



SNAP TO READ

THE EFFECTIVENESS OF USING INSTAGRAM AS TEACHING TOOLS IN LEARNING PROCESS OF 3RD SEMESTER OF ENGLISH DEPARTMENT STUDENTS

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Abstract:

Online learning is one of the big challenges that must be done in this Era. However many people less access and do not use the appropriate media to do it. Besides, they also lack of the application usage. However, Social Media is more popular today. Many people spend their time on social media for communicating, entertaining, selling, and etc. Therefore, using social media as the tool to do the communication in learning is possible to do. One of the popular social media that is used by the students today is Instagram, which has 70 million users in Indonesia. Thus, this research is aimed to find out the effectiveness of using Instagram in online learning. It is specified to the 3rd Semester students of English Department of IAIN Padangsidempuan. It investigated the participation and feedback of students in learning process while using Instagram as the platform in learning activity. This research used descriptive qualitative research to analyse the students' perception in implementing Instagram in learning process. The results show that Instagram is effective to be used as the tool for the students' interaction especially in discussion which is related to

the task activity and explanation. Besides, the students felt easier to use this application because it has been used by almost students of the 3rd semester of English Department of IAIN Padangsidimpuan.

Keywords: *Effectiveness, Instagram, social media, learning process.*

Online learning is very popular today. Besides, it also becomes need in learning due to the condition that happens today. However, it still becomes a big challenge for all people who must face this condition. Many teachers and students still lack to access and use the suitable application in learning.

In another case many applications can be used in applying online learning. However, many teachers and students are still difficult to use it. Besides, there are so many platforms that provide many services that can help many people to be more effective in doing the communication such as social media.

Social media has been used by many people in this world especially in Indonesia. Many people spend their time on social media for communicating, entertaining, selling, and etc. The social media frequently used by them are Facebook, Instagram, twitter, WhatsApp, etc. Therefore, it is possible to use social media as the tool in doing the communication while learning process is going on.

One of the popular social media is Instagram. It has been used by more than 70 million users of social media in Indonesia that dominated by the millennial and gen Z. Instagram provides many features such as sharing photos and videos which also enable the users to take the photo and video. Additionally, it also has live features, which enable the user to have communication directly. This application is also applicable in many phones and can be downloaded easily in Google play and App store.

The high popularity of the use of social media has made many researches come up, such as what have done by Mansor and Rahim (2017) who tried to find out the experience of the students when they use tools as the application in motivating. They also tried to seek the improvement of

students' interest in participating and interacting with their peers. The tools that used is Instagram. They found that Instagram is effective as the tool in language learning activity especially when they have interaction that related to the discussion of their task. The students felt more motivated and they like to participate and interact on the Instagram which has encouraged their interest towards learning.

As well as it, many researchers have shown that social media such as Instagram can be used. Sirait and Marlina (2018) using Instagram as a tool for peer review for students in writing descriptive text. As the result, they found that using Instagram as a tool for online peer-review activity in writing descriptive text gave some advantages, such as motivating students, convenient and easy to be used, less paper to be used, having flexible time, allowing for multimedia interaction and the last making the students more responsible for their works.

Similar to Zidny and Suharsono (2014) who had found the result that using Instagram as the platform significantly improve the students' writing ability on the aspects of content, vocabulary, organization, grammar, and mechanics. He found that the student more interested in teaching learning process and made the students focused on the class. Besides, by using Instagram, the students had more opportunities in practicing their ability. He argued that students often produced many texts on Instagram that could make them easier to express their ideas because there are some pictures. The students felt free to do it because they did it for fun so that they don't think that learning process as one of the boring thing to do.

Related to the learning process, Erarslan (2019) did a research that related to social media as the platform in educational and language learning process. He found that Instagram is the most frequently used as the media in online learning process. Besides, Instagram had a positive impact on students' leaning process based on the score that had been gotten by students. He said that Instagram can enhance the learning process by exposing the students while they are using Instagram as their daily practices. Additionally,

He also tried to find out the opinion of the students, the impact of Instagram, and what students' opinions regarding to their experiences while using this platform. He found that Instagram encouraged students in practicing English and it increases their score.

Shazali et al (2019) did an action research by using Instagram as the platform to develop students' writing skill. He concluded that from 25 perceptions of them said that in the Instagram, it clearly help them, especially in terms of new vocabulary and it also encourage them. They also help in writing especially when they write the caption. They can express their opinions, enrich their vocabulary and motivate the other students to write. They also can see the different type of writing styles among the students and users to develop their own writing style. In addition, their grammatical structure can be improved by reading others' posting especially native and other account which is related to learning English.

The using of technology as the tool in teaching learning process is not something new, as it is really important to facilitate the students in learning process. According to Brown (2000), learning process must be guided, facilitated, enabling the learner to learn and set the conditions of learning for the learner. Additionally, Leo (2013) stated that in learning process, teaching must treat, encourage, activate, coordinate, heighten, infuse, nurture and guarantee. It means that in teaching and learning process organizing the activity must be done well. Besides, setting the environment that really possible for the students is very interesting to do to make the teacher and students still connecting well. It also becomes challenging in online learning process, because the teacher must set the media which are really close to the students.

Besides, learning process is a series of activity which start from planning, implementation and evaluation which related to certain condition and situation that applicable to achieve the certain objectives. Therefore, the media that used to deliver the material need to be very close to the students. It is in line with Wahyuddin and Sari (2018) who had found that

using Instagram in their learning process might be effective as the tool in the teaching-learning process. They tried to improve the students' writing skill of undergraduate students at the faculty of engineering and computer sciences; as the result of their study, it had found that, it can help students to enhance their language learning in the classroom. Additionally, the students also had the positive perceptions toward the usage of Instagram itself.

Additionally, learning environment is very important. It is one of the components in learning process that can support the learning process to be successful. The environment includes the physical environment, social environment, natural environment, and psychological environment during the learning on process.

There are some prominent components in learning process; they are the objectives, the material, the methods and media, the evaluation and assessment (Sudjana, 1998). Therefore, when the objectives and material of learning process are provided, it also needs to consider the method and media that will be used by the teacher to the students without rule out the students' ability to access the media. Thus, this research tried to find whether Instagram is effective in learning process.

Before, this research was conducted; the social media which is close to the students are Facebook and Instagram. Then, Instagram was chosen due to the user of the Instagram of students is much more than the user of Facebook. Besides, it also considers to the view of Instagram which is visually attractive the user.

METHOD

This research used qualitative research by asking the students' perception in using Instagram as the platform in learning process. Descriptive data in the form of words written or spoken of people and behaviours that can be observed is called as qualitative method (Moleong, 2004)

The participant of this research was English department students at the third semester. There are 120 students which are divided into three classes.

The process of the learning process started by asking the students to follow the learning instagram account. First, the teachers and students will set the time together. Then the teacher posts the material that will be discussed in the instagram feed. Students give their response about the material that has been posted after that the lecturer made an explanation on the instagram live by asking all the students to join. Then, lecturer asks the students about their response by asking them to have live in the instagram. The students were given the task that post in the instagram feed.

After the learning process was done, all of the students were given questionnaires. Besides, they are also interviewed to know their responses directly while using instagram as the platform in learning process. At last, it was transcribed and analysed by using interactive models of Miles, Huberman and Saldana (2014).

FINDING

Based on the thirteen items of questionnaire that have been given to the students, it showed that 85.8% the students used Instagram every day. While other students said that they often open instagram for several times in a week. It means that instagram is very close to the students because most of them used it every day. Besides, they also said that they can know the newest issue from the instagram so that they often used it.

The second item also showed that the students are easy to use instagram as the platform to learn English. It showed that 94, 1 % of the students strongly agree with this. It is related to the instagram which is very close to them and they almost used it every time.

Students also agree that learning by using instagram enable them to learn everywhere and every time. They don't need to worry about how to prepare a certain place time but they learn in every condition they have. It showed that 89, 1 % of them agree with this. Then, 77, 5 % of the students also agree that they felt motivated to learn English through instagram and 71, 6% agree that istagram is the good way for them to learn English. Additionally,

they agree that using Instagram as the application in doing the learning process is fun than others. It is showed that 85% of them agree to this.

Furthermore, they also said that they can finish and present their task through Instagram and they can do it well which is 78, 3% of students agree to this. At the same time, the students also agree that they can get the new vocabulary through the Instagram while following the learning process and by reading the others students comments on the post that shared by the lecturers. It was showed 80.8% of the students agree to this. Further, in doing the task through the Instagram, 74, 1% of the students agree that it is interesting to upload their task in Instagram because they can get ideas from the comments of their classmates that can help them better to do the task while the learning process is on progress. In line to this 80% of the students also agree to this.

Furthermore while learning through the Instagram, they agree that learning through Instagram help them to improve their skill in English. It is 81, 6% of them agree with this. Moreover, they also agree that 74, 1% of their learning process become more effective and agree to use Instagram as the platform for the next 89, 1%.

Table 1. Frequency of students used Instagram

	Everyday		More than 3 times a week	
	Sum	Percentage	Sum	Percentage
How often do you use Instagram in a week?	103	85.8	17	14.2

Table 2. Students Perception in Using Instagram

Item	Cumulative Agree		Cumulative Disagree	
	Sum	Percentage	Sum	Percentage
I think it is easy to use Instagram as the platform to learn English	113	94,1	7	5,9
I think using Instagram enables me to learn everywhere and every time	107	89,1	13	10.9
I feel motivated to learn English when using Instagram.	93	77.5	27	22.5
Instagram is a good way for me to learn English	86	71,6	34	28.4

I think use instagram makes my learning process more fun than other applications	102	85	18	15
I can finish and present my task well by using instagram	94	78,3	26	21.7
I learn new vocabulary from the instagram while learning is on process	97	80.8	23	19.2
I think it is interesting to use Instagram for doing task	89	74,1	31	25.9
The ideas or comments from my classmates helped me to get better idea while learning is on process.	96	74,1	24	25.9
I think Instagram has helped me to improve my skill in English	98	81.6	22	18.4
I think instagram improves my learning process become more effective	89	74,1	31	25.9
I will use instagram as the flatform for the next	107	89,1	13	10.9

DISCUSSION

Based on the data that were gather from the questionnaire and interview, it showed that Instagram is effective to be used as the flatform in online learning process. It has been proven by many students' enthusiasm in following the Online Learning class. Besides, from the questionnaire that has been taken, 85.8% of the students open instagram everyday while other opened instagram more than three times in a week. It is certainly indicated that they really close to this flatform which is one of the popular social media and used by many people today. It is in line with Erarslan (2019) who did the research that used instagram and said that instagram give the positive impact as it is the most frequently social media that used by the students. Additionally, it is also supported by Brown (2000) who said that in learning process must be enabling the learner in certain condition which suitable to the students and also supported by Leo (2013) that one of the components in learning process is setting environment that is really possible for the students and the teacher connecting well.

Besides, the students also agree that they felt motivated learning through Instagram; it showed that 77.5% of them agree to this. It is also in line with the research that conducted by Sirait and Marlina (2018) who said that using Instagram motivating the students. It also happened because many of them are the users of the Instagram itself and they are close to this application.

Additionally, it is also found that through Instagram is interesting to do the task. It showed that 74.1% of the students agree to this. In addition, 81, 6% of the students agree that through Instagram; they can improve their skill. It is similar to Zidny and Suharsono (2019) who found that Instagram significantly improves the students' writing ability because they have more opportunities in practicing their ability. It helped them to produce many texts and express their ideas because of many pictures. They also felt free to do it because it is fun. However, there are some different ideas to several students who did not agree that doing the task is interesting. They thought that there are so many pictures in Instagram shift their attention. They felt annoyed in doing the task due to looking some pictures which often come up. It happens may be cause of the style of the students' learning style or other cases.

At the last, there are also some students who will not use Instagram as the platform for learning at the next. Their reason is due to their attention was shifted, such as the advertisements that often come up, and the other posting which were not related and suitable to the learning process. However, 89.1% of the students agreed to use Instagram as their platform for the next. It means that there are many of them still agree.

CONCLUSION

Instagram is one of the effective social media that can be used as the platform for teaching learning process. It has been proven by the students' responds through questionnaire and interview with them. More than 70% from the students agreed to use Instagram as the media platform in online learning process. It happened because Instagram is very close to them. It can

be seen that 85.8% of them opened instagram every day and other opened it less more than three times a week.

As the result this application is very close to them, it made them possible to have learning everywhere and every time. They can access the information of learning to be more effective to fulfil their need in learning process. Besides, it also help the lecturer or teacher to be easier to provide the information that there are so many post and account in social media that specify it learning especially in English.

In addition, Instagram was also effective to be used as the tool for the students' interaction especially in discussion which is related to the task activity and explanation. Besides, the students felt easier to use this application because it has been used by almost all students of the 3rd semester of English Department of IAIN Padangsidempuan. It has been proven that they felt motivated, and thought that instagram is one of good ways in online learning process; besides, they also agreed that instagram is more fun than other social media. Therefore, it can conclude that instagram is effective to be used as the platform for online learning process rather than other social media.

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