The Students’ Responses of English Instagram Account for English Reading Mastery

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Abstract
"Reading" is the process of looking at a set of written symbols and giving them meaning. When we read, we use our eyes to pick up the written symbols (letters, punctuation marks, spaces) and use our brains to turn them into words, sentences, and paragraphs that convey something. In order to master the ability of reading skills effectively in this digital era, English students need to take another learning movement from conventional learning to digital learning. Instagram is one of the digital social media that could be used to learn English. Therefore, the purpose of this research is to find out how the social media Instagram along with the content and information about English could influence students’ motivation on English reading from the smallest thing like how to read vocabulary properly. Data was collected using questionare via google form distributed to 20 students at UIN Saizu Purwokerto. In collecting data, researchers used 12 question in questionare which were used to collect data. The participant of this study were random sixth grade English students of UIN Saizu Purwokerto. This study uses quantitative methods to describe the research results. Based on statistical data showed that most of the students feel they have much motivation in reading English text and vocabulary because using Instagram is fun, unique, and easy to understand also it provide interesting content that could trigger them.

Keywords: Students, Instagram, Reading, Technology

INTRODUCTION
Presently, the capability in mastering English has became a worrying situation. It is because there are a lot of student that still in disorganized about English skill. It caused that many college graduates work for companies that do not have basic skills (Hirose, 1992). Even though, the need of English mastery has increased significantly due to the strengthen position of English as one of the biggest language that used in society on earth. Crystal (2003) stated that English is used as a working language for over 85% in international organizations. It is clear that companies need people especially freshgraduate who have certain skills specifically in English ability to communicate and support the action. On this concern, Indonesian companies and offices have been thinking about offering their employees the opportunity to give oral presentations. To support progress and collaboration, we need to communicate effectively and efficiently.
Also, the era of globalization has forced us to expand our business to other countries as well as Indonesia. therefore, we obviously need English-speaking staff to do this international job. Therefore, English is not only for students of the English department, but also for students from non-English departments, including students from UIN Kh Saifuddin Zuhri Purwokerto.

Literacy is the ability to read, understand, and interpret words on pages of documents and other reading materials. Having honest literacy prepares people to learn the written work in a short amount of time by reading it. When people develop their reading skills, it is a lifelong activity. While reading at any time, it is expected that people will think critically about the actual subject or topic in order to know the purpose of the author. Reading comprehension can only be developed by constant reading comprehension. Teaching reading culture and habits can be a hobby. (Rizqy et al, 2021)

In this digital era, The emphasis on technology in everyday life is very intense and strong. Almost all aspects of life are now integrated with technology including knowledge and teaching-learning aspect. Technology has become a new culture in life, even kids are able to use technology in their life (Pustika, 2020). One of the most technology device that often to use is social media. According to Howard and Parks (2012), social networks are three-part media. If culture is digital, then the entities that produce and consume digital media content are individuals, organizations, and industries. Then, along with the development of strict mandates for Internet resources, they become indicators of students’ more creative ability to express their ideas.

Instagram is one of the most famous example of social media. This application nowadays is really loved by many young people. Social Media Instagram is a messaging tool(app) that lets you connect with a wider audience by sharing photos or videos with other features such as direct message (DM), comments, love and more. Instagram (also known as IG or Insta) is a photo and video sharing application that allows users to take photos, shoot videos, apply digital filters, and share their own Instagram and other social networking services. In Instagram there is also a lot of account that provide information, it could be anything. For example, there are a lot of Instagram users that giving spesific information about English material. From this facts, it can be concluded that, modern English students need to improve their skills through social media especially instagram to help their aim in learning (Aminatun, 2019). Students also perceived social media as a tool to enhance learning (Sari & Wahyudin, 2019a; Sari & Wahyudin, 2019b). It is because Instagram presents a fun alternative and attracts students' interest in learning English especially reading vocabulary since it also supported by picture that can trigger students to learn and know more about English (Pratiwi & Ayu, 2020).

Several Instagram accounts provide information related to English and this can really be a reference for us to add to our vocabulary and improve our listening skills. @kampunginggrisk, @kampunginggrism, @gurukumrd, etc. They provide a lot of statements, captions, videos about English that are made very interesting so that the viewers are entertained and hope that readers don’t get bored, and now Instagram also provides a feature called IGTV which is used to play videos using more time, length of the previous videoplayer. Some accounts also use media such as blackboards, markers to teach some material about English. In this study, we will discuss the influence of Instagram social media to improve students’ vocabulary and listening skills. As Instagram is a social network used by many people today, it is used by teenagers as well as adults.
LITERATURE REVIEW

A. The definition of Instagram

Instagram is a photo and video sharing application that allows users to take videos, apply digital filters, and shares them on various social networking services. Alhabash and Ma (2017) states Instagram is a photo-sharing mobile app that allows users to snap photos, apply filters, and publish them directly on the site (Alhabash & Ma, 2017). Users can shoot, edit and upload photos or videos to the main Instagram page. Photos or videos that are shared will be displayed in the feeds of other users who are followers. In addition, each user can interact by commenting and responding to likes on the shared photos or videos. Instagram has almost 400 million monthly active users who have shared more than 40 billion photos (Bestari et al., 2020). Instagram is social media that is loved by teenagers which most of them are students. Students usually use Instagram to post personal information such as photos and videos, they also read the captions on the pages.

Features of Instagram

a. Feed of Instagram

The Instagram feed is a medium for sharing photos and videos, connecting with others, and exploring the things you love. In business, Instagram feeds are a medium for sharing brand stories, promoting your brand, and inspiring others to connect with your brand.

b. Story of Instagram

Instagram stories are a more recent addition to the world of Instagram. Instagram introduced Stories as a means of supplanting Snapchat’s appeal as a means for users to post “ephemeral” content. Most stories exist for 24 hours before the system automatically deletes them (recently Instagram also introduced a feature that allows you to “save” stories as highlights. However you have to automatically select this option otherwise the system removes them). Instagram Stories can be videos or images (videos are limited to 15 seconds), with the user also being able to add text to either format. Users are also able to post text-only versions of their stories (Banfield/agency.com).

c. Instagram reel

Instagram Reels is an opportunity for users to gain followers, increase the amount of time everyone spends on the app each day and establish itself as a videorentertainment platform. Using Reels allows users to record videos of up to 15 seconds and add popular music, share filters and effects on it. Instagram users can use this feature to build followers because Instagram gives Reels its own special place in its application.

d. Instagram TV

Instagram TV or also known as IGTV is an Instagram video feature that allows user to have longer video duration rather than the other video features. User is also able to pause, rewind, and fastforward the video while the other Instagram video features could not do that (Team, n.d.).
B. The definition of reading

Reading is an activity to see what is written and the process of understanding the contents of the text aloud or silently. Reading is expressing an imagination of a reader that is liked by the general public and also understood by someone. In reading learning, the function is intended so that students can read quickly, eliminating habits that can hinder reading acceleration. Djiwandono (2002: 93) states that reading fast does not mean skipping a few words, but setting the eye speed proportionally on each word depending on the weight of the proposition of the word.

In reading learning, students are expected to be able to give new habits to mastering speed reading techniques, besides that students can master lesson materials with good results. In speed reading, there is also a fast understanding. There are four skills in English, namely: Speaking, Reading, Writing, and listening. Reading skill is one of the skills that must be mastered by students. Reading subjects discuss narrative, descriptive reading, then rewrite the contents of the reading both orally and in writing.

Factors underlying problems in Reading:
1. Incorrect reading technique
   The reading technique used is not right because they are still looking with their heads nodding and nodding and moving other body parts.
2. Concentration is still low
   The attitude of the students who are still not calm shows that the students are still not concentrating in reading.
3. There is still a lack of supporting facilities
   Like libraries, most students feel lazy when they want to look for book references in the library, because now they are more interested in looking for books on websites or other applications that are easier and more practical.

C. Reading Mastery

Basically, reading is an activity that the readers try to understand what is the text mean and knowing the general idea and detailed information inside. Mastery means the level of comprehension expected in a direct instruction or activity program with the goal of learning is 90% or more. So the definition of reading mastery is a direct instruction or activity program designed to provide explicit instruction in English language learning. According to NIFDI (2015) states that there is 5 keys philosophical principles underlie direct instruction to master something:
1. All students can be taught.
2. All children can improve academically and in terms of self-image.
3. All teachers can succeed if provided with adequate training and materials.
4. Low performers and disadvantages learners must be taught as a faster rate than typically occurs if they are to catch up to their high-performing peers.
5. All details of instruction must be controlled to minimize chance of students’ misinterpreting the information being taught and to maximize the reinforcing effects of instruction.
PREVIOUS RESEARCH

There are several studies related to implementation of English Instagram account in reading mastery. The first research conducted by (Yahya Romadoni, “The Effect of Using Instagram on Eleventh-Grade Students’ Speaking Skill, 2019) on him research a case study of using Instagram application for improving speaking skill. This study dealt with 75 students (XI grade SIG) at SMAN 1 Gresik. The researcher aims to reveal the effect of Instagram on eleventh-grade students’ speaking skill. This study uses experimental quantitative research. The data are gained in the form of pre-test and post-test score. Then, the data are analyzed by using the Mann-Whitney U Test to find its significance level because the score data is not normally distributed. The result of the study shows that based on the output of the Mann-Whitney U Test, significance level (p-value) of post-test scores is .000. It is lower than .05 which means there is a significant difference between both groups after given a treatment. In addition, the experimental group has a higher mean rank score of the post-test which is 47.92 than the control group which is 27.81. The similar aspect of this research and him research is using quantitative research. On the other hand, the difference on him research is using Instagram account for speaking skill and he use the subject XI grade at SMAN 1 Gresik.

One of the studies that has described the effectiveness of Instagram in improving reading and writing skills is Ali Earshan. This study suggests that the use of social media Instagram as an educational platform Instagram is the most frequently used social media platform among the participants and they favor using it for educational and language learning purposes. Additionally, it was found that Instagram had a positive impact on students' language learning based on the achievement scores. This study uses carrying out quantitative and qualitative analyses. Another study from Puspita Devi, Bianca Virginiana, and Merita Putri in this study stated that integrating Instagram into EFL learning process significantly improved students’ speaking ability. The students made a good improvement of both aspects; content and delivery. This study used a pretest and posttest approach to obtain research results.

The similarities between these two titles are that they explain the use of the Instagram application in Reading Comprehension learning, but in another article it is explained that the target of the research is around students, so in making our group journal, we focused on 6th semester students at UIN Saizu Purwokerto. In this study, why our group chose students as the object, in our research, we targeted students, because it is considered more effective because we do not have to go directly to schools for research.

METHOD

In this research, the researchers use descriptive method which is by using questionnaires. This research aims to analyzing reading comprehension problems on English education students in 4th semester of UIN K.H. Saifuddin Zuhri Purwokerto in the academic year 2019/2020. Then, the researcher send the link of google form to 20 students in 6th semester which are two classes A and B in UIN K.H. Saifuddin Zuhri Purwokerto. The questionnaire is contain 10 questions in order to gain the information about reading comprehension problems.
A. Participant

To get the data, the researcher are make a questions in google form in order to know English students’ problems in reading mastery such as in vocabulary, main idea, detailed information, and making conclusion. Firstly, the researcher make questionnaire in google form. The participant of this research are 20 English students in 6th semester which contain of 2 classes in English education department.

B. Questionnaires

In this research, the questionnaires was originally created by the researcher. The purpose of using questionnaires is to measure the participant’s problem. The questionnaires contain 10 questions about four aspects reading English text which has been explained on literature review. Those are determining main ideas, making conclusions, detailed information, and understanding vocabulary. The researchers used bahasa to build questions in order to be easy to understand. Here is the questions list in the questionaires:

1. Sebagai Mahasiswa Tadris bahasa Inggris, Apakah anda aktif mengikuti konten instagram mengenai bahasa inggris? (Yes/No Option)
2. Menurut anda, apakah menemukan konten reading dalam instagram itu mudah? (Yes/No Option)
3. Menurut anda, apakah konten reading bahasa Inggris dalam instagram itu menyenangkan? (Yes/No option)
4. Berikanlah pendapat anda kenapa setuju bahwa konten reading bahasa inggris itu menyenangkan ataupun tidak (short argument)
5. Menurut anda, apakah konten reading bahasa Inggris dalam instagram itu variatif? (Yes/No option)
6. Berikanlah pendapat anda kenapa setuju bahwa konten reading bahasa inggris itu variatif ataupun tidak (short argument)
7. Menurut anda, apakah konten reading bahasa Inggris dalam Instagram sebagai pembelajaran tambahan cukup efektif? (Yes/No option)
8. Berikanlah pendapat anda kenapa setuju bahwa konten reading bahasa inggris itu efektif sebagai pembelajaran tambahan ataupun tidak (short argument)
9. Apakah anda lebih tertarik membaca teks bahasa Inggris dalam sosial media instagran ketimbang metode konvensional? (Yes/No option)
10. Menurut anda, apakah Instagram menjadi aplikasi sosial media yang paling bagus untuk konten reading? (Yes/No option)

C. Procedure

Before getting the result of the study, the researchers took several steps in surveying respondents. Those are:

1. Researcher arrange the questions that will be ask to the participant.
2. After that, the questions put in the google form.
3. The question in questionnaire is optional form with some essay answer form to get more specific opinion of the students.
4. the purpose of the questionnaire is to indicate, find out, survey and get the data about students' opinion about the topic study.
5. Share the link of google form to the participants. Each researcher share to 6 until 7 students.
6. The responses each student was different. The faster response is took 5 minutes and the longest is took 1 day. The participants generally responses and completed the questionnaires within 10 minutes.
7. The result of participant's responses was related to the problem in this research.
8. Then we process the data to get conclusions by using the majority data of it.

FINDINGS

This chapter shows the results of respondents' responses to this survey. Researchers tried to see what the reaction of the subjects to the research topic. It specifically explained the students' responses may have experienced during their activity while playing social media especially Instagram and their interactions with English reading content. Researchers presented the data collected using visual pie chart data. It contained nine data pie chart inside and had been presented. Each represented the result of the questionnaire question.

The first data showed the activeness of following English reading content on Instagram. The data showed by visualizing the pie chart as followed:

![Pie Chart]

Figure 1. Level of understanding in reading comprehension

The first data we surveyed was about students' activeness of following English reading content on Instagram. From the pie chart data above, it shows that the majority of students by 70.8% percentage follow English reading account on Instagram and active to interact at English reading content on it. The second data shows that students are not following the English reading account with a percentage about 29.2%.
Next we tried to do a survey with a more specific topic regarding the convenience to find English reading content on Instagram. The pie chart data showed that most of students as a subject of the research agree that reading English contents are easy to find with a 75% percentage. While the other data showed 25% students feel difficult to find English reading on Instagram.

The pie chart data on the top is showing survey data regarding learning reading English content on Instagram is fun. The data showed that the majority of students with 76% agree that reading some text including information, news, poetry, quotes, someone activity, English material education is fun to learn with. The rest data disagree of it with 24% percentage. From the data above we could conclude that students agree that learning
reading on Instagram as additional learning is not boring because it is flexible, creative, and fun. This conclusion is reinforced by several statements by students as research subjects which state as follows:

*English reading content on Instagram, is usually presented with interesting and varied pictures, which can make me curious about what the content is.*

*agree, because the display is more creative, the writing is less, the information is straight to the point and saves time in reading.*

*Many things that I can get from Instagram which one about reading skill. I usually found caption, quotes, riddle, even text to improve my ready skill.*

*Social media is more eye catching, therefore there are more users and it is easier to include material about the English language mixed with existing entertainment content.*

![Pie Chart](image)

**Figure 4.** The variation of reading English content on Instagram

The Pie Chart data above showing the survey of students’ thinking about the variation of reading English content on Instagram. The data showed majority of students with 76% agree that reading content on Instagram is variative and creative, it could be in feed Instagram posting, insta story or caption form. The rest data showed that students disagree with it. It could conclude based on the majority data, reading contents on Instagram could be variative based on the creator and Instagram provide and support it. This conclusion is reinforced by several statements by students as research subjects in questionnaire which state as follows:

*English content on Instagram is very varied because it is associated with current conditions, trends at that time, and adjusts to what the Instagram community likes.*

*Yes, because I think as a content creator, the Instagram owner will make the content as interesting as possible and more varied so that the viewers don’t get bored and keep following the content.*

*Yes, I agree, the content is varied and interesting*

*Reading content has many topics that can be used depending on how interesting the writing is*
Next we tried to do a survey with topic regarding the effectiveness of Instagram reading content as an addition to reading learning on instagram. The pie chart data showed that most of students as a subject of the research agree that reading English contents on instagram is the effective way as addition reading learning with 61.5% percentage. While the other data showed 38.5% students disagree with it. Based on the data, we could conclude most of students agree that instagram could be the social media application as additional reading learning. This conclusion is reinforced by several statements by students as research subjects in questionnaire which state as follows:

Yes, Instagram content is good for increasing knowledge of English and can provide more varied learning, not boring.

Very effective because it is packaged in an attractive, easy to understand, and concise way. Yeah I thought it can be effective if we often open that apps.

If it is an addition to learning, I think it’s enough. Because we understand learning on Instagram little by little.
Next we tried to do a survey regarding students’ motivation to learn reading on Instagram. On this survey, the researchers tried to find out whether students as subject study have motivation to use Instagram as reading learning continuously. The pie chart data showed that most of students for a half percent as a subject of the research have strongly motivation to do it. While the other data showed 38.5% students have less motivation and the rest 11.5% data state that students have no motivation.

![Pie Chart](image)

*Figure 7. Instagram is the best social media in learning reading*

The last survey is about whether Instagram is the best application to learn reading. On this survey, the researchers tried to find out whether students as subject study agree that Instagram is one of the best application than others in learning reading or not. According to the data, most of students with the majority 76.9% agree that Instagram is the best application. Another data showed 23.1% disagree with it.

**DISCUSSION**

Mastery of reading English has become an important skill in addition to listening, speaking, and writing skills. This is because the mastery of reading skills affects the level of contextual understanding of students in reading English texts. For example, students who have good reading skills will gain broader insight, thinking skills, analysis, increased vocabulary, and quality of writing. Therefore, it is necessary to have reading skills that are at the level of mastery in students. This reading ability can be built well in formal education from elementary school to university with additional learning. One of the additions to suitable reading material in this digital age is the use of social media. This is because social media supports a variety of information that we can easily get, especially related to learning English. Therefore, it is necessary to add learning that follows the technological developments of today’s young generation who tend to spend a lot of time playing gadgets to get involved in social media.
In this research, we could find that there is a lot of English student department in third grade year in UIN Kh. Saifuddin Zuhri as a subject of this research play with social media in their daily activity life. Based on that case, the researchers tried to make their responses as students regarding Instagram which became the sample social media of this research in supporting their mastery in reading English text. Why did choose Instagram? It is because Instagram is one of the most famous social media platform and network to use in order to support their study in English. "Instagram is a social network based on sharing images and 15 seconds of video that can be posted on social media sites," Blair & Serafini (2014).

According to the results from the questionnaires, the data shows the survey results that 70.8% majority of English students in third grade year in UIN Kh. Saifuddin Zuhri play social media, especially Instagram. Students also interact with the language content in it. For example is by following accounts that discuss English material and hashtags. In data one, we can see that there is interaction between students and social media containing content related to English material. Like persistent studies that showed that gadget application that can be used and used to learn English for university students. Which helps students to better understand English words. (Nur Santi. 2020). in this study demonstrated that the use of social media Instagram among students to learn English is very crowded.

In data two shows that English content on Instagram is easy to find. The data based on the finding stated that 75% students agree about it. In line with the second data, the third data shows that 76% students agree English reading contents on Instagram are fun, although in the data there are also few students who still have difficulty reading on Instagram. According to Rahmawati (2016), cross-border exchange and communication has become easier, making people more inclined to communicate via the Internet. Social media especially Instagram is one of the most widely used media by most people, including students, can also be used for learning. According to previous survey stated that 100% of students in the class have active social media accounts. The data also shows that students spend more than 10 hours a day playing social media, such as updating status and uploading stories/videos. Based on the tendency of students to actively use social media, the author wanted to find out how effective the integration of learning and social media was among students. So, we could conclude that students agree which they could find English reading content fun easily because they are used to spend their time on social media especially Instagram.

In data four stated that Instagram has a lot of interesting English reading content on it. For instance, English content on Instagram is really creative and variative so students can freely choose the English content they like or according to the material they are looking for. so that the existing content can be adjusted to the needs of the students themselves. Learning English through Instagram is fun. The variety of content available includes short videos, reels, and Instagram quizzes. Instagram provides students with new ways to critically study languages and cultures while helping them think about meaningful learning processes (Chun et al, 2016). Instagram itself has many features that allow users to share stories through stories and feeds. Users can share the photos and videos they want to share with their accounts to show what they feel, do and do. Of course, it is a good medium for learning English. This may be related to social media usage activities where users want to share videos and photos and need to enter the following text to explain what they want to share. (Martirini et al, 2021)
In the fifth data, it shows about the effectiveness of Instagram to support reading mastery. According to the data survey, 61.5% of third-grade English students of UIN Kh Saifuddin Zuhri Purwokerto agree that they feel Instagram could support their learning in reading. Moreover, in the sixth data, it shows that 50% of students have motivation to use Instagram for their side learning in reading, 38.5% have probability to use and the rest 11.5% have a lack of motivation to use Instagram. But still, the data majority argue that most of students agree that they have motivation and desire to use Instagram. It is because Instagram provides teachers and students with great language learning opportunities. Instagram as one of the most popular social media in Indonesia and of course in the world is active with millions of users or users every second. The popularity of social media is certainly used by teachers and can not only be used as an ambassador for the general public, but can also be used as an interesting and effective medium for learning English and motivating students (Aydin, 2014 & Campos, 2015).

So the conclusion is Instagram is one of the best choices of social media platforms and networks to support English college students. It is showed based on the last data survey that states 76.9% students agree that Instagram is really effective for the best choice of social media to be additional reading learning.

CONCLUSION

Based on data interpretation and discussion above that the participants from the third grade English students of UIN Kh Saifuddin Zuhri Purwokerto are using Instagram to support their English reading. Instagram was proven as one of the alternative media for students to practice their reading since students have a positive perception of Instagram. They claimed that Instagram leads them to the process of reading mastery. Also, students agree English reading content on Instagram are fun. Furthermore, Instagram gave students space to practice reading by founding caption, quotes, riddle, even text to improve reading skill. It also gives students a chance to build their connection with their friends and take peer learning which benefit their learning independently.

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