The Students’ Perception of Instagram Accounts in Improving English Speaking Skills

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Abstract
This study aimed to determine students’ perceptions of English learning accounts on Instagram in improving speaking skills and to find out what effects students get from English learning accounts on Instagram in improving speaking skills. The research method used in this study was a mixed-method design. The population in this study were all English education students at Serambi Mecca University, while the selected sample of this study were odd-semester students of English Education who actively used Instagram and also followed English learning accounts on Instagram. They were consisting of 8 semester-1 students, 7 semester-3 students, 12 students from semester 5, and 7 students from semester 7. The sampling technique used was purposive sampling. This study used a questionnaire and an interview as instruments. Quantitative data were collected from the questionnaire using a Likert scale. While from the interview, qualitative data was gathered using a semi-structured set of questions. The data from the questionnaire were analyzed using the percentage formula, while the data from the interview was described in detailed words. This research found that 97% of students believe that the material shared by English learning accounts on Instagram was easy to understand, and 100% of students stated that they were motivated by material shared by English learning accounts on Instagram. It was concluded that accounts that share English learning materials on Instagram can be learning media for students.

Keywords: Perception; Instagram; Speaking.
A. Introduction

People from many different nations utilize English as a common international language (Rao, 2019). International communication is made easier, thanks to the widespread use of English. Because of its various uses and usability, a lot of individuals find it intriguing to develop their English language abilities and make it simpler to connect worldwide. There are four abilities in the English language that should be learned. They are doing all four while speaking and writing. The four skills complement one another to help with English language proficiency. The one skill that people should work on most to enhance their English is speaking.

Speaking is the ability to express feelings, convey ideas, and convey thoughts verbally. Speaking is one of the most important skills in English for communicating (Al-Roud, 2016). With the ability to communicate in English, one can communicate with many people. Good speaking skills are also important for effective communication. A person who can communicate well in English can act as a conduit for that individual to communicate with the rest of the world. Therefore, many people want to improve their English skills, To improve their English-speaking skills, one needs to use a high-quality learning resource. There are currently a lot of resources for learning English that can help people get better at the language and share information that is simple to obtain. Handayani (2017) claims that an Instagram language learning account is one of the learning resources that can aid someone in learning information and honing their English language abilities. Atila and Irmanda (2021) reported that EFL learners use social media not only to show people their competency in using English but also to improve their English.

Instagram has developed into a useful tool for marketing, education, and creative expression, (Alkhowaite, 2016). Instagram is one of the tools that is frequently utilized as a learning tool. Many profiles on Instagram share information regarding English lessons. An effective substitute for learning English at this time could be Instagram profiles with English study sections. Numerous Instagram accounts offer to learn English-related information, including tips on how to get better at speaking the language. A plethora of materials are available for enhancing English speaking abilities on accounts, such as; English Speaking, Kampunginggrislc, and Instagram pages that provide information about
English learning. As a result, Instagram accounts that post content about learning English are great resources for learning how to speak English better.

There are two previous studies on the topic. The first one is the study by Seftika and MR (2019), "How is Instagram Implemented in Teaching Speaking?". The subjects of this study were the second semester of STKIP Muhammadiyah Pringsewu's English Education study program. The results of this research showed that students feel Instagram is useful for students to do individual and group tasks; Instagram helps the students be more active in speaking and improves their participation in speaking class. This study concluded that students have positive perceptions of the use of Instagram in class. Instagram also has a beneficial effect on improving students' speaking skills.

The second previous study, titled "Effectiveness of Media Instagram Toward The Students' Speaking Skills of Tenth Grade in SMAN 4 Malang," was conducted by Pratiwi (2019). This study included 66 students from SMAN 4 Malang's two classes, X IPS 1 and X IPS 2. According to the findings of this study, students who are suspected of using Instagram have better speaking skills than students who are not suspected of using Instagram. Instagram was a good medium for improving students' speaking skills. This study concluded that Instagram was effective in improving students' speaking skills, as shown by the statistically significant improvement in student scores from pre-test to post-test.

Therefore, the previous study only focused on the use of Instagram, but here the researchers focus on accounts on Instagram that share English learning information. The researchers conducted the study at Serambi Mekkah University to find out the students' perceptions about how learning English through Instagram could improve their speaking skills.

The researchers observed that while students were enthusiastic about improving their English speaking skills during the lecture process, some students were still hesitant to speak in English. Researchers discovered that Instagram accounts that share English learning information is one of many learning resources that can help improve English speaking skills. Based on the foregoing, the researchers decided
to conduct a study titled "The Students' Perception of Instagram Accounts in Improving English Speaking Skills."

B. Method

The design of this study was mix – method. Mix method is a research method that is combined quantitative research and qualitative research (Creswell, 2012). This study used an explanatory sequential design, in which the first part was collecting the quantitative data from the questionnaires and then continued by collecting the qualitative data from an interview (Creswell, 2012).

The population in this study were the students of the English Study Program at Serambi Mekkah University Banda Aceh. The students were from the first up to the seventh semester. In this section, the researchers used purposive sampling. According to Sugiyono (2013), purposive sampling is a sample selection method that considers specific things about the population. The researchers chose a specific sample of students in the English Department at Serambi Mekkah University that used Instagram and followed English learning accounts. The total sample was 30 sample for the questionnaire. It was chosen from 5 students in the first semester, 10 students in the third semester, 10 students in the fifth semester, and 5 students in the seventh semester. For interviews, about two students are chosen as the participants from each semester, making a total of 8 students participate.

The researchers used questionnaires and interviews as instruments. The researchers started with a questionnaire and then an interview. According to Sugiyono (2013), researchers used a Likert scale type of questionnaire to identify a person's or group's opinions, attitudes, and perceptions of social phenomena. Each Likert scale instrument has highly positive and negative responses, such as strongly agree, agree, disagree, and strongly disagree.

Meanwhile, the type of interview was used a structured interview. Structured interviews are interview procedures in which the questions are structured (Sugiyono, 2013). The interview consists of 13 questions. The researchers interviewed 8 students among of sample of this research, sample were selected from each semester. The sample was students from the first semester, third semester, fifth semester and seventh semester, 2 students were chosen for each semester. The interview was done by a
phone call while interviewing phone call research recording all the answers from students. The reason was that the researchers and the students could not meet face-to-face with the students, thus using phone calls was easier for researchers to get the results of the interview.

To get the results of the questionnaire using the percentage formula, the researchers distributed the questionnaire to the participants directly. The researchers used the following percentage formula to get the results of the data from the questionnaire:

\[ P = \frac{F}{N} \times 100\% \]

Note:
- P = Percentage
- F = Frequency students’ answer
- N = Number of samples
- 100 = Constant value

In the interview, the researchers used descriptive statistics. According to Sugiyono (2013), Descriptive statistics is a form of presenting data by describing the data that has been collected. Before describing the data that has been collected, the researchers analyze the interview results that have been obtained through interviews. To analyze the data of the interview, the researchers record the interview process. After that, the researchers transcribe the audio. Finally, the researchers choose the answer from participants that relate to the question and analyze the answer.

C. Research Findings
Figure 1. The Students’ Results of Perception about Instagram Accounts in Improving Speaking Skill

From the questionnaire, the highest results were obtained from the general perceptions about English learning accounts on Instagram and also from the fun learning with a score of 97%. Then for the learning outcomes that are easier and more interesting factors, the percentage is 93%. While Instagram as learning media received an agree-response of 80%, and lastly, the learning information scored 90%. (See Figure 1).
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Figure 2. Students’ Effect of Instagram Account as a Medium of Learning to Improve Speaking Skill

Most students expressed that English learning accounts on Instagram is easy to understand reaching (97 %). Students also feel the efficiency and effectiveness of material from English learning accounts on Instagram in improving speaking skills with a score of 95 %. Lastly, they also believed that it helps to improve speaking skills, self-confidence, and motivation with a score of 90%. (See Figure 2).

D. Discussion
The researchers would like to discuss the findings of the data in this section, which are primarily intended to relate to the description of this research. The results of this research showed that most students had a positive perception of English-learning accounts on Instagram and also had a positive perception of the effect obtained through an English-learning account on Instagram. The results of data analysis on the perception of English education students towards English learning accounts on Instagram show that learning materials shared by English learning account on Instagram improve students' speaking skills and that English learning accounts on Instagram can become learning media for students. The results of data analysis on the perceptions of English language education students at Serambi Mekkah University on the effects
obtained from English learning accounts on Instagram show that English learning accounts on Instagram have a positive effect on students. English-learning accounts on Instagram increase students' motivation to speak and also make it easier for students to get learning material.

The students' perception of Instagram accounts as tools for improving their English skills was supported by MR dan Seftika (2019), who said that students believe that Instagram is helpful for them to complete both solo and group tasks, that it encourages them to talk more actively, and that it enhances their involvement in speaking class. Students' opinions about using Instagram in speaking class are favourable. Furthermore, Instagram has a positive impact on students' ability to communicate verbally. Pratiwi (2019) reported a similar finding that stated that the students who believed to use Instagram have higher speaking abilities than those who do not. In other words, this study confirmed that Instagram was a useful tool for developing pupils' communication skills. Instagram English learning accounts assist students in improving their speaking skills, having a positive impact on them, and becoming more assertive when speaking.

Based on the discussion above, the English learning accounts on Instagram help students improve their speaking skills. Students had a positive perception of the English-learning Instagram account that helped them learn English and improve their speaking skills, as well as the material shared by the account to help them improve their speaking skills. Students also had a positive experience with their Instagram English-learning account, because the English-learning Instagram accounts shared interesting photos or videos, which increased motivation to improve speaking skills.

E. Conclusion

Based on the results of the data analysis and discussion, the researchers obtained the following conclusions: (1) There were 97% of students stated that the material shared by English learning accounts on Instagram was easy to understand, the results of the research through questionnaires had a high score where students had a positive perception of English learning accounts on Instagram. Meanwhile, from the results of the interview, it was found that 100% of students stated that Instagram accounts that share English learning can improve English language skills. (2) The data obtained from the results of any effects that students get from
English learning accounts on Instagram, get results Highest on motivation. In the results of questionnaires and interviews, 88% of students answered that an English learning account on Instagram could improve speaking skills. From the results of research through questionnaires and interviews, a positive effect was obtained in improving speaking skills. From the research results obtained, students have a positive perception of English learning accounts on Instagram in improving speaking skills. As well as students get a lot of good effects from English learning accounts on Instagram to improve their speaking skills. From this research can be concluded that English learning accounts on Instagram can be a source of learning to improve student’s English skills.

References