

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses the introduction of the study. This chapter consists of six parts. They are the background of the study, problems identification, research problems, the objectives of the research, scope of the research, and the significance of the research.

A. The Background of Study

Miller et al. (2016) stated that social media has been the vital thing in every level of human. The needs of human have been changing time by time. This year of time is a moment of millennial and digital media. Most of the people tend to be consumers than producers. Blair and Serafini (2014) shows that social media has so many different way of accessing it using devices such as by mobile phone, by computer, or by tablet screen. Other thing is the social media has various types like social media for marketing, entertaining, or learning.

Akhiar, Mydin and Kasuma (2017) revealed that the most used social media's platforms are instagram, facebook, and twitter. These three have slightly same offers to the users. The offers are like, able to upload current situation in picture or video form, able to give response about others' status of situation in

written comment form, and able to present someone's true intention. They also stated that this phenomenon has spread widely and currently been touching the academia aspect.

Almurashi (2016) explained that in English language teaching, the use of social media's platforms is evolving over the years. There are so many Youtube has been the main way of learning speaking among the students. The students are more likely using Youtube to imitate the dialect and accent of certain English as language learning subject (Kabooha & Elyas, 2018). There are also quite a few research of the Youtube affection of learning language process. But social media is a huge unlimited area in the digital network, which not only Youtube can do that job, instgram surely can do the same or even more.

Instagram has been a viral platform in today's digital era. In Indonesia especially has a special part in using Instagram, it becomes a habit for millennial age. Usually this using of Instagram is about making followers and being popular. It is so rare to find the specific purpose for English learning language. But it is so possible to use Instagram as English language learning platform. It provides the video post eventhough is not in long duration like Youtube does, but it is so easy to be accessed by the now age students, it doesn't require many specific form like Youtube does. Just use the Instagram account and make a post of several videos.

The young generations who have been using high-tech devices since their childhood cannot be able to follow with old-fashioned teachings including classroom, teacher, textbooks and whiteboard (Vinc & Cucchi, 2010 in Simin, 2016). Therefore, teaching and learning isn't always in the same field or classroom. Using grammatical error is the important part in different aspects, which creates a lot of problems and buffers the progress of students, for example, it gives shyness to the students such as in speaking and skills. Students always memorize the important grammatical part in the function of (Word classes), however they are not able to transfer them in their long-term memories, and they cannot apply them in different occasion of situation.

The trend of social media is also loved by youth like the students. Students can possibly spend their seconds almost around the clock to access social media by their notebooks or mobile phones. They may have their own account to interact with their friends. Therefore, this popularity can be adapted by the teacher to develop certain activities in language learning. Teachers can actively use such tools to keep in touch with students or to organize activities online (Zhang, 2013 as cited in Simin, 2016). One basic reason to use social media is it is familiar to almost students. It also doesn't cost and only need minimal training. Social media allows students to access enormous variety of learning materials in most of the

cases free of charge. According to Mason (2006) in Simin (2016), thus, social media have enough content for a good formal education matching the social contexts of learning and developing critical thinking in learners.

The Indonesia government has made English as a learning subject which in Indonesia called '*Bahasa Inggris*' at school starting from elementary to senior high school (SD-SMP-SMA) (Permendiknas, 2006). The purpose of the English teaching itself is prepare students' knowledge and skills in English to communicate in both spoken and written form in a certain level (Permendiknas, 2006). Speaking is one of four main skills in English language learning. There are four main skills in English language learning, (Setiyadi, 2006). In the context of first-language acquisition, those four skills are most often acquired in the order of listening first, then imitating the pronunciation of spoken word by speaking, then possibly recognizing written words by reading and copying by writing it. This process is also applied in learning English as second language or foreign language. In Indonesia, most of the students start their lesson in wrong steps. They are mostly learning by writing the topic of lesson first then have a trial on pronouncing some words.

Teaching speaking in digital era is one of the challenges in teaching learning process. Setiyadi (2006) stated that teachers are demanded to follow the

progression of technology in purpose to support their teaching. In this modern day, 21st century, the students are attached to their smart devices all the time. They have their time talk with their friends mostly in an online chatting app than in real life, update their current situation of life in photos and videos form, and just upload some photos and videos of a special event so they can recall the memories. Regarding to this phenomenon of using social media, it is necessary to make use of social media platform in teaching and learning process of speaking class.

As in SMAN 8 Medan, the English teachers are already using the smartphone as their daily device. The teachers also have their own personal accounts in some social media platforms. Instagram is one of their daily platforms of social media. For the students, they definitely have the Instagram accounts. For both of teachers and students, instagram has already been being a way to teach and learn English. But it is not maximmal in using the offers instagram has for the users. Besides, they tend to just post on one of the video post options and other than that they just use instagram only for checking others' daily things. There is a given image which is a screenshot of the students' posting on one feature of total four features.



Figure 1.1 Screenshot of Instagram Video Post on Regular Timeline

On the figure above, four students are grouped as one group and having a conversation over something which the teacher asked them to do. This assignment was done in 2017 which means that this kind of way of learning has not fully applied until this year. The features they used for that assignment was just the

regular timeline posting. There are other features that actually suitable for their daily speaking assignment.

The researcher had done an interview with the teacher about their activities on instagram for teaching and learning English as translated from Bahasa Indonesia and transcribed down:

Interviewer = A

Interviewee = B

A : Does Mam think that social media can help us in teaching and learning speaking skill of English?

B : Yes! Social media is so various and fun to learn on it.

A : For that, which platform that Mam chooses to teach and probably asks the students to do their assignment there?

B : Youtube is vast as we both know. But for assignment part, I prefer instagram to youtube.

A : May I know the reason of it? And has Mam done it before?

B : Sure, that's because all of my students already have the instagram accounts and it is easy to be accessed. And yes, I have done it before. The students posted their video on the timeline.

A : Only once? And did Mam also post some kind of guidance video?

B : I don't recall exactly how many times, sorry. No, I don't post any video because I had explained the rules of the assignment in the class.

From the interview, the researcher is sure that the teacher has not used all instagram's video post features yet. There is a statement from the teacher which really explains why instagram is such a perfect social media platform for the teaching and learning is that both teacher and all students are verified for using the instagram. The teacher also agreed that instagram is an easy accessed social media platform for their teaching and learning process.

Sort of it, that is true that instagram is the media for others to communicate and by that showing what's going on with our lives is kind of work. But, the researcher wants to change this mindset into something different and useful. Instagram can be an educative media besides its negativity in education process. The use of instagram in education will be so many if the involved participants willingly to take part in switching their daily habit with Instagram to the educative Instagram.

B. The Problems of Study

Based on the identified problems above, this study is aimed to get the answers of following questions:

1. What is the most dominant feature of instagram video post?
2. How is the use of instagram video post in speaking skill?

C. The Objectives of Study

In relation to the problems, the objectives of the study are:

1. To investigate which one is the dominant feature of instagram video post
2. To analyze the use of instagram video post in speaking skill.

D. The Scope of Study

This study is only limited in analyzing the speaking aspects such as vocabulary, grammar, fluency and pronunciation which are consisted in the video posted on instagram posted by the students. The study will be focused on analyzing Instagram video post as social media platform in English language learning. There is also a process called interpersonal happened between the teacher and the students.

E. The Significances of Study

The findings of this study are expected to be relevant and useful as follow:

Theoretically, this study can enlarge the horizon of students' speaking skill and increase the confidence of the students in speaking English.

Practically, the result of this study will be used for:

1. Providing significant information for the English teacher in their teaching-learning process in using social media.
2. Helping the next candidates of the teacher to get some information about the unlimited use of instagram as social media platform.
3. Switching student's past assumption about instagram which is only for showing off to the new knowledge of instagram as learning media.