

Is Instagram Useful for Students' Enthusiasm in Utilizing Instagram in Writing

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ABSTRACT

Writing is seen as a difficult skill that persists among the students which affected the students' writing test scores and lack enthusiasm in writing. From this primary issue, an effective tool is needed in learning both inside and outside the classroom, one of which is the use of Instagram which is collaborated in learning to write. So, this study aimed to investigate students' enthusiasm in using Instagram as a learning tool for text-writing. This study used quantitative research as its method and the instrument used in this research was questionnaires. The population of this study was students at SMA KARTIKA XX-I Makassar and the number of samples were 28 students to gain the data needed. The analysis of the data shows that students got 32% in the interested classification and 68% in strongly interested. So, it can be said students might more enthusiasm for writing by using Instagram as a social media platform.

Keywords: *Instagram, Writing Skill, Text*

INTRODUCTION

English as a foreign language instruction involves four skills. Speaking and listening are regarded as receptive skills in the teaching of English as a second language, while writing and reading are considered language skills that are included in productive skills. There are four skills involved in the process of learning English, including writing skills. It has long been believed that among the four talents taught, writing is the one that is most crucial. (Pulverness, Spratt, & Williams, 2005) stated that writing as being among the four skills along with speaking, listening, and reading. Writing refers to one of the useful abilities that involve conveying a message using letters and symbols.

Writing skills are crucial for students' academic success because they enable them to organize their thoughts and feelings and extract meaning from a text. Writing can provide opportunities for students to express their thoughts and messages using English words, phrases, and letters (Salafia, 2021). Moreover, Writing is a necessary useful skill for student to develop. They are taught that writing is an essential skill for scholastic success as well as later in life.

People currently live in the globalization period, also known as the modernization era, in which technology is heavily relied upon by humans. It elevates technology to a critical need for all members of society, from parents to children and especially for students. Recently, more students have accessed social media in search of knowledge and educational resources. In the modern educational environment, the teaching and learning process is not only concentrated on transmitting information acquired within the classroom walls, but is also required to take place in another virtual area due to the rise of social media. When writing, the brain must organize and integrate multiple exposures or inputs into a coherent written word. In this case, the instructor must be aware of the importance of writing for student interaction, backed by an encouraging and interesting teaching style and the media used for the instructional process.

In the classroom, teachers must choose the proper medium, tactics, strategies, or teaching methods. The utilization of social networking services is an approach that can be applied in the teaching and learning process nowadays, and Instagram is one of the most well-known social media networks among users (Laksono et al., 2019). It is a platform for communication that can be used for news, entertainment, and advertising. We can share our thoughts and situations on Instagram (Gunantar & Transinata, 2019). Instagram can also be used as a tool for education, and it based on (Listiani, 2016) that to providing fun features in the class, it is important to help the students in improving their needs and motivation in communication.

In the modern era, Instagram is one of the most widely utilized social media platforms, and students use it to conduct their daily lives. It is one of the social media that can be used to help learners learn how to write (Anggraeni, 2017). As long as it is used and managed properly, Instagram can be a helpful instructional tool and also boost students' enthusiastic in writing skills.

Review of Literature

One of the English language abilities that must be learned is writing and the writer must keep the reader interested in what they are writing. Writing covers a wide variety of styles during daily life such as filling out paperwork, compiling lists, writing letters, taking notes, and academic writing (Yulianti, 2018). Writing may communicate concepts, information, and even knowledge. Additionally, writing serves as a means of communication between authors and readers. Writing is a tool for learning and thinking. It is an original method of investigating concepts and data (Purba et al., 2021). In other terms, it can be claimed that writing allows one to submit thoughts that will afterwards receive feedback and contributions from readers.

(Anggraeni, 2017) stated that one of the obstacles in the teaching and learning process is

teaching writing in the digital age. Writing instructors must keep up with technological advancements in order to complement their instruction. Students today, in the 21st century, frequently use their social media accounts. In order to be seen as up to date, they frequently speak with their pals, update their social networks, and upload their photos. Regarding the social media phenomena, it is necessary to incorporate social media platforms into the writing class's teaching and learning processes.

In the contemporary day, teachers can use social media as a more engaging and motivating method of instruction while also offering more elements that promote learning. Social media is a channel or means of online social interaction in cyberspace (Internet) developed with 2.0 technology. Users use social media to communicate, to interact, to share, and to build networking. (Rosi & Muslem, 2018).

In general, social media refers to a website or social network where members can exchange information and material with one another, including images, videos, and other types of content. Social media is also considered to be a way for individuals and groups to communicate with one another through social networks. There are numerous technological tools available today in the form of Web 2.0 technologies, such as wikis, blogs, podcasts, instant messengers, online social communities, video sharing platforms, and tools for online video and audio conferencing, which contribute to teaching and learning in the 21st-century digital era (Koban Koç & Engin Koç, 2016). Instagram is one of the varieties of Web 2.0 that the students are familiar with as online social groups. Instagram is one of the social media platforms that students typically use to communicate their private information, including uploading photos and videos and creating captions for them (Anggraeni, 2017).

Instagram is more than just a platform for posting, commenting, and liking images and videos. Instagram is one of the social media platforms that aids learning, and using it as a tool in the teaching and learning process encourages creativity among both students and teachers. Teachers can also observe how each student provides feedback. Instagram offers a wide variety of functions. It can be applied to the education process. According to (Azizah, 2021) there are five menus on Instagram, all of which are at the bottom. (1) Instagram users who have been followed will have their most recent updates and shared content shown on the home page. We only need to scroll the screen up and down to view images or videos. (2) In the Comments column on Instagram, you can leave comments on photographs, videos, and comments on comments. The secret is to click the icon designated by the comment balloon under the photo, type your thoughts in the field given, and then click the Send button. (3) Instagram users prefer the Explore photo view the most. Instagram's feed is populated with photographs using a

proprietary algorithm. (4) Users of Instagram profiles get access to detailed information about other users. Your photo icon, located on the main menu's far right corner, will take you to the profile page. Your uploaded photos are displayed in this section. (5) Instagram's Newsfeed function shows notifications for various actions taken by users. So, with the various features of Instagram will certainly increase student enthusiasm in learning.

In the process of learning English, enthusiasm is crucial since it affects how quickly and how much information can be retained by students (Alfaridzi, 2021). It can be said that students' enthusiasm can boost willingness to learn both inside and outside of the classroom. Enthusiasm is defined as a strong desire to engage in a certain activity or subject and a feeling of enthusiastic interest in it. Enthusiasm as a sensation contains sensitivity to allow an organism to comprehend, recognize, value, or physically respond to a good. Khosiyati (2010) comes to the some following conclusion regarding the characteristics or markers of students' learning enthusiasm:

1. Students desire to participate in the lesson as evidenced by their eagerness to respond to the teacher's queries.
2. Students are keen to enquire about subjects that are unclear: The students started to show an increased interest in the lesson.
3. The eagerness of the students to share their thoughts on the lecture is evident: As the lesson's significance became clearer to the kids
4. Students are eager to complete the teacher's assignments: Students started to feel a need to demonstrate their understanding.
5. Students actively engage in their education: As the lesson progressed, the pupils showed greater enthusiasm.

RESEARCH METHOD

This research used quantitative descriptive research. Descriptive research is research of an object at the present time to make descriptions and relationships between the phenomena being investigated (Rukajat, 2018).

Respondents

Student participants in this study were from SMA Kartika XX-I Makassar. In this study, there were only 174 students in six courses representing the number of students in the tenth grade. Purposive sampling was used for the research sample and 28 students made up the sample in the researches' one class, which was X MIPA 3.

Instruments

For the sample in this study, a questionnaire was provided in order to collect the necessary data. Surveys were utilized to gather details on respondents' views, opinions, hopes, and desires. The purpose of this survey was to gauge students' interest in communicating with one another via the Instagram app.

Data Analysis Technique

The researcher utilized a Likert Scale to generate replies to a number of questions or statements. Using a Likert scale, the survey data was analyzed to determine how the students used Instagram and other social media platforms for their descriptive writing. Data analysis prerequisite test namely normality test (Kolmogorov-Smirnov Test) and data linearity test with SPSS. Hypothesis testing was done with correlation test in SPSS. The data gathering tool was a questionnaire. The purpose was addressed by ten items in the questionnaire. Additionally, the methods for gathering data were as follows; (a) creating the questionnaires, (b) handing out to participants (students), (c) requesting survey responses from the attendees, (d) collecting the questionnaire that had been answered. After the data collection procedures had been completed, the data were processed to provide an answer to the study question.

FINDINGS AND DISCUSSION

This study aims to ascertain the student’s interest in learning media using Instagram. The results of this study were supported by a questionnaire that analyzed.

Table 1. Classification Score Questionnaire

Classification	Frequency	Percent
Strongly Interested	19	68%
Interested	9	32%
Moderate	0	0
Uninterested	0	0
Strongly Uninterested	0	0
Sum	28	100%

From table above, it is clear that there are 28 students who have responded to surveys about using Instagram for writing. There is frequency of 0 and a percentage of 0% in the strongly uninterested classification with average of (0% - 20%). Just like in the uninterested classification with average of (21%-40%), and the Moderate classification with average of

(41% - 60%). But surprisingly, students show a high percentage of interest in using instagram. There are frequency of 9 and a percentage of 32% in the interested classification with average of (61% - 80%) and also there are a frequency of 19 and a percentage of 68% in the strongly interested classification (81% - 100%).

Additionally, according to the question classification can be seen below:

Table 2. Students' levels of enthusiasm

Questionnaires	Criteria	Frequency	Percentage
1	High	23	82.1%
2	High	16	57.1%
3	High	21	75,0%
4	High	22	78,6%
5	Very High	14	50,0%
6	High	21	75,0%
7	High	18	64,3%
8	High	17	60,7%
9	High	19	67,9%
10	High	21	75,0%

Based on the description above, it can be seen that all questionnaires that measure student's enthusiasm in using instagram are high. There are ten items of questionnaires that are used to analyze it. In the first question reached a frequency of 23 or 82, 1% which means that students are familiar in using instagram. In the second question reached a frequency of 16 or 57, 1% which means that students know all features on instagram in writing text. The third question reached a frequency of 21 or 75, 0% which means that students learn more through instagram. The forth question reached a frequency of 22 or 78, 6% which means that instagram becomes one of the tools to improve English, especially in writing text through statuses. The fifth question achieved a frequency of 14 or 50, 0% which means that Instagram is used as an alternative to collect English assignments. The sixth question reached a frequency of 21 or 75, 0% which means that Instagram helps in expressing opinions through English writing. The seventh question reached a frequency of 18 or 64, 3% which means students assume that writing skills have improved since using Instagram. The eighth question reached a frequency of 17 or

60, 7% which means the students get a lot of benefits through Instagram. The ninth question reached a frequency of 19 or 67, 9% which means students assume that Instagram can be used as a learning tool to improve writing skills. And the tenth question reached 21 or 75, 0% which means that students are enthusiastic about using Instagram in improving writing skills and it can be said that Instagram is very useful for students.

According to the findings of this study, students who responded strongly agreed and agreed that Instagram was employed in writing skill. Instagram encouraged students to acquire English and even helped them advance their knowledge and abilities. The results are consistent with a number of investigations carried out by (Kencana & Fauzia, 2022; Pujiati et al., 2019). Students can use Instagram to develop their writing abilities while producing explanatory texts. Students become more engaged and passionate during the teaching and learning process of writing when Instagram is included. Because the usage of images on Instagram can help students expand their imaginations and give them more motivation to write well-written texts because so many people see their posts there.

The conclusions match with the study carried out by (Gunantar & Transinata, 2019) Utilizing Instagram's photo-based content can help students' English writing abilities. Since students have a favorable opinion of Instagram, it has been demonstrated that it is one of the alternative media for students to improve their writing. (Malik, 2019)said that If used and managed properly, Instagram can be a wonderful instructional tool, especially for writing. Additionally, Instagram captions provided students with a room to practice writing by coming up with straightforward prose, preventing them from feeling under pressure and anxious. Additionally, it allowed children a chance to strengthen their friendships and engage in peer learning, both of which are beneficial to their independent study. (Sari, 2022) When someone is enthusiastic, it suggests they have a strong desire to engage in a certain activity or subject. Learning will also be more efficient thanks to media because students will not require paper to turn in their assignments. The teacher will be able to see the results of their work once they simply touch their smartphone. Instagram is a tool for displaying and discussing student work. As a result, Instagram can help learning become more effective and resource- and time-efficient. Thus, students' writing abilities can be effectively enhanced. In conclusion, utilizing Instagram photos to teach writing to students is better than not using them. In other words, Instagram is a more effective teaching tool for creating descriptive language. Social networking can help students become more interested, focused, and proficient writers. Finally, using Instagram can greatly enhance students' writing abilities.

CONCLUSION

Using Instagram can help your ability to write texts. This study is beneficial for determining how much students' excitement for studying English declines and how many possibilities for teachers to rekindle that interest, particularly in terms of writing proficiency. It is advised to use the strategy at various student levels. Other researchers will need to be inventive and imaginative to change the activity to help students with their writing by utilizing Instagram tactics.

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