Instagram as a German Learning Media

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Abstract: Technology that continues to develop rapidly continues to give birth to various social media that can make it easier for users to carry out various activities, one of the social media that will be discussed here is Instagram. Indonesia itself occupies the fourth position as the world's largest Instagram user after India, the United States, and Brazil (Indonesian data, 2022). Instagram can be downloaded and accessed via Android, iOS, or the web. Seeing the number of students who use Instagram is the reason why the author raised the Instagram application as the material for discussion of this paper. Features available on Instagram such as uploading or editing photos, videos and being able to send messages. Instagram can also be used as a learning medium. There are many informative Instagram accounts that can be used as learning media and sources of knowledge for students and teachers, especially in learning German. This paper describes the idea of the Instagram application as a medium for learning German. The presentation of the contents of the article consists of: i) description of Instagram, ii) how to use Instagram as a medium for learning German, iii) advantages/disadvantages of Instagram as a medium for learning German.

Keywords: Instagram, German language

Introduction

Based on the official website of CAO Japan, society 5.0 or society 5.0 is a society that can solve various challenges and social problems by utilizing various innovations that were born in the era of the industrial revolution 4.0. Examples are the Internet on Things, Artificial Intelligence (artificial intelligence), Big Data (large amounts of data), and robots to improve the quality of life. The era of society 5.0 is also an era where the internet and technology are very influential in human life.

Instagram has several features that are suitable for learning to write descriptive text. Among them is the feature of giving a caption or writing under the image which serves to explain the contents of the image. This feature can be used by teachers to provide examples of writing appropriate descriptions. This feature can also be used by students to practice writing descriptions of images that they upload themselves on their own accounts. Another feature is the comment field. The comments column can be used as a teacher's correction to the student's description. The comments column can also be used for students to provide descriptions of the images uploaded by their friends. The next feature is the tag feature and the mention feature. This feature is useful so that teachers can easily find student writing, by means of students marking the teacher's Instagram account in the uploaded image and students can mention the name of the Instagram account.

German language learning aims to assist students in communicating orally and in writing properly and correctly, learning German consists of four skills that must be mastered by learners, namely; read (Lessen), write (Schreiben), speak (Sprechen), listen (Hören). Therefore, teachers are required to be more creative in developing learning media to achieve these four skills. In era 5.0, the learning media that can be used is social media. According to Kemp in Falahudin (2014: 114), there are several benefits of learning media, namely the delivery of learning materials can be uniformed, the process clearer and more interesting learning, the learning process becomes more interactive, efficiency in time and energy, improves the quality of learning outcomes, the media can be done anywhere and anytime, the media can foster positive attitudes of learners towards the

material and the learning process, change the role of learners towards more positive, the media can make abstract learning materials more concrete, and the media can overcome the limitations of the human senses. According to Hamalik in Tafonao (2018: 105) learning media have characteristics, namely learning media (1) can be touched, seen, and heard, and can be observed by the five senses, (2) can be objects or things that can be seen and heard, (3) used for communication between teachers and students, (4) as a tool in the teaching and learning process, (5) is an intermediary used in the learning process, (6) as tools and techniques related to learning methods .

Instagram Definition

Instagram is a photo and video-sharing social networking service created by Kevin Systrom and Mike. Instagram was officially launched in October 2010 initially exclusively for iOS-based mobile users. Then in April 2012, Instagram was released for Android-based mobile phone users and followed by a website in November 2012, then an application for Windows 10 Mobile mobile devices in April 2016. Instagram started development in San Francisco, when Kevin Systrom and Mike Krieger chose to focus their multi-featured HTML5 check-in project on mobile photography. Kevin Systrom and Mike Krieger did not expect at that time Instagram would be so popular and known as an online photo album. Even though Instagram wasn't publicly available at first, Systrom and Krieger started testing their ideas with some experimental shots.

There are several features contained in the Instagram application, namely;

a. Explore

In June 2012, Instagram introduced explore, which displays popular photos, photos taken at nearby locations and similar searches that users frequently make. This tab was updated in June 2015 to feature trending tags and places, curated content, and the ability to search for locations. At this time, the explore menu is followed by additions in accordance with the emergence of new features in Instagram such as Instagram live and Instagram stories. Explore itself is one of the features that can make photos or videos uploaded by one user can be seen by all known and unknown people and this is quite broad.

b. Videos

Initially Instagram was a pure photo-sharing service. Instagram included 15-second video sharing in June 2013. The addition was seen by some in the tech media as an attempt by Facebook to compete with the popular video-sharing app at the time. In August 2015, Instagram added support for widescreen videos. In March 2016, Instagram increased the 15-second video limit to 60 seconds. And now on Instagram, if you upload videos, you will use the name as reels, one of the features made by Instagram itself and the reels can upload up to 90 seconds.

c. Instagram Direct

Instagram direct is a feature that allows users to interact via private messages. Users who follow each other can send private messages with photos and videos. The use of Instagram direct can send photos to a maximum of 15 people. This feature was officially launched in the Instagram application in 2013 and underwent an update in 2015. And Instagram Direct is now also able to create several groups with the capacity for one class so that they can discuss in the Instagram group.

d. IGTV

IGTV is a feature released by Instagram. IGTV is a vertical video available within the Instagram app and website. The use of IGTV allows users to upload up to 10 minutes of video with a file size of up to 650 MB, with verified and popular users allowed to upload videos of up to 60 minutes in length with a file size of up to 5.4 GB but now in 2022 this feature has been removed by parties Instagram.

e. Instagram Stories

In August 2016, Instagram launched Instagram Stories. Instagram stories is a feature that allows users to take photos, add effects and layers and add them to their Instagram stories

feed. Images uploaded to user stories expire after 24 hours. When Instagram stories launched many saw it as a Snapchat clone. This is because in addition to sharing photos and videos that disappear after 24 hours, Instagram stories allows users to add Snapchat-like filters that add things like flower crowns and bunny ears. However, it didn't take long in eight months for Instagram Stories to surpass Snapchat's daily active users. The use of Instagram stories has great benefits for its users. Instagram stories is currently the fastest growing platform because every day and more than 200 million people use Instagram stories. In addition, Instagram stories are included in "discovareble" allowing other people to see user uploads even though they don't follow each other, this is a great opportunity to create active fans or viewers on other uploads.

f. Instagram Avatars

Instagram avatars are the latest features in the Instagram application such as creating 3D animated characters or Avatars. Through this feature, users can create 3D animated characters that represent themselves, with various design options. The created avatar can later be used as a sticker to be shared with other users. Through this feature users can create 3D animated characters. Then, the Avatar can be shared with other users via stickers. This Instagram avatar can also increase our creativity to create a variety of animated forms and can imagine as much as we want.

g. Parental control This feature is also one of the newest features as well. The Parental Control feature now allows parents to send requests to monitor their teen's activity on Instagram. Through this feature, parents can see the accounts reported by the child. And through this feature parents can monitor the child's activities carried out by the child in this Instagram application, so this Instagram can also be used by school children to view information about learning made by several accounts specifically about school learning.

h. Pin a photo or video on Feed

Now, photos or videos on the Instagram Feed page can be pinned so that they are at the top of the list. The function of this photo or video pin itself is so that the photo or video that has been uploaded by the creator doesn't sink, so those who see or watch also don't miss the info that has been uploaded by the creator, for example about learning so that the material being uploaded doesn't sink too far so the photo or video is pinned so that others can still see it.

i. Reels

Duration extended in the past, Reels videos could only be made with the option of a duration of 15 seconds, 30 seconds, or 60 seconds. Now, the duration of Reels has been extended to 90 seconds. So, you can upload videos with a longer duration. This Instagram Reels feature also allows you to create short videos for 15 seconds or even up to 90 seconds now with a choice of audio, effects, and other creative tools. Not only that, you can also combine or even record several clips to become one complete video.

j.   Add music in feed

The next latest Instagram feature is music that can be added when we create Instagram stories, and users can now add music when they want to upload photos on the Feed so that Instagram stories and feeds that have been uploaded look quite interesting and pleasant to hear with the addition of this music.

k. Moderator on Live Instagram

Users can now add moderators when broadcasting or Live Instagram. The moderator's role is to manage comments that come in when the user is on Live Instagram. Usually this is often used when you want to discuss important things, so this moderator is needed to regulate comments or viewers who are entering the live so that comments do not interfere with the live event. l. Added options in the Polls sticker The Polls sticker for polls on Instagram Stories is now available with up to four answer options. The function of adding options on this sticker can also be for us to ask followers about things we don't know and they just have to give answers by choosing the option on the poll sticker.

Instagram in Learning to Read and Listen German

Instagram social media users are dominated by teenagers. The various features offered are the reason for the many fans of this social media. Through Instagram, users can convey messages through photos and videos creatively. The skills taught in learning German are divided into 4 types. The 4 skills are listening skills (Hörverstehen), speaking skills (Sprechfertigkeit), writing skills (Schreibfertigkeit), and reading skills (Leseverstehen). How to use Instagram as a learning medium can be through Instagram feeds, live, reels, and ig stories, in addition to using the methods mentioned, we can follow Instagram accounts that contain German language learning such as the @dkh_institut account, @learn.german.fast, @dein_sprachcoach Instagram account this often uploads how to use German grammar, questions related to article articles, uploads stories and then rewrites the words spoken and this can help us understand what the uploader is saying.

If the teacher wants to provide material that is not too much and a little practice to train children's skills, they can use the ig story feature, while if the teacher wants to convey directly or want to provide additional material related to the material that has been uploaded, the teacher can use the live feature on Instagram. These features can make it easier for teachers to communicate via Instagram. So learning is not only done in schools, but teachers can also communicate with students through social media. This is a medium that can make it easier for teachers to convey material to students, and do not have to use the lecture method like learning in previous education. Technology has made it easier for us to interact and convey knowledge to students by not having to meet face to face and sit in class but the interaction can be done wherever we are.

Through the text typed by the content creator in the ig story (as in the picture) we can follow what the content creator says, this is one way to help us hone our reading (lesen) and listening (Hören) skills.

Examples of interactions on the Instagram app
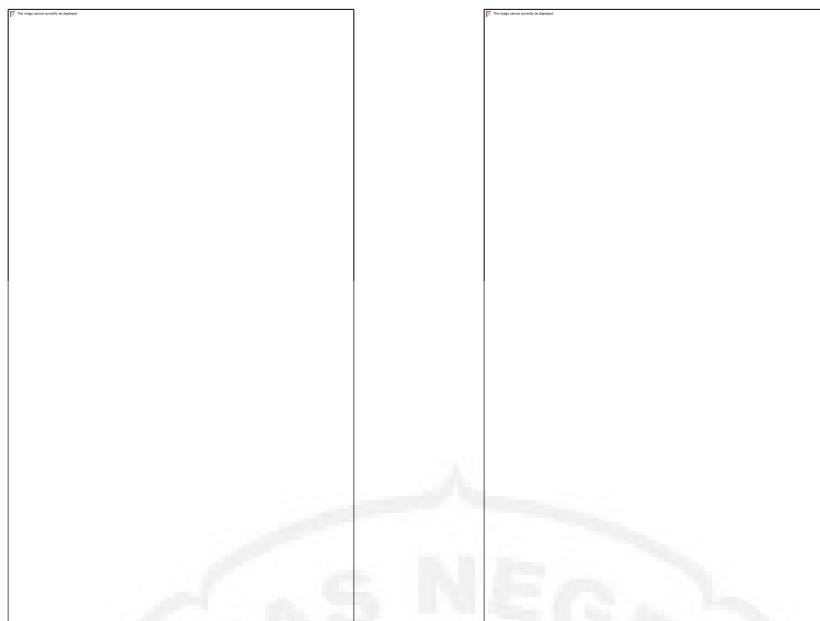
Picture 1.1 interaction via instagram story

Advantages of Instagram

The Advantages of Using The Instagram Application As A Learning Medium Are:

1. Make It Easy for Teachers and Students to Interact and Deliver Material. Teachers Can Interact and Deliver Material to Students Only Through Instagram. Teachers And Students Do Not Have to Sit in The Classroom in The Teaching and Learning Process.
2. Free During the Download Process on The Appstore and Playstore
3. Instagram Has Many Interesting Features, So That Learning Materials Can Be Displayed as Attractive as Possible with Some of The Features Already Available on Instagram, The Material to Be Uploaded Can Be Edited in Such a Way.
4. Instagram Provides a Privacy Security System Service, So That the Account Created by The Teacher Can Only Be Accessed by Students, But If You Want The Account To Be Accessible To The Public, You Can Open The Privacy Security System Service.
5. Easy to Reach, Almost All Students Use This Application Because It Is Easily Accessible Widely.

Disadvantages of Instagram

Disadvantages of The Instagram Application as A Learning Medium, namely:

1. Too Free to Access, Many Things That Can Be Accessed on Instagram Are Not Only About Lessons but Sometimes There Is Content That Contains Negative Elements.
2. Requires A Strong Internet Network, When Using Instagram Make Sure Your Cellphone Has a Stable Network Because If There Is an Internet Error, The Learning Process Is A Little Slow.
3. Using Too Much Internet Quota, Instagram Requires Too Much Internet Quota Compared to Other Applications.
4. The Duration of Uploading Instagram Stories Is Only 15 Seconds.

Conclusion

Technological Advances That Continue to Give Birth to Various New Social Media, Require The 5.0 Generation To Be Creative And Innovative Individuals And Be Able to Take Advantage Of These Social Media. For Example, Instagram, But Must Be Balanced with Preventive Efforts in Reducing Its Negative Impact. One of The Efforts to Learn German Iis to Use Social Media As A Learning Medium. The Use of Social Media As A Learning Medium Can

Direct Students To Use Social Media More Usefully, Namely For Learning Purposes. Learning Using Social Media Can Also Give A Pleasant Learning Impression To Students.

Acknowledgements

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