

IMPROVING STUDENTS' SPEAKING SKILL BY USING SOCIAL MEDIA

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Abstract

Social media is a tool for everyone to have interaction each other. There are many kinds of social media used by people in millennial era. One of them is Instagram. Instagram has many features. From the features people can take the advantages for improving their ability or knowledge. Students or teenagers are the majority of people that using Instagram. So, why not use Instagram to improve students' ability? The students can get more knowledge or information by Instagram. They can get the information by watching video and looking at the pictures. Interestingly, the students can increase their ability to catch the point in the text to get some information.

Key words: Social media, Instagram, teenage students.

INTRODUCTION

Do you know one of the famous social media in current era? Instagram is one of the favourite social media that usually used by society. Instagram comes from word "instan" or "insta" like polaroid camera that was known as instan photos. Instagram is an application of a smartphone specifically for social media which is one of digital media has almost the same function as Twitter. However, the differences lies in taking photographs in the form or place to share information about it users. Instagram can also provide inspiration for its users as well (Febria Lina & Setiyanto, 2021; Wahyudin & Sari, 2018). Instagram can increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better (Anuar et al., 2020; Sari & Wahyudin, 2019).

Instagram was started in San Francisco by Kevin Systrom and Mike Krieger, who initially tried creating a platform similar to Foursquare but then turned their attention exclusively to photo sharing. The word Instagram is an amalgam of "instant camera" and "telegram." Originally, only photos could be posted to Instagram, but the company expanded to 15-second videos in 2013. In 2016, Instagram upped the maximum video length to 60 seconds. Until 2015, all photos posted to Instagram were confined to a square aspect ratio (Diharjo et al., 2020). The company changed this to allow users to upload photos and video at full size. As of April 2017, the company had 700 million active users, more than twice that of Twitter's total user base (Damayanti et al., 2019; Lina & Permatasari, 2020).

Indonesia is on the 4th country with the biggest Instagram users. The users in Indonesia reached 56 million people or 20,97% of the total population in the country. Most Instagram users come from the age range of 18 years to 24 years for men and women. It means that mostly, Instagram users are teenagers and student. Instagram is growing rapidly and loved by all teenagers in this modern digital era (Schrape, 2018). With the advantages of Instagram, many young people in current era use social media for a variety of reasons, goals, and achievement (Erya & Pustika, 2021; Oktaviani et al., 2021; D. I. Pratiwi et al., 2020). Why many people like using Instagram? Because of many features that can be used by people, and the features are very interested to use. Instagram is an application that is able to take picture of a moment to be published, edit image to get a more varied impression and upload as a means of storing moment that occurs (Z. F. Pratiwi & Ayu, 2020).

There are some facts that make Instagram loved by students. From the results of many studies, there are many main reasons why students like and should utilize social media in learning activities. First, to be kept up to date (40%). Second, for effective connection and communication (25%) (Rido, 2017). Third, to seek opinions (4%). Fourth, it pleasant use (31%). With so many new technologies and the development of social networks current era, there are many benefits and reasons for everyone, including students to use social media. A study found that 70% of students felt that the technology they used to learn had to be adapted to themselves as users of social media (Ameraldo & Ghazali, 2021; Kuswoyo et al., 2021)

In this paper, the writer will discuss about the role of Instagram for improving student ability, student skill, and student achievement. Especially, for student ability in reading skill. Nowadays, many of student and teenager up to date about the news of Instagram. Actually, when there are news, there is information that posted by Instagram many people enthusiasm to read all of the things.

LITERATURE REVIEW

Probably, people more like to read news when posted with the picture. It can make people more understand about the news. The picture will help the reader to understand the news, people don't feel boring when read the news if it is posted with the picture (Meliasari et al., 2018; Muliyah & Aminatun, 2020; Sari, 2019). In Instagram also not only news with the

picture can be posted. The features of Instagram, can be posted with the form of Video. So, the people will get more information by the video posted (Putri & Sari, 2020). On Instagram we can express feelings and situations anytime and anywhere (Mandasari et al., n.d.; Oktaviani et al., 2020; Sinaga & Oktaviani, 2020). Many Instagram accounts share quotes that use English about romance, biblical quotes, humorous, motivation, and medical, there are also accounts that share various forms of language grammar, English (Lestari & Wahyudin, 2020; Oktaviani, 2012; Pranoto & Suprayogi, 2020). Instagram is a media to upload and share photos to fellow Instagram users. Instagram users are able to communicate by giving comment on photos.

In Instagram also, there is features to comment. So, the reader will write some comment and suggestion, moreover can add the information that the reader know . They can do the interaction each other to know deeply about the information from the news posted in the form of pictures and video (Rido et al., 2015; Sari, 2019). Instagram becomes favourite social media to get more information. Many students like using Instagram, so in nowadays why we are not improving student reading skill through Instagram? They will more like reading if the information posted through social media that they like (Mandasari & Aminatun, 2020; MULIYAH et al., 2021; Simamora & Oktaviani, 2020). This paper will discuss about, Can Instagram improve student ability in reading skill? It's better for student if they take advantage of their media social for improving their achievement.

METHOD

The researcher is interested in conducting research on the use of caption on Instagram to improve students' reading skill and motivation because in general, Students need to have critical thinking when they read the caption in Instagram. Through that way the Students can know the content of the text. What is actually inform in Instagram. The students are able to read the text carefully. Instagram has become a phenomenal social network to communicate with friends, as well as teachers. By looking at social network users in the school environment, researcher is very interested in finding out how Instagram can help students improve their English skills. In learning English, the technique of find out the news and information. They trying to read all of the text in Instagram is considered to be able to motivate and develop students' skills in reading. Therefore, the use of Instagram as a social media is expected to be able to help students in improving their English reading

skills. This media will also make students motivated to be critical reading when they read the news.

The researcher will do the research using qualitative data. The researcher use questionnaire method to collect the data. This paper will conduct the research how to improve reading skill for student in era millennial through one of social media that famous now. The writer will do the research with the student, in a University. Especially English Education student batch 2017. The English Education students come from Universitas Teknokrat Indonesia. The writer see that now, Instagram has a big impact of student. Mostly, many student like using Instagram to know about some information. Why the writer will do the research? The writer will analyse the impact of Instagram towards student. What is actually the effects of Instagram for student? Through an analysis we can conclude what are the effect of Instagram for improving reading skill. The writer does the analysis through questioner method. By the questioner we can know how much Instagram give good impact for student ability. The student will full fill the questioner given by the writer, many of question that they will answer. By this paper we can know that the object is methods that influence student for improving reading skill through Instagram. The subject are English Education student batch 2017 in Universitas Teknokrat Indonesia. The samples are a half of English Education student batch 2017.

RESULTS AND DISCUSSION

This paper aims to prove that Social Media Instagram for Improve Students' Reading Skill. The population are students English Education majoring batch 2017. The sample are 23 people English education majoring. Based on the data that the writer already got, it can be said that all of the student in those population have Instagram account. Then, all of the student in those population often open their Instagram account. Mostly, the students consider they are as a user instagram. The instagram users mostly use instagram to get the newest information, they think that they easier and happier to search the news by Instagram. Instagram has features that called "Caption" in this case, almost all of people easier to get information or news by Caption in Instagram. They think that by reading caption in Instagram, they will get the main point of what is the new it is. What time that happen? What is it happen? Who the character in that news? And how to solve that

problem, or what are happen in the end of case. Instagram user like using Instagram because of newest news, the will be quickly get the new information by instagram. However, as a result, they prefer open instagram to get information about lifestyle, beauty, and something else. They prefer open instagram just for fashionable news (Febrian & Fadly, 2021; Kuswanto et al., 2020).

No	Questions	Percentage
1	Do you have an Instagram account?	100 %
2	Do you often open your Instagram account?	100 %
3	Do you consider yourself is an active instagram user?	78 %
4	Do you try to find out the news happening now through Instagram?	78 %
5	Do you think that you prefer read news through Instagram?	78 %
6	Do you try to know more about news/information by read the caption in Instagram?	78 %
7	Do you think that by read caption about news in instagram you will be easier to understand about what news itself?	86 %
8	Do you think that if you often read the caption about news in instagram, you will get many information?	78 %
9	Do you think, if you want to know about news you will find out it by Instagram?	47 %

10	Do you think, from read information by Instagram. You will like reading everything?	47 %
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There are some student very often open Instagram account, it is around 6-8 hours in a week. They open Instagram anytime that they want open it. There are some of them open Instagram in their spare time. There are a few of student rare to open Instagram because they prefer to open Twitter. Based on the data from the research, the writer got the data which they open Instagram just for fun (Handayani & Aminatun, 2020; Utami et al., 2020). To know about peoples' activity. To look video or photos by another account, and only scroll up and down to look at someone activities. Some people enjoy to find out the information via Instagram, because it make them interesting when try to find or try to know about news. There are some people enjoy to find the information via Instagram, because it make them have activity in their spare time (Mandasari & Wahyudin, 2021; Naimah et al., 2019; Riskiono et al., 2021). There are some people have assumption that Instagram is media that gives information clearly, because beside the caption in Instagram, they can open the news supported by picture and videos.

Some subject have assumption that Instagram can increase student skill in reading, but it just a few from them. They said as that because they get many knowledge in Instagram. For instance in every day they always stalk about "poetry" account on Instagram, they can get more knowledge also via Instagram by reading a caption. But, on other hand most of them say that Instagram can't help them to increase their reading skill (Almuafiry et al., 2017; Ayu, 2020). Because they only open instagram for look the picture, look the videos, look the other activities. They only open Instagram just for make them have activities in their spare time by looking other activities.

CONCLUSION

Based on the research, the writer get the data. The writer try to find out whether Instagram can improve student ability in Reading skill or not. The conclusion is Instagram can not improve student ability in reading. Instagram one of the most social media loved by student. However, most of them only use Instagram for chatting with their friend, they use Instagram only for looking their friend activity, they use Instagram only for fill their spare time, they only want to get more information by Instagram if they think that the picture in

Instagram posted interestingly, if the writer put the caption it's so long, they will try to understand the news by looking in the picture (Borman, n.d.; Puspaningrum et al., 2020). Instagram can help student to get more knowledge, or information. However, Instagram can not help student to improving reading skill. They will get more knowledge or information from Instagram, but they only see from the picture, mostly they will be lazy to try get more news or information by read the caption in Instagram, they prefer try to get the news by looking to the picture (Al Falaq et al., 2021; Indrayuni, 2019; Triyono et al., 2021).

The writer suggest, if there is writer who want to make the paper relate with Social Media Instagram can improve students' reading skill. The next writer can collect more the data, from bigger population than before. So, the data will be more specific. In this paper, the sample are a half of class. Probably, in the next paper, the data bigger than before.

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