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The Phenomenon of English Language Learning Content in Instagram: Threat or Opportunity?

The Phenomenon of English Language Learning Content in Instagram: Threat or Opportunity?

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Abstract

The effects of the Covid-19 pandemic require us to study and work online. So as in the education sector, new platforms have emerged as learning media, one of which is Instagram. Many content creators use Instagram as an educational medium. Based on those premises, this research aims to describe how Instagram provides English language learning content for its viewers. This research also identified the most viewed account and the most dominant content the participants viewed. This research is descriptive and qualitative in which questionnaires were used to gather the information. Linkert Scale is used in the questionnaires. Twenty-nine students in the fourth semester of the Diploma III English Study Program at Universitas Sumatera Utara make up the primary data. Books, e-books, and websites on the subject of this research serve as secondary data. Thematic analysis is applied in the data analysis. The research results present that Instagram provides English language learning content mostly in the form of short video, with explanations both in the video and caption. There are also in the form of picture/image as in infographic. The account of @Kampunginggris.pare is the most dominant account that participants viewed. Furthermore, the most viewed contents are grammar, vocabulary & pronunciation related. Based on these results, this paper claimed that Instagram is a platform that provides opportunities to spread English education. Because, mostly the creators/accounts are based on an English course or English learning center, hence it is act as one of their promotion strategy.

Keywords: Instagram; Language Learning; Learning Platform; English Learning

1. Introduction

Due to covid-19 pandemic, schools are forced to close and perform distance and online learning. Within this condition, social media takes part as a medium to assist learning. But before this happen, Instagram already presents and provide content related to education. One of the contents includes English learning. Nevertheless, English is one of the Indonesian student subjects. Most of them learned English in elementary school [1]. Furthermore, English is very important to learn especially for college students majoring in English. One of the main objective of English learning is to provide reading skills to enable Indonesians to read science-related materials in

English [2]. Some countries set English as Second Language but Indonesia country still uses English as Foreign Language (EFL). The movement towards EFL began at independence and English is now the main foreign language being learned in Indonesia.

Relating to the condition of online and distance learning due to covid-19, a phenomenon happens when students are more interested in using social media such as Instagram, instead of using books or courses as a medium for learning English and only with an internet network. This phenomenon is supported and appeared in some related studies. First, the study from [3] show the results are (1) the students have a new enjoyable experience when learning English by Instagram, (2) the students can develop English skill by using Instagram, (3) the students can learn English through Instagram effectively, (4) the students prefer to learn English by using Instagram than other media. Second, a scientific article by [4] shows the results of the students of the English Education Department of Universitas Muria Kudus in using YouTube (94%), Instagram (72%), WhatsApp (62%), Twitter (32%), Facebook (30%), Line (10%), Manhwa(6%), Telegram (2%), Google (2%), TikTok (1%), Cake English App (1%), Quora (1%), and Discord (1%).

Based on the previous data mentioned above, it is necessary to conduct research on Instagram related to English Language learning, because there is still a gap in research result based on previous research. The interest also comes from the results of those papers which show that Instagram has quite a high score in usage and students enjoy it. Therefore, this research focuses to describe how Instagram provides English language learning content for its viewers. Furthermore, this research also aims on identifying the most dominant account that students watch to improve the English language and determine the contents of English learning with the most viewed.

2. Method

This research is a qualitative research. The authors collected the data from 29 participants of Diploma III English Study Program of Universitas Sumatera Utara in academic year 2020/2021. In collecting the data, the writer used Google Form contained questionnaires. Google form was shared by the authors to participants. Participants filled the Google form and sent it back to the authors. The questionnaires are based on [5]. It used five level of identification, which is strongly agree, agree, neutral, disagree, and strongly disagree.

Furthermore, the authors read and analyzed a completed Google form and described the most dominant account that students watched and mentioned the contents of learning English at the most dominant Instagram account. The data analysis techniques used thematic analysis based on [6]. After that, the authors mentioned the result in percentage chart and used the formula of calculating percentage which is also based on Likert Scale method:

$$\% = \frac{frequency}{amount\ of\ paricipants} \times 100\% \tag{1}$$

3. Results and Discussion

Instagram provides English language learning content mostly in the form of short video, with explanations both in the video and caption. There are also in the form of picture/image as in infographic. Furthermore, participants filled the questions about how Instagram improve their English learning and the data presentation is showed by numeric. The data from the result of questionnaires are;

Q1: Have you ever used Instagram as an English Learning Application?

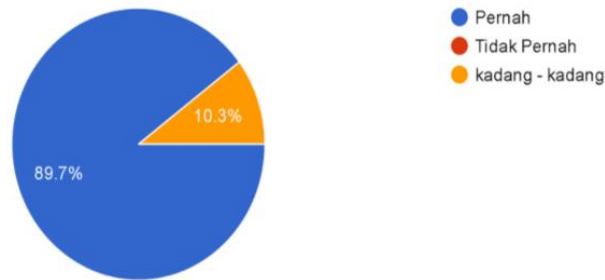Pernahkah anda menggunakan instagram sebagai aplikasi pembelajaran bahasa Inggris?
29 responses

- Pernah
- Tidak Pernah
- kadang - kadang

10.3%
89.7%

Chart 1. Response to question 1

The first chart above contains that most participants have ever used Instagram as an English learning application. The results of the chart show that 89,7% or about 26 participants have ever used Instagram as an English learning platform with frequent frequency. Then, around 10,3% or about 3 participants sometimes use Instagram as an English learning application. The results indicated that Instagram is an interesting application that the participants use to learn about the English language.

Q2: Instagram Affects My English Learning

instagram mempengaruhi pembelajaran bahasa inggris saya
29 responses

- sangat setuju
- setuju
- netral
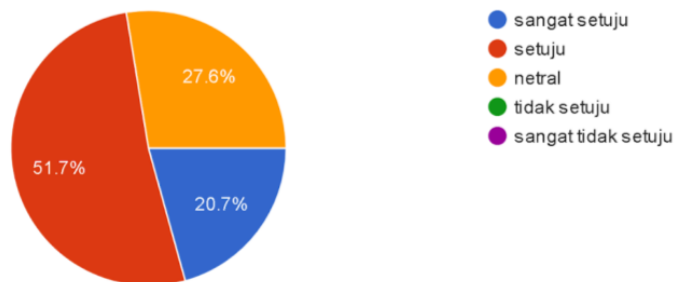- tidak setuju
- sangat tidak setuju

27.6%
51.7%
20.7%

Chart 2. Response to question 2

The second chart shows about Instagram affects participants' English learning. The results show that 20,7% or about 6 participants strongly agree in Instagram affects their English learning. And 51,7% or about 15 participants agree in Instagram affects their English learning. Last, 27,6% or about 8 participants were neutral about Instagram affecting their English learning. The results mean that participants get new lessons in English learning.

Q3: Instagram Improves My Knowledge of English

instagram meningkatkan pengetahuan saya mengenai bahasa inggris
29 responses

● sangat setuju
● setuju
● netral
● tidak setuju
● sangat tidak setuju

Chart 3. Response to question 3

The third chart shows about Instagram improves participants' knowledge of English. The results show that 27,6% or about 8 participants strongly agree in Instagram improves the participant's knowledge of English. And 44,8% or about 13 participants agree in Instagram improves the participant's knowledge of English. Last, 27,6% or about 8 participants were neutral on Instagram improves the participant's knowledge of English. The results mean that Instagram improves participants' knowledge of English because Instagram serves interesting English lessons, and participants are very excited to watch it.

Q4: In Addition to Books and Courses, Social Media such as Instagram can also be a Medium for Learning English

selain buku dan kursus, media sosial seperti instagram juga bisa menjadi media pembelajaran bahasa inggris.
29 responses

● sangat setuju
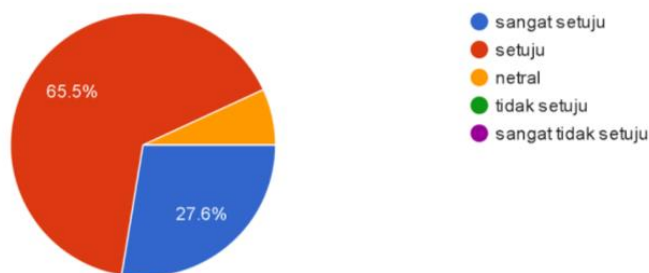● setuju
● netral
● tidak setuju
● sangat tidak setuju

Chart 4. Response to question 4

The fourth chart shows about social media such as Instagram can be a medium for learning English, besides books and courses. The results show that 27,6% or about 8 participants strongly agree in Instagram can be a medium for learning English. And 65,5% or about 19 participants agree in Instagram can be a medium for learning English. Last, 6,9% or about 2 participants neutral about Instagram can be a medium for learning English. The results mean that participants feel the same about learning on Instagram and learning in courses or books.

Q5: Instagram is an Interesting Application for Learning English

instagram adalah aplikasi yang menarik untuk pembelajaran bahasa inggris
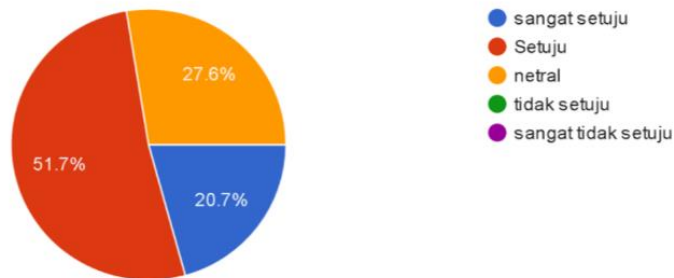29 responses

Chart 5. Response to question 5

The fifth chart shows about Instagram is an interesting application for learning English. The results show that 20,7% or about 6 participants strongly agree about Instagram is an interesting application, and 51,7% or about 15 participants agree for Instagram is an interesting application. Last, 27,6% or about 8 participants were neutral about Instagram as an interesting application. The results mean that participants have good experiences using Instagram as an application for learning English.

Q6: We Do Not Spend a Lot of Money to Use Instagram as a Medium for Learning English

kita tidak mengeluarkan biaya yang mahal untuk memakai instagram sebagai media pembelajaran bahasa inggris
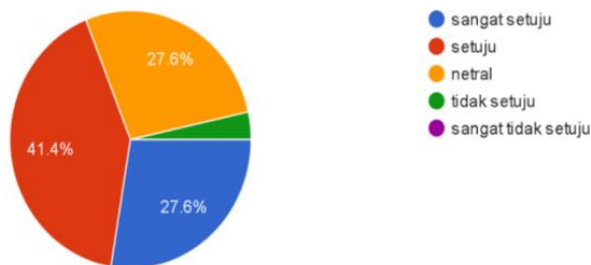29 responses

Chart 6. Response to question 6

The sixth chart shows that participants do not spend a lot of money using Instagram as a medium for learning English. The results show that 27,6% or about 8 participants strongly agree, 41,4% or about 12 participants agree, and 27,6% or about 8 participants are neutral. On the other hand, 3,4% or about 1 participant disagree for Instagram is a cheap learning application. The results mean that most participants agree that Instagram is a cheap learning application with only an internet quota to watch Instagram.

Q7: English Learning Content on Instagram is not Boring

konten pembelajaran bahasa inggris di instagram tidak membosankan
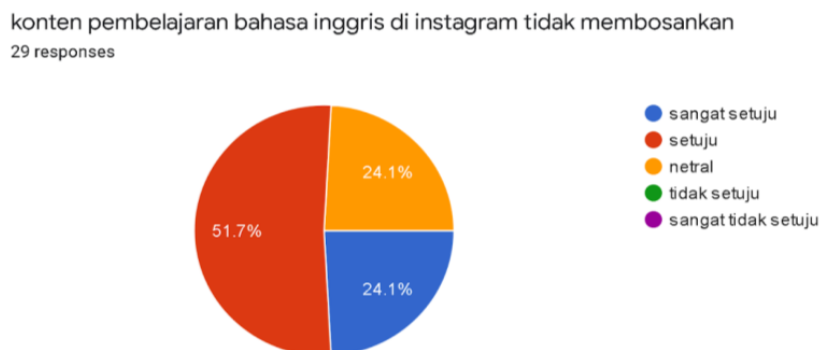29 responses

Chart 7. Response to question 7

The seventh chart shows that English learning content on Instagram is not boring. The results show that 24,1% or about 7 participants strongly agree, 51,7% or about 15 participants agree, last 24,1% or about 7 participants neutral about Instagram showing that English learning content on Instagram is not boring [7]. The results mean that Instagram always shows interesting learning lessons through short videos accompanied by good music and interesting lessons making Instagram grab the attention of participants [8]. Furthermore, here is the compilation of questionaries analysis, presented in Table 1 below:

Table 1. Description of the Questionaries Analysis Results.

Questions	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
Instagram affects my English learning	20,7 %	51,7 %	27,6 %	0 %	0 %
Instagram improves my knowledge of English	27,6 %	44,8 %	27,6 %	0 %	0 %
In addition to books and courses, social media such as instagram can also be a medium for learning English	27,6 %	65,5 %	6,9 %	0 %	0 %
Instagram is an interesting application for learning English	20,7 %	51,7 %	27,6 %	0 %	0 %
We do not spend a lot of money to use instagram as a medium for learning English	27,6 %	41,4 %	27,6 %	3,4 %	0 %
English learning content on instagram is not boring	24,1 %	51,7 %	24,1 %	0 %	0 %

From the table above, it can be concluded that Instagram improves English learning and indicated a high percentage of strongly agree, agree and neutral.

The Most Dominant Account that Students Watch to Improve English Language

Participants filled one question about the most dominant account that students watch to improve English language.

apa nama akun instagram yang sering anda tonton dan lihat untuk pembelajaran bahasa inggris?
29 responses

- BBC Learning English
- Kampunginggris.pare
- Englishtoday
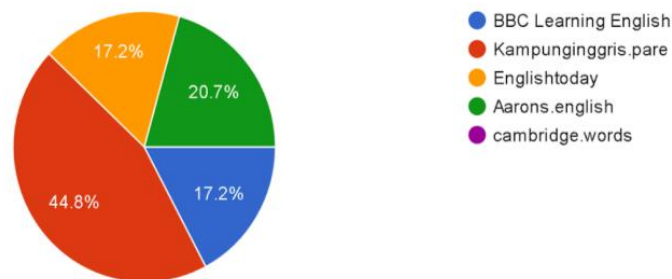- Aarons.english
- cambridge.words

Chart 8 response to question 8

The eighth chart shows that the most dominant account that participants watch is to improve the English language. The results show that 17,2% or about 5 participants watch BBC Learning English account, 44,8% or about 13 participants watch the Kampunginggris.pare account, 17,2% or about 5 participants watch the English.today account, and 20,7% or about 6 participants watch The Aarons.english account on Instagram, last 0% or about 0 participants watch the Cambridge.words. The results mean that the most Instagram account that participants watch is Kampunginggris.pare account. Mostly the creators/accounts are based on an English course or English learning center, hence it is act as one of their promotion strategy.

The Contents of Learning English at the Most Dominant Instagram Account

Participants filled one question about what contents of learning English and participants explained about what lesson of the contents that they watched at the account of Instagram.

menurut anda, konten pembelajaran apa yang anda dapat dari salah satu akun instagram yang sudah anda pilih?
29 responses

- grammar (tata bahasa) & vocabulary (kosa kata)
- grammar (tata bahasa) & pronunciation (cara pengucapan)
- vocabulary (kosa kata) & pronunciation (cara pengucapan)
- grammar saja
- vocabulary saja
- pronunciation saja
- grammar, vocabulary & pronunciation

Chart 9. Response to question 9

This ninth chart shows what learning content participants get from Instagram. The results show that 20,7% or about 6 participants watch grammar & vocabulary contents, and 17,2% or about 5 participants watch grammar & pronunciation contents, 20,7% or about 6 participants watch vocabulary & pronunciation contents, 3,4% or about 1 participant watch grammar content, 3,4% or about 1 participant watch vocabulary content, last 34,5% or about 10 participants watch grammar, vocabulary & pronunciation contents. The results mean that most participants watch grammar, vocabulary & pronunciation content. Grammar also being mandatory in Indonesian Students learning [9] and it is learn for the purpose of IELTS and TOEFL for higher education [10]. Furthermore, here is the participants' statements about the lessons of the contents are explained in Table 2 below:

Table 2. The participants' statements about the lessons of the contents.

Name	Response
ENS	I get new vocabulary, the words of increase and disease.
NM	I have new grammar like "You gradually piss me off", which mean *"lama lama kamu membuatku jengkel"*.
MES	I have new pronunciation for the words of knew, though and thought.
ISYS	I understand lot of vocabulary and also about pronunciation.
ASW	I can try new vocabulary, grammar and pronunciation.
RS	It increases my vocabulary.
MSL	It increases my grammar.
NDM	I have new grammar for simple past tense, it is used to express something happened in the past and also the time showed the past time. I also have pronunciation for consume (kənˈsoom), costume (kaa.stoom), communal (kəˈmyoon(ə)l), feud (fyood), youth (yooTH), dupe (d(y)oop).
NSL	I have new pronunciation for word of after (ˈaftər).
LT	The material presented is easy to reach, making it easy to get to the core of his English teaching. In addition, this account provides various types of English learning content. The contents are about tips, vocabulary, pronunciation and much more.
LAP	I have new vocabulary for word of done. It can be interpreted to be "*selesai*" but also can be "*habis* and *matang*", example "my ice tea is done" means "*es tehku sudah habis*".
ANS	I have new vocabulary for word of watch. It can be interpreted to be "*menonton*" or "*jam tangan*".
WVT	Another words for "*bodoh*", it can be "stupid, silly and fool".
SL	I know how pronounce some words and understand the meaning.
LS	The lessons are easy to understand.
BVS	New vocabulary for words of parallelism and concordance.
AF	New pronunciation for words of ask (ask), and question (ˈkwesCH(ə)n)
TYN	The content is varied, by displaying vocabulary that people rarely hear, so that we are more fluent.
MAS	New grammar for the sentence of "which kind of the car?", it is wrong grammar instead that "which type of is that?" is the right one.
KM	Vocabulary for the words of again means *lagi (berulang)* and more means *lagi (bertambah)*.
EES	Vocabulary for the word of late has different meaning. "late" can be interpreted to be "*terlambat*" or "*terkini*". "It is the lates news" mean "*Ini adalah berita terkini*".
KPS	Through Instagram I can add some of my insights about English such as Grammar, vocabulary, and pronunciation. So not only in courses or books, we can learn English through Instagram too.
MWT	I have new grammar. First, I watch a quiz and the quiz is "I cannot talk to you right now. I will call you…after the meeting". On Out Back The correct answer is back. Second, the use of "because, as, since". The use of "because" which mean focus on the reason. Example, "I am tired because I did not sleep very well". And if the use of because at the beginning, which mean extra focus on the reason. Example, "Because my bed is uncomfortable, I am getting a bad back". The use of "as" and "since" which mean more formal, it focuses on the result. Example, "I hope Tom brought that comic as I wanted to borrow it from him" and "Noodles are popular since they are easy to cook". And the use of "as" and "since" can show at the beginning. Example, "As our minute is up, I will finish recording".
UTI	I know I can practice the lessons well.

Name	Response
SS	I have new grammar, especially for part of speech.
TH	The word of "see" can be interpreted to be difference meaning. Example, "oh I see" (*aku paham*), "See, I told you" (*aku sudah memberitahumu*), and "Wait and see" (*lihat saja nanti*).
PA	I have new vocabulary, example "afraid, scared, fear" have the same meaning. And also new pronunciation for chance (CHans),change (CHānj),bed (bed),bath (baTH), but (bət).
NDF	I always have new grammar.
RG	I have new vocabulary for phrasal verbs, they are : Fall out – stop being friends after an argument Make up – become friends again after an argument Take up – start doing a new hobby or activity Go over – consider, check or examine something Pick out - select an item from a group

4. Conclusion and Suggestion

Based on the results and discussion above, it can be concluded that Instagram affects and improves learning language. Then, Instagram is an interesting, cheap, fun not boring application for learning a language, these questions show a high percentage of highly agree around 25%, agree around 50% and neutral around 25%. Furthermore, the description for the most dominant account that students/participants watch to improve their English language is *@Kampunginggris.pare* account with 44,8%. The authors claimed that this is due to the content of *@Kampunginggris.pare* which is grammar, vocabulary and pronunciation. Based on the description of the contents of learning English, students/participants most dominant watch on Instagram: 20,7% watch grammar & vocabulary contents, 17,2% watch grammar & pronunciation contents, 20,7% watch vocabulary & pronunciation contents, 3,4% watch grammar content, 3,4% watch vocabulary content, last 34,5% watch grammar, vocabulary & pronunciation contents. The authors concluded that most participants watch grammar, vocabulary & pronunciation content. Finally, the authors claimed that Instagram is a platform that provides opportunities to spread English education. Because, mostly the creators are based on an English course and English learning centre, hence it acts as one of their promotion strategies.

Nevertheless, the authors suggest that for further researches, it could be applied more scientific theory to explore the content of Instagram that provide English language learning. Due to this paper, it already concludes that Instagram has positive impact in improving English language learning. Several theories or analysis that can be done are 'need analysis' or 'swot analysis' on Instagram content that provide English language learning.

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