions, answer a phone message, etc.

²³ Muhabbat Yigitaliyevna Kuchkarova, "The Importance of The Developing of Listening Comprehension in Teaching English." *Scientific Journal Impact Factor (SJIF)* 2, no. 6 (2021): 981-982.

²⁴ John Fields, *Listening in the Language Classroom*, (Cambride: Cambridge University Press, 2009), 63.

- 4) *Listening for pleasure*: This event also a common event, such as listen to songs, drama quotation, jokes, film clips, etc.
- 5) *Informative*: Usually comes from public media like radio or TV, such as sports commentaries, news items, discussions, interviews, documentaries, news headlines, etc.
- 6) *Instructional*: Different with the others, this types of event is happen in formal education or structural lesson, such as English lesson, class lesson, course lesson, etc.
- 7) *Persuasive*: This part of event also can be found in public media like TV, such as TV ads.

However, the technology also develop in every era which means the sources or media that can be used as a supportive media in listening learning is more wide. According to Erben, Ban, and Castañeda, there are several ways to utilize the technology as listening learning media such as listening to podcast, news vodcasts, audioblogs, video sharing library, and this media can accessed by using mobile phones or personal computer.²⁵ However, there are many ways to enhance or improve English language skills. The learners can adjust and choose what kind of comprehension or technique and implement it into several option media or event that they feel suitable whether using videos, audios, mobile phones, computer, online, or online.

B. Theoretical Framework

Since the learning from home was applied in Indonesia due to the COVID-19 pandemics, the use of social media has increased in society, school, and university.²⁶ The using social

²⁵ Tony Erben, Ruth Ban, and Martha Castañeda, *Teaching English Language Learners through Technology*, (New York: Routledge, 2008), 142-146.

²⁶ Mohammad Naim Rahim and Mohammad Bilal Ali, "The Effect of Using Social Media on Academic Performance of Faculty Members during Covid-

media in daily activity like almost becomes behavior and this brings out an opportunity to make social media as an innovation tools not only in communication but also in others sectors such as education.

Social media is a wide open world that contains positive and negative content so the user, especially students and teachers need to know how to filter and apply the content in learning sector. There are many kinds of social media applications that commonly used such as Whatsapp, Facebook, Twitter, Instagram, etc. Instagram facilitates the user to communicate, share their moment via videos or pictures, promoting their product, and many else. The features of Instagram creates an advantages to becomes learning media, especially in enhancing students' English listening skill, because learning through social media makes students more attractive and applicable.²⁷ Furthermore, the research about how to enhance students listening skill through Instagram still less and still need a development in future research, and following is an overview of the theoretical frameworks of this research:

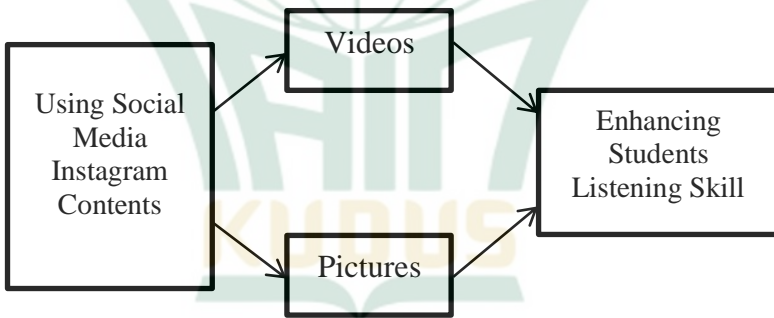


Figure 2.1. Theoretical Framework

19 Pandemic.” *Journal of Ultimate Research and Trends in Education* 3, no. 2: 106.

²⁷ Septinda Rima Dewanti and Sujarwo, “Development of Instagram and YouTube Content Videos’ for Online Learning Pengembangan Konten Video Pada Instagram Dan YouTube Untuk Pembelajaran Daring,” *Jurnal Penelitian Ilmu Pendidikan* 14, no. 2 (2021): 182.

C. Review of Previous Studies

Most of previous studies showed that social media has an effect in student's English language learning, especially on listening skills. Several factors that have an important role in increasing the students' listening skills also found in several studies such as proper education infrastructure, teacher and student knowledge about modern technology, teaching and learning strategy. Furthermore, the explanation presents a conclusion that teachers and students have to complement each other to find the most suitable teaching and learning activity.

1. Integrating Social Media Into English Language Learning: How And To What Benefits According To Recent Studies²⁸

This Study was conducted by Kadek Puspita Arianti, Ni Komang Arie Suwastini, Ni Luh Putu Sri Adnyani, Gede Rasben Dantes and I Gusti Agung Sri Rwa Jayantini. The study was aimed to explore social media as teaching and learning tool, its use and benefits for students of English as foreign language. This study carried out used a library research method to exploit the previous research from George (2008) and several previous studies that published in trustworthy or accredited international and national range 2015 to 2020, as the source data with social media role English as foreign language context. The result of this study shows that social media such Instagram, Youtube, WhatsApp, Facebook and Twitter has implemented as English language learning media and present positive response as the modern learning method especially for 21st century students'. In other side, this result still being argued and needs more study to strengthen the theory. The similarity of this study with researcher study is both studies analyze social media benefits in English language learning and the differences itself is, this study using library research

²⁸ Kadek Puspa Arianti et al., "Integrating Soscial Media Into English Language Learning: How And To What Benefits According To Recent Studies," *Journal of Literature and Lngaugae Teaching* 12, no. 1 (2021): 91–111.

which did not analyze deeper such what kind of content, account, benefits, drawbacks that appeared in Instagram in support their listening.

2. The Students' Interest in Learning Four Basic English Skills Through Instagram Application²⁹

This study was conducted by Navahayyu Reviana, Moh. Fuadul Matin, and Fitri Nurdianingsih which aimed to find out the students interest in learning English language skill through Instagram application. This study used qualitative descriptive approach and the data takes from five twelfth grades students at SMA 2 Bojonegoro. The result found is students strongly agree that Instagram help their learning especially in four basics English skills and the researcher believe that Instagram can be used as English learning tools. The similarity between this studies with researcher is analyze how effective is Instagram in enhance the students English skill especially listening as included. In other side, the difference of this study is have small scope of participant, which did not create a strong argument.

3. Enhancing Students' Reading and Listening Skills by Using Social Media Language Learning (SMLL) Approach through Features on Instagram Verified Accounts³⁰

This study was conducted by Nurianti Sitorus and Ince Dian Aprilyani Azir which focused to find out the role of Instagram verified account in enhance reading and listening skills by using SMLL (Social Media Language Learning) approach. The study using qualitative and quantitative methods and the result of this research is Instagram verified account enhance students reading and

²⁹ Nafahayyu Reviana, Moh. Fuadul Matin, and Fitri Nurdianingsih, "The Students' Interest in Learning Four Basic English Skills through Instagram Application," *Jurnal Pendidikan EDUTAMA*, 2021, 1–8.

³⁰ Nurianti Sitorus and Ince Dian Aprilyani Azir, "Enhancing Students' Reading and Listening Skills by Using Social Media Language Learning (SMLL) Approach through Features on Instagram Verified Accounts," *Ethical Lingua* 8, no. 2 (2021): 346–357

listening skill academically. These studies have similarity with the research especially connected with one of research question and the topics about Instagram in enhance students listening skills. In other side, there is also a differences that is the object of the studies, which this studies focusing in using materials that taken from Instagram verified account not students experience while using Instagram by themselves.

4. **The Impact of Using Instagram For Increasing Vocabulary and Listening Skill³¹**

This study was carried by Retno Widia Agustin and Mutiara Ayu that focused on social media, especially Instagram's role in Increasing students' vocabulary and listening skill. This study used qualitative with descriptive approach and the data was collected using questionnaires given to several English Language Education students. The study found that Instagram affects English language students' vocabulary and listening. This studies topic is similar with the researcher which analyzing the role of Instagram in English language learning especially listening and also have a differences that is the research participant which may have gap in their learning interest.

5. **Social Media Usage for Enhancing English Language Skill³²**

This study carried by E. Oos M. Anwas, Yuni Sugiarti Anggraeni Dian Permatasari, Jaka Warsihna, Zulfikri Anas, Leli Alhapip, Heni Waluyo Siswanto and Rahmi Rivalina Ministry. This study aimed to find the English language social media content in developing students' English language skill. This study was using quantitative approach, the participants taken from Senior

³¹ Agustin and Ayu, "The Impact of Using Instagram for Increasing Vocabulary and Listening Skill." *Journal of English Language Teaching and Learning (JELTL)* 2, no. 1 (2021): 1-7.

³² E. Oos M Anwas et al., "Social Media Usage for Enhancing English Language Skill," *International Journal of Interactive Mobile Technologies* 14, no. 7 (2020): 41-57.

High School students in Jakarta and the data collected by using survey methods. The studies found that English language social media content has an effect on students' English language skills such as speaking, writing, reading and listening. This study takes a scope on the students' perception which is similar with researchers and also the topic includes Instagram social media. The difference is, this study focuses on several social media applications, while the researcher only focuses on Instagram which need deeper analysis.

