

STUDENTS' PERCEPTION TOWARD INSTAGRAM USAGE IN WRITING SKILL

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ABSTRACT

The goal of this research is to describe students' attitudes toward using Instagram to improve their writing ability and interest. In this study, the descriptive quantitative method was used. The information was gathered from senior high school students, and a total of 104 students took part. The goal of this study was to examine students' perceptions of writing skills in using the Instagram application and as an English learning platform, as well as students' understanding and interest in using Instagram application. Data were gathered using questionnaires distributed via Google Forms to high school students and interviews. For tallying the data analysis, the data analysis used SPSS and Excel software. This study finds that using Instagram can help senior high school students improve their writing skills.

Keywords: Instagram, Writing skill, Instagram Writing

INTRODUCTION

Students should master four skills while studying the English language: reading, listening, speaking, and writing. Based on the four skills, writing is the most challenging and complex skill compared to the others. According to Ashraf and Bilal (2016), the main issues with students' writing are poor linguistic proficiency, including poor grammar, syntax, and vocabulary, writing anxiety, and poorly organized structures. Additionally, writing is the skill that requires the most effort because it requires the learner to think in order to produce ideas, words, phrases, sentences, paragraphs, and grammar. In order to help students overcome their writing challenges, teachers should prepare creative teaching tools and strategies.

In terms of media implementations to teach writing, teachers should prepare the best media that are appropriate for students by observing their habits and understanding the characteristics of millennial students.

As a result, a variety of learning techniques must be used to maximize their chances of learning the language (Damanik & Katemba 2021). Students born in the millennial era spend an average of 6.5 hours per day reading electronic, digital, broadcast, and news media. Technology has advanced in all areas. Technology can be used to support the learning process in the educational setting. A mobile phone is an example of a technological development product. Language learning can be aided by the use of mobile devices. This is known as MALL (Mobile Assisted Language Learning). During the COVID-19 pandemic, online language learning became increasingly popular for teaching and learning English as a Foreign Language (EFL) (Katemba and Sinuhaji, 2021).

When using media to learn writing, students should choose the most appropriate media for their learning by paying attention to their favourite media.

The most crucial piece of technology for them is a smartphone, which they use to record videos, take pictures, and publish content online. In addition to the traits of millennial students, they dislike sitting in class and intensive study sessions; instead, they prefer to use technology at any time.

Instead, they use hypertext sequences to search for information globally to learn about new subjects. Based on Katemba, C. (2021) we cannot escape technology in this age of globalization and the fourth industrial revolution since it has permeated every aspect of our life and even the educational system. In various regions of the world as well as in some urban schools in Indonesia, studies on the use of mobile-assisted language learning (MALL) to raise students' vocabulary achievement have been conducted.

It has been established, claims Handayani (2017), that youngsters spend a lot of time on Instagram. Students benefit from using social media in the teaching and learning process, which is related to doing so (Carol, 2017). Because Instagram is so familiar with students' lives, using it to teach writing skills will be simpler for teachers under these circumstances. According to Ali (2014) Instagram has the potential to be a language-learning tool in terms of language skills. Students are encouraged to apply their English abilities when pictures and videos are published and shared with other students, followed by questions from the teachers.

Cahyono (2018) did a previous study in which she used Instagram to teach EFL writers how to write essays. This study demonstrated that Instagram is a useful medium for writing instruction and for improving students' writing skills. Similar research on the use of Instagram was

undertaken by Mansor and Rahim (2017), and the findings indicated that it was effective. Richard (2013) asserts that writing is a means of transferring ideas from the mind to written form. Writing is also a form of communication that is used to express thoughts or messages in written materials (Renaldi, 2017). One language ability that is crucial to learning a language is writing. Writing is a fundamental ability in language that is just as vital as listening and reading, according to Harmer (2006, p. 79–80). According to Ashraf and Bilal (2016), the main issues with learners' writing include weak structure organization, writing anxiety, and deficiencies in grammar, syntax, and vocabulary. Because writing is such a complicated talent, it is one of the language abilities that require the most work to learn. Instagram is a useful medium for students to study explanatory text through social media, claim Kencana, C. T., & Fauzia, N. (2022). In conclusion, students can use Instagram to develop their writing abilities while producing explanatory texts.

Since learning the English language is not something that can be done quickly, many teachers create new resources and instructional media to help their students. Knowing how students see things is crucial for reducing misunderstandings. Daryanto (2013). Based on this reality, teachers need to be aware of how their charges view the information and media being presented in the classroom to prevent misconceptions about how well their charges are understanding the teaching and learning processes. According to Sari, F. M., & Wahyudin, A. Y. (2019), most students had highly favourable opinions of using Instagram in their schoolwork since the social media platform had an impact on

their attitudes, motivation, and engagement. Also, the pace of the internet connection, misinterpretations of the materials and assignment instructions, and misunderstandings and miscommunications were cited as obstacles to their learning. Instagram could aid pupils in learning English

One of the most widely used social media platforms right now is Instagram. Kelly (2015) claims that in 2015, Instagram had more than 300 million active users. Accordingly, in early 2011, Instagram's active user base surpassed 100 million, making it one of the most popular social media platforms. According to Soviyah, S., & Etikaningsih, D. R. (2018), using Instagram images when teaching writing to kids is more effective than not using them at all. In other words, utilizing Instagram to teach writing descriptive texts is successful, and results show that students who were taught via Instagram significantly outperformed those who weren't.

Social media is a type of digital technology that enables user-generated interactions or content. According to Howard & Parks in Renaldi (2017), social media is referred to by channel characteristics, which either define the directionality of communications or use particular tools, like Facebook or Twitter, to illustrate forms of engagement. In a condensed description, Blattner et al. (2009) described social media as a technological product that enables users to communicate, network, and collaborate online.

According to Katemba, C. V. (2020), in addition to facilities, schools also demand teachers who are not outdated in the sense of being able to follow and use technology fluently, especially in the

classroom at the time of teaching. However, as time goes by, there are still some teachers who have not been able to use technology in the classroom while teaching or do not need technology. Schools demand teachers use technology fluently especially in the classroom at the time of teaching. The result showed that using technology in the classroom was helpful. In addition to that, more tools and facilities provided by schools are increasingly helping them improve their ability to use technology. Though the school has prepared facilities there were several challenges found in the implementation of technologies in the Language Learning classrooms. Additional results of this study give meaningful insights for policymakers about the implementation of ICT for teaching and learning in the classroom.

According to a previous study, no research focusing on students' perceptions has been examined. The purpose of this study is to bridge that gap by investigating students' perspectives on using Instagram to teach descriptive writing. As a result, Instagram was chosen as the platform to address the students' writing problems. Instagram has a plethora of features and functions, such as the ability to post photos, videos, captions, and commands. These features and functions are extremely beneficial for teaching students how to write and encouraging them to publish their final essays on Instagram. The researcher wants to know what senior high school students think about using Instagram to improve their writing skills. Furthermore, the researcher in this study is curious about what the students think about using Instagram. The instructor will have a better plan for incorporating Instagram into the class lessons after learning what the

students think. Therefore, this study seeks to answer the following research questions:

1. what is the student perception of the use of Instagram for teaching writing to the high school?
2. How do students perceive Instagram as an English language learning platform?
3. What are students' abilities towards using Instagram in English language learning?
4. How interested are students in using Instagram?

RESEARCH METHODOLOGY

This study employed a quantitative research design, and the data was gathered using a Google form that was distributed to the students. The researcher then conducted interviews with some of the students. This study was conducted at the Senior High School using a questionnaire with 15 items as the research instrument. The researcher used student questionnaire adapted from Sughesti, I. (2019), and the researcher gave some modifications to adjust the questionnaire become more appropriate with this research. The questionnaire is made up of three parts: student perceptions of writing ability, student perceptions of Instagram interest, and student perceptions of the educational process. The answer of the questionnaire were strongly agree, agree, disagree, strongly disagree This study was examined using the SPSS Descriptive Statistics tool.

The participants of the study who filled out the questionnaire were high school students from several schools in Indonesia, namely Advent Balikpapan High School, Aek Natas 1 Public High School, Lembang 1 Public High School, N Kabola High School. 104 high school students took part in this study. The researcher is interested in seeing how students feel about utilizing Instagram to hone their writing abilities.

This study uses a quantitative descriptive method. The activities carried out to support this research are:

- 1) This study used a questionnaire by asking high school students to fill out a research questionnaire.
- 2) Conducting interviews with students who are the object of research.

Data and data sources in this study are high school students. Data collection techniques using interviews and questionnaires.

FINDING AND DISCUSSION

This section presents the result of the research finding and discussion. The data was collected from the questionnaire and interviews with students. The researcher tallied the data in Excel to determine the number of students who responded to each statement. The following table provides a summary of the data tallied.

Table 1. Questionnaire data on the student's perception

No.	Statement	The Questioner				Total
		Alternative Answer				
		Strongly Agree	Agree	Disagree	Strongly Disagree	
1.	In my English writing class, I can do well.	11	77	16	0	104

		10,6%	74%	15%	0	100%
2.	I feel confident in my ability to produce descriptive writing on the writing test. content.	8	66	30	0	104
		7,7%	63%	29%	0	100%
3.	I can effectively communicate ideas based on the subject at hand.	11	78	14	1	104
		10,6%	75%	13%	1%	100%
4.	I am able to clearly arrange ideas based on the topic provided in each paragraph.	5	59	40	0	104
		4,8%	57%	38%	0	100%
5.	I can use well vocabulary on the given topics appropriately	12	69	23	0	104
		11,5%	66%	22%	0	100%
6.	I can effectively communicate ideas based on the provided topic while using proper language.	7	75	22	0	104
		6,7%	72%	21%	0	100%
7.	I am capable of appropriately expressing my thoughts on the assigned topics using the proper spelling, punctuation, and capitalization.	11	78	15	0	104
		10,6%	75%	14%	0	100%
8.	Posting writing assignments on Instagram is enjoyable.	11	60	27	6	104
		10,6%	75%	14%	0	100%
9.	Giving comments on Instagram is interesting.	8	79	17	0	104
		7,7%	76%	16%	0	100%
10.	It's intriguing to receive comments via Instagram.	9	78	17	0	104
		8,7%	75%	16%	0	100%
11.	I'm inspired to write better when I share my writing assignments on Instagram.	9	61	31	3	104
		8,7%	59%	30%	3%	100%

12.	My understanding of the content has improved thanks to the teacher's Instagram comment.	19 18,3%	58 56%	27 26%	0 0	104 100%
13	I like commenting on and making revisions to my partner's Instagram-posted blueprint.	5 4,8%	81 78%	17 16%	1 1%	104 100%
14.	The criticism I receive from my friends aids me in improving my outline.	14 13,5%	80 77%	9 9%	1 1%	104 100%
15.	The Instagram capabilities (direct message and comment box) allow me to talk to my teacher about my writing issue.	18 17,3%	67 64%	19 18%	0 0	104 100%

A linear scale with the following table 1 responses was used for the study's fifteen questions: strongly agree, agree, disagree, and strongly disagree. The researcher used a Google form to distribute the questions to the sample throughout the questionnaire. The survey was completed by 104 students,

according to the statistics above, and the biggest percentage of respondents 80 students or 78% of the students agreed that they liked commenting on and making revisions to their partner's Instagram-posted blueprint.

Table 2. Student's writing competence

Writing Competence	Number of Questioner	Data result in the student's writing competence.
	1	74% of students agreed that they could do well writing in English in class.
	2	63% of the students agreed that they were confident about their ability to compose descriptivetext on the writing test.
	3	75% of the students agreed that they could effectively communicate ideas based on the subject at hand.
	4	57% of the students agreed that they were able to clearly arrange ideas based on the topic provided in each paragraph.
	5	66% of the students agreed that they could use well vocabulary on the given topics appropriately.

6	72% of the students agreed that they could effectively communicate ideas based on the provided topic while using proper language.
7	75% of the students agreed that they were capable of appropriately expressing my thoughts on the assigned topics using the proper spelling, punctuation, and capitalization.

From the Summary of the data tallying above, it can be seen that 75% capable of appropriately expressing my thoughts on the assigned topics using the proper spelling, punctuation, and capitalization. Rahmawati, V. E. (2020) asserts that using Instagram picture collections as instructional media significantly enhances students' capacity to write procedural text.

According to Yusuf, K., & Jazilah, N. (2020), the students showed positive perceptions of using Instagram to interact with their lecture and classmates on Instagram to improve their English writing ability. This is because Instagram can help students become more creative and enjoy learning English writing.

Table 3. Student's interest in Instagram to improve writing skills

Interest	Number of Questioner	Data resulted from a student's interest in Instagram to improve writing skills.
	8	75% of the students agreed that posting writing assignments on Instagram is enjoyable.
	9	76% of the students agreed that giving comments on Instagram is interesting.
	10	75% of the students agreed that it's intriguing to receive comments via Instagram.
	11	59% of the students agreed that they are inspired to write better when we share writing assignments on Instagram.

According to the data calculation above, 76% of students believe that giving comments on Instagram is interesting. As a result of these findings, it is apparent that students prefer to obtain feedback via Instagram by commenting on the posts they publish on Instagram. Handayani, F. (2017) reports that the study's findings revealed that students had a very favourable attitude regarding the usage of Instagram as a writing-related activity in the classroom. According to Yusriadi, Y., Tahir, S. Z. B.,

and Puangrimaggalatung, S. T. I. A. (2022) Instagram can be used as an L2 learning aid because the findings indicated that the majority of students were familiar with it and frequently used it to share and get information. Students' lack of drive, curiosity, and confidence in participating in writing assignments using Instagram's feed-based tasks were impacted by their low English skills. Peer criticism, on the other hand, boosted their desire to speak English with friends. Social media, a development

in technology, has a tremendous potential to boost students' motivation and the effectiveness of language learning,

according to Nugroho, A., & Rahmawati, A. (2020).

Table 4. Student's learning process when using Instagram

	Number of Questioner	Data result from the student's learning process in using Instagram.
Process of Learning	12	56% of the students agreed that understanding of the content has improved thanks to the teacher's Instagram comment.
	13	78% of the students agreed that they liked commenting on and making revisions to their partner's Instagram-posted blueprint.
	14	77% of students agreed that the feedback I get from my friends helps me improve my outline.
	15	64% of the students agreed that the Instagram capabilities (direct message and comment box) allow me to talk to my teacher about my writing issue.

From the summary of the data tallying above, it can be seen that 78% of the students agreed that they liked commenting on and making revisions to their partner's Instagram-posted blueprint. based on Yusuf, K., and Jazilah, N. (2020) The results showed that the students had good attitudes on utilizing Instagram to communicate with their classmates and professors and to hone their English writing skills. The findings of this study indicate that using Instagram to teach writing can also influence students' ability to learn English writing in a fun and creative way. From these student perception variables, it can be concluded that the majority of students agree that Instagram is a medium to improve their writing skills, and 78% of the students agreed that they liked commenting on and making revisions to their partner's Instagram-posted blueprint. From the aforementioned findings, it is clear that students find it interesting to

provide feedback via Instagram and are pleased to do so in order to develop their writing abilities. Students who participated in this research interview stated that Instagram is a media platform for writing about experiences and daily activities. The findings, according to Saleh, M., & Muhayyang, M. (2021), reveal that students' opinions of using Instagram as a learning tool were largely favourable. The results of this study have implications for how English language instruction is developed, notably for the development of engaging learning techniques that students will find appealing. Bestari, A. C. Y., Faiza, D., and Mayekti's (2020) research suggests that using Instagram captions as online learning resources for the topic of prolonged during the Covid-19 pandemic has some benefits. The first benefit demonstrates that participants can comprehend basic English grammar, including subject-verb agreement, simple

past tenses, and spelling. In the second, by creating some Instagram captions, users can strengthen their English writing skills. The third involves individuals writing every day as a habit.

According to Putri, E., & Education, E. (2022) in the world of education, social media is used as a medium for teaching and learning. One of the social media used as learning media is Instagram, which is used to improve students' vocabulary. According to Akhlar, A., Mydin, & Kasuma (2017), the findings showed students' highly favorable attitudes and views regarding using Instagram to hone their writing abilities. The results of the interview above show that students enjoy using Instagram and enjoy using it to write about their experiences, write about their daily activities, and also increase their vocabulary. They can learn more about writing from Instagram, and I can also pick up new grammar and vocabulary. The results, in accordance with Santosa, M. H. (2020), revealed the students' perceptions that Instagram will aid in their English learning, particularly in terms of strengthening their writing and listening abilities. As long as it is used and supervised properly, Instagram can be a beneficial educational tool, particularly for writing, according to Ramalia, T. (2021).

CONCLUSION

Based on the results, students had a favorable opinion of using social media to study English. They claimed that social media offers an endless source of English content that allows them to maintain honing their language skills, particularly listening, also expanding their vocabulary and learning pronunciation. Based on the interviews, students see Instagram as a

place for them to learn to improve their English and the majority of students enjoy using Instagram. By Instagram students can increase their motivation to write. Based on the interviews, students see Instagram as a place for them to learn to improve their English and the majority of students are happy and enjoy using Instagram. Students can increase their motivation to write. In addition, students' ability to use Instagram significantly improves their performance and writing skills. It is evident from the results above that students enjoy commenting via Instagram and are happy to do so to improve their writing skills. Students who participated in the interview stated that Instagram is a media platform for writing about experiences and daily activities.

Based on the questioner, students think that giving comments on Instagram is interesting. From these findings, it appears that students prefer to get feedback via Instagram by commenting on the posts they publish on Instagram. Research shows that Instagram is an alternative channel for students to practice their writing and 78% of the students agreed that they like commenting on and making revisions to their partner's Instagram-posted blueprint. They claim that Instagram helps them write productively and efficiently. Students agree that Instagram can help them expand their vocabulary and give them ideal reasons to use the right language. Moreover, by posting short messages, students can practice their writing skills in Instagram captions.

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