CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It consists of the Background of the Study, Reason for Choosing the Topic, Research Questions, Objectives of the Study, Significances of the Study, Limitation of the Study, Definition of Key Terms and Outline of the Study.

1.1   Background of the Study

The development of technology gives a lot of influence in our life, and internet cannot be separated with this technology progression. By using internet people around the world can be connected to each other, many works can be done fastly, all of information in the world can be found easily and also affect to the world of education.   The use of this technological innovation has developed progressively and it has successfully capture people's time and attention in many fields. The most of people are engaged with some of technology such as computer, smartphone and other kind of gadgets. In short, technology including internet has been used widely by people around the globe because of its benefits. However, technology also has some disadvantages but this study focuses only on its advantages.

Social media was created by underlying the interaction among people in which they are creating, sharing, exchanging, and modifying their ideas in virtual communities or networks (Natascha, 2014).

However, social media can be defined as an online computer network through which people interact and bond with each other. There are many kind of social media such as Facebook, Twitter, YouTube, Line, WhatsApp, BBM, Path, and recently Instagram. The user of these social media cover more than half people in the world, in 2005-2015 it is recorded 65% of adult use social media sites (Perrin, 2015). Therefore, social media should be used as well as possible to take the advantage from it.

The advantages of social media also affect education field which has bring to the new age of teaching and learning. The world of education has been influenced by technology progression in which learning has also been enhanced tremendously (Hadiyanti & Simona, 2016). Social media as an innovation of Information technology can be seen as a set of tools that can facilitate the new age of teaching and learning. Social media change the traditional method of teaching learning process by adding more tools that make teaching learning process easier and fun. The students are more interesting to study with the interactive material that come from online videos, photos, blogs etc. They will find all the information needed from the available cyber world websites and they can access easily under teachers' control.

The recent social media that becomes popular nowadays is Instagram. It is a mobile app that allows users to capture and share image and video to the followers. It seems this social media make use of the proverb "a picture is worth a thousand words". Instagram, officially launched in October 2010 (Lavoie, 2015) while the service rapidly gained popularity, with over 100 million active users as

of April 2012 and over 300 million as of December 2014 (Listiany, 2016). In 2017 Kevin Systrom and Mike Grieger as co-founder of Instagram mentioned that Instaram has more than 600 billion who capture and share the world's moments on the service and they share more than 95 million photos every day. Instagram provided the user by interacting, sharing, and updating things they love and discover accounts from all over the world that are sharing things and information that needed to find out. By using Instagram the user can upload a picture or video, fill the caption, and give comment to others' posting. In addition there will be a communication between one users to another, because the user of Instagram consists of all people around the world which have different country and culture. Thus, English is one solution to make a communication running well.

Instagram has been accessed by people around the world especially youngsters including the students. The students of higher education are recorded as the Instagram user especially with quite big number. Instagram has been popular among students for sharing online their love moments and other activities. Besides, it can also facilitate students to learn new languages by communicating with native speaker. There are many studies that deals with social media but the one that discuss about Instagram is still rare. Therefore, it is necessary to investigate what Instagram may contribute to language learning, especially English.

The progress of information technology and social media can motivate the students to learn English because they have to follow this progression to survive in the era of globalization. Mastering English is not enough in formal classroom

only, therefore they have to learn independently outside the classroom because students remember better visually. In this case, social media like Instagram will be an appropriate tool to help them because it has a big number of users. This device has relevant content for reinforcing listening, speaking, grammar, reading and vocabulary skills. Instagram is recommended for enjoyable learning experiences.

1.2 Reason for Choosing the Topic

In this chapter a consideration is proposed to the importance of conducting the study of students' perception in using Instagram to learn English.

In the globalization era, students who have to take the advantages from technology progression by making technology as learning tool. Information technology literacy like the use of social media in this case is Instagram has brought teaching and learning process to the new age. It could facilitate teaching and learning process and make it easier to find out all the information that related to the materials needed. Students can learn independently outside the classroom by making use of this Instagram.

1.3 Research Questions

The study is conducted to answer the following problems:

a. What is the students' perception of Instagram as media to improve motivation in learning English?

b. How does Instagram motivate students of higher education to learn English independently?

1.4   Objectives of the Study

The objectives of the study about students' perception in using Instagram to improve motivation in learning English can be stated as follows:

a. To find out the students' perception of Instagram as media to improve motivation in learning English.

b. To describe about the way Instagram motivate the students of higher education to learn English independently.

1.5   Significances of the Study

The result of this study is expected to give contributions as follows:

*   Pedagogical significance

This study hopefully can give input in the using of variation method, technique, strategy and media in the new age of teaching and learning process. The result of this research is expected to show students' point of view in using Instagram to learn English. By knowing the students' point of view about Instagram which probably can motivate them to learn English, parents and teachers can motivate and monitor them to boost the advantages of social media especially Instagram.

*   Practical significance

    a) For teacher

    It is hoped that English teacher can improve their teaching skill by following the technology progression in this globalization era. Therefore,

teachers can develop their teaching method by using Instagram and make it effective to learn English.

b) For Students

It is expected that Instagram can motivate them to learn English independently. Hopefully the students can use Instagram not only for having fun but also for learning English more and more.

- For readers and further researcher

After reading this research, it is hoped that this study will give the benefit information and reference about technology and social media specifically Instagram in teaching learning process, especially learning independently.

1.6   Limitation of the Study

This study will limit the problem on investigating students' perception of Instagram as effective media to improve motivation in learning English and the way of Instagram motivate students to learn English independently. Thus, this study investigates the students' perception and how Instagram motivate students to learn English.

1.7   Definition of Key Terms

To clarify the terms and avoid ambiguity, some definition of the key terms are described as follows:

a. Perception

According to Slameto (2010), perception is the entry process of messages or information into the human brain. Through the perception, human can make a relation with the environment. This relation is done through the senses. There are sight, hearing, touch, taste, and smell. It can be concluded that the perception is a process which is preceded by the sensing process. That is a receiving stimulus process by the individual through the sensory organs.

b. Learning Media

Vreken describes teaching-learning media can be seen as many different kinds of media used to introduce (explain, elucidate, etc.) the learning content to the learners, so that the learning that takes place by the learners can be effective.

Jacobs et al (2002) defines a teaching-learning medium can be defined as an object the teacher uses, or which is given to the learners to use, to achieve specific teaching and learning outcomes. It is not only apparatus or pictures, but include many other types of learning experience.

Teaching-learning media can therefore be defined as any medium a teacher uses to present a lesson effectively. There is so many different media that can be used, that the classification of media by different specialists will be looked into.

c. Learning English Independently

Independent learning can be defined as a process, a method, and a philosophy of education in which a student acquires knowledge by their own efforts and developed the ability for inquiry and critical evaluation. It includes

freedom choice in determining those objectives. (Candy and Forster, Cited in the HEA, 2014)

d. Instagram

Listiani (2016) describes Instagram is a social network based on sharing pictures and one minute videos which can be posted to other social media sites. It is a fun and quick way to share one's life with friends through a series of pictures, snap a photo with a mobile phone, then choose a filter to transform the image into a memory to keep around forever. It is also impressive with its amazing features to support people's purposes related to daily needs and education such as photo sharing, social, community and Education on shared humanity.

1.8 Outline of the Study

This study consists of three chapters, they are:

Chapter I presents the introduction of the study. It consists of the Background of the Study, Reason for Choosing the Topic, Research Questions, Objectives of the Study, Significances of the Study, Limitations of the Study, Definition of Key Terms, and Outline of the Study.

Chapter II presents review of related literature. It describes Learning English for Higher Education, The Use of Information Technology in Teaching Learning Process, Social Media, Instagram, and Review of Previous Study.

Chapter III presents research method. It explains Research Design, Subjects of the Study, Instrument of the Study, Validity and Reliability,

Techniques of Collecting Data, Procedures of the Study, and Data Analysis Techniques.

Chapter IV presents research findings and discussion. It describes the Analysis of the Result and Discussion of the Research Findings.

Chapter V presents conclusion and discussion. It describes a conclusion from the data that have discussed in the previous chapters and suggestion that refers to the next action to do.