

## THE USE OF INSTAGRAM AS AN ENGLISH LEARNING MEDIA TO SUPPORT CONGNITIVE LEARNING PROCESS

**Khofiwa Indriani**

*Pendidikan Bahasa Inggris, Universitas Muslim Indonesia  
khofiwa04@gmail.com*

**Muhammad Yunus**

*Pendidikan Bahasa Inggris, Universitas Muslim Indonesia  
muhammad.yunus@umi.ac.id*

**Hadijah**

*Pendidikan Bahasa Inggris, Universitas Muslim Indonesia  
hadijah.hadijah@umi.ac.id*

### Abstrak

*Penggunaan Instagram sebagai mobile learning untuk mendukung proses pembelajaran kognitif bahasa Inggris sangatlah penting karna media sosial khususnya Instagram menguasai kalangan remaja. Penelitian ini dilakukam untuk membantu para siswa yang hanya memiliki waktu sekali dalam seminggu mendapatkan pembelajaran Bahasa Inggris didalam kelas agar dapat belajar melalui Instagram. Penelitian ini dilakukan dengan menggunakan metode campuran dalam suasana informal untuk mengumpulkan data. Peneliti menggunakan transkrip wawancara sebagai sumber data utama dan instrumen utama dengan mengambil sampel dua orang siswa dengan kategori pertama pengguna aktif Instagram dan yang kedua siswa yang sering membuat caption menggunakan Bahasa Inggris dalam memposting diinstagram, diikuti dengan kuesioner dan dokumentasi untuk mendukung data yang diperlukan untuk triangulasi. Berdasarkan temuan, analisis, dan interpretasi data, hasil penelitian ini menunjukkan bahwa pembelajaran bahasa Inggris dengan menggunakan Instagram untuk pembelajaran seluler mendukung proses pembelajaran kognitif bahasa Inggris mereka dengan melakukan beberapa tindakan di akun Instagram mereka. Tindakan tersebut adalah; mencari dan mengikuti akun pendidikan dan juga melakukan aktivitas seperti membaca, mendengarkan, dan membuat posting Instagram dalam bahasa Inggris. Jadi, mereka dapat memanfaatkan kesempatan ini untuk mengembangkan kemampuan bahasa Inggris mereka, mereka dapat belajar bahasa Inggris melalui Instagram secara efektif. Mereka bisa belajar bahasa Inggris tanpa harus keluar rumah dengan les bahasa Inggris melalui Instagram. Mereka fleksibel dalam memilih waktu untuk belajar bahasa Inggris menggunakan Instagram berdasarkan kebutuhan dan situasi mereka. Kesimpulannya, bahwa media sosial Instagram sangat baik dan efektif dapat mendukung siswa dalam proses belajar Bahasa Inggris yang ditunjukan dengan animo siswa tersebut hampir semua siswa SMAN 1 Wangi-Wangi menyukainya.*

**Kata Kunci:** *Instagram, Pembelajaran Cognitive, Pembelajaran Seluler.*

### Abstract

The use of Instagram as mobile learning to support the cognitive learning process of English is very important because social media, especially Instagram, dominates teenagers. This research conduct to help students who only have time once a week to learn English in the classroom so that they can learn through Instagram. This research was conducted using mixed methods in an informal setting to collect data. The researcher used interview transcripts as the main data source and the main instrument by taking samples of two students with the first category being active Instagram users and the second being students who often made captions using English in posting on Instagram, followed by questionnaires and documentation to support the data needed for triangulation. Based on the findings, analysis, and interpretation of the data, the results of this study indicate that learning English by using Instagram for mobile learning supports their English cognitive learning process by taking several actions on their Instagram account. These actions are; search and follow educational accounts and also perform activities such as reading, listening and making Instagram posts in English. So, they can take advantage of this opportunity to develop their English skills, they can learn English through Instagram effectively. They can learn English without leave the house with English lessons via Instagram. They are flexible in choosing the time to learn English using Instagram based on their needs and situation. In conclusion, that Instagram social media is very good and effective in supporting students in the process of learning English which is shown by the interest of these students, almost all students of SMAN 1WANGI-WANGI like it.

**Keywords:** Instagram, Cognitive Learning. Mobile Learning.

### INTRODUCTION

This research focuses on the use of Instagram as an English learning media to support the cognitive learning process. In this era, the use of Instagram in learning is very important because the Instagram media that quickly access information not only entertainment but also education that function as a learning media. One of the studies related to Instagram conducted Putri, Kanahan, Jatu., (2022), shows that Instagram is a social media that can make it easier for teachers to convey material to students. Besides teachers have to use no lecture methods such as the old learning method. The Instagram 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 these interactions can be done wherever we are. Instagram was becoming one of the popular social media among young people for information They spend more time on social media including Instagram to stay in touch virtually with others (Syamsu, A., Hadijah., 2022). However. Instagram was only used as a mobile app and social media app for sharing activities or storing photos and videos, commenting on other posts, sending messages, or sharing Instagram stories, but most of them were unaware of the possible used of social media especially English Learn. With reference terms of Instagram, many teachers consider to use Instagram as mobile learning to support cognitive learning process.

Most of the use of Instagram only deals with the grammatical status, motivation, meaning, and effectiveness of its use. Based on the previous research on Instagram just a few discussed about the use of Instagram as an English learning media to support cognitive learning process (Manroingsong, 2018; Pujiati, Hanip., Zahra., Tamela Ellis. 2019; Martarini., Yuliati., Sastraparmitha, 2021; Ambasari,Zukhruf., 2020). According to Mazhud, N., Sulaiman, R. (2021), the use of Instagram for mobile learning to supports their cognitive English learning process by

doing some actions on their Instagram account. Those actions include searching and following the educational accounts and also do activities such as reading, listening, and creating Instagram posts in English language. In Pujiati Hanip., Zarah., Tamela, Ellis (2019) research “Instagram as media to motivating and supporting English Learning” indicates that Instagram has succeeded in motivating students to learn English and improving their English competence especially the materials preferred are those relate to grammar, vocabulary, and writing. Furthermore Martarini., Yuliati., Sastraparmitha (2021); Sulastri., Ayu, R., Abdollah (2021) explained the study of Instagram's effectiveness in learning English. The students became more motivated and happier in participating in learning and improving writing skills, and could motivate students to learn English in addition to increasing students' alertness in doing assignments. Ambasari, Zukhruf. (2020) stats that 4.0” learning media with this Instagram application can make it easier for teachers and students to interact remotely, but the material to be notified can be well delivered. Particularly in light of the last comment, in the present paper the researcher reported on a study on the use of Instagram as an English learning media to support the cognitive learning process from 4 published articles. In this research, it is considerable significant to help students with a new perspective on Instagram media can be used for the English learning process, Teachers can consider opening awareness if the use of Instagram can facilitate English learning at platforms which is up to date and more interactive in presenting.

## **METHOD**

Research design was one type of strategy that used by the researcher in conducting this research. This research used qualitative and quantitative method design Data used in this research consists of three parts: Interview, questionnaires and data documentation. The subjects in this study were SMAN1 Wangi-Wangi students at Wakatobi. Data were collected from 4 April 2022 to 18 April 2022. A baseline interview was administered to a student in class 2 Senior High School. Prior to the commencement of data collection for the interview. The sample of Interview are student’s target was 2 participants the categories was 1) The participants was active users of Instagram for at last 5 months and the second participants was often used English caption for Instagram posts. A questionnaire consisting of 5 items was sent to all of the participant, The sample of questioner are student’s target was 34 participants. The items asked specifically about using Instagram is more fun, using Instagram increases interest, the effectiveness of learning to use Instagram, using Instagram can increase knowledge, as well as difficulties in developing Instagram. The questionnaire was designed to allow the participants to complete it within thirty minutes to an hour. The last is documentation data where students are invited to learn through English education accounts on Instagram and post photos using English captions and comment on each other.

To collected the data, the researcher used an interviews, questionnaire and documentation. Interview and questionnaires a had validated by supervisors to obtain valid data. For interview the researcher used in-depth interviews as an important part of the data collection Rich data obtain by conducting in-depth interviews with the participants as described in the previous discussion and in addition. And for questionnaire the researcher obtained data and analyzed the tendencies, attitudes, attitudes, behaviors, characters, and traits of the questionnaire participant, in this case, participant was some on in a room for quantitative data. video recording, audio recording, and some pictures (images containing some screenshots of Instagram accounts and Instagram posts of participants) were also important documentation needed for additional resources for qualitative data.

## FINDINGS

Interview results obtained from data sources by taking two samples with the first category, students who have been using Instagram for a long time and secondly students who often use captions to upload posts on Instagram, the results of the interview can be seen in the following table:

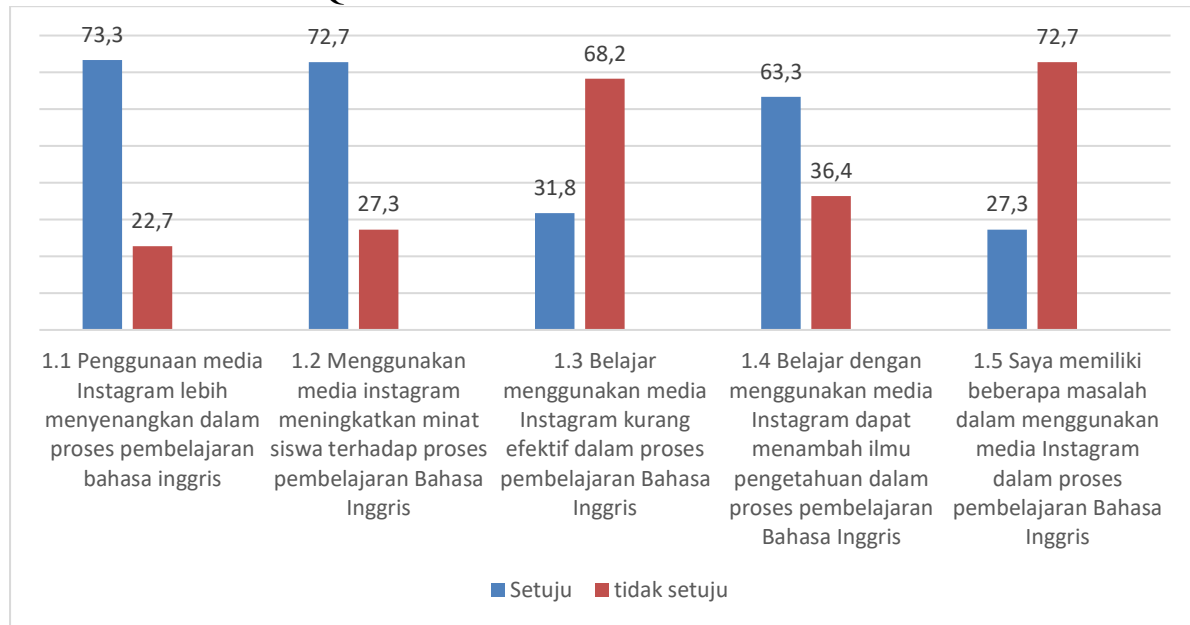
**Table 1.** The Results of Interview

The researcher	How do you use instagram for learning?
Student 1:	It's like following accounts that educate sis, on Instagram there are always accounts that provide English learning, so there are always lessons we can learn, like the account I follow is called @kosakatainggris @easyenglishid there's a lot we can learn on these accounts It's like vocabulary, abbreviations in English, and many more, Sis, we are also taught how to pronounce them, Sis. I always open that account to study,
The researcher:	What is your impression when learning without instructions from teacher by using instagram?
Student 1:	learning with teachers is actually very good when we don't understand we can directly ask and wake up directly and as time goes by for this era, I think everyone should understand technology, so without direction from teachers now social media provides learning you can say social media is a teacher both of us hehe. so when we are off we can learn through social media and when we are at school we can study with teachers and friends, I think learning to use media like this is good while playing Instagram we can learn while learning to add knowledge too.
The researcher:	How do you use instagram for learning?
Student 2:	I use Instagram to learn English, looking for accounts related to language learning such as @englishnesiaid @englishlabid allows me to further hone my English skills because in that account we are like taking courses but in online form he and it's very fun I think it's good more understandable because the presentation is in a unique form so we who see it are interested in learning.
The researcher:	What is your impression when learning without instructions from teacher by using Instagram?
Student 2:	In my opinion, in the past, learning through teachers or lecturers was more efficient because if something was not understood, you could ask directly, but now that the media can be accessed easily, a lot of research and interesting learning discussions make it easier for me to understand learning even without direction from lecturer/teacher.

Based on the results of interviews above from two SMAN1 Wangi-Wangi students about the used Instagram in the English learning process, according to them learning through Instagram was very good because there are many features and Instagram accounts that present English learning in an attractive style so that students can be interested and easy to learn and apply it then the used

of Instagram was a very supportive. Questionnaires obtained from the population can be seen in the following table 1 below:

**Grafic 1.** The Result of Questionnaire



From the results of filling out the questionnaire by respondents, it was obtained an index of 1.1 of 77.3% (agree) and 22.7% (disagree) in using Instagram media to be more fun in the learning process. After that, from the results of filling out the questionnaire by the respondents, it was obtained an index of 1.2 of 72.7% (agree) and 27.3% (disagree) learning to use Instagram media increased students' interest in the English learning process. Followed by the results of filling out the questionnaire by respondent's index of 1.3 was obtained which was 31.8% (agree) 68.2% (disagree) learning to use media was less effective in the learning process of English. From the results of filling out the questionnaire by respondents, an index of 1.4 was obtained by 63.6% (agree) and 36.4% (disagree) learning to use Instagram media can increase knowledge in the English learning process. and lastly. From the results of filling out the questionnaire by respondents, the index of 1.5 obtained is 72.7% (disagree) and 27.3% (agree) have problems using Instagram media in the English language learning process. From the results of the questionnaire above, it can be concluded that the use of Instagram in supporting the English learning process is liked by many students but only a few students do not like it on the grounds that there are still some students who do not understand Instagram media. The documentation obtained from screenshots of English learning accounts can be seen as follows:

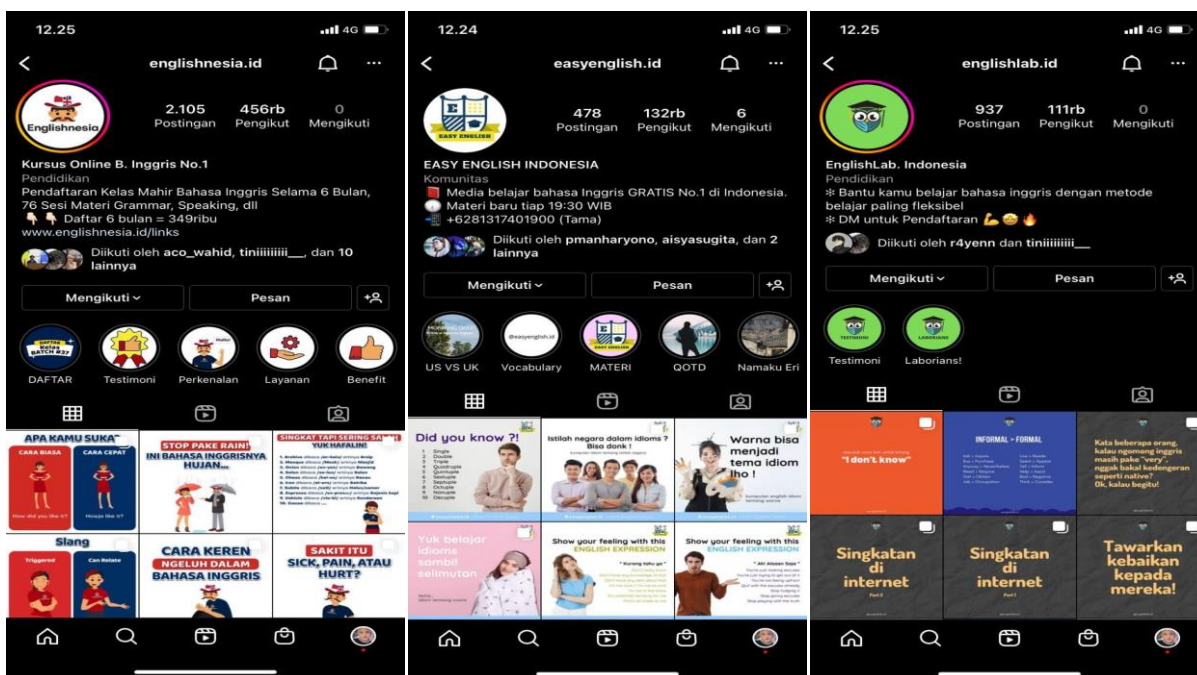


Figure 1. Documentation

From the picture above shows the extent to which the used of Instagram as an English Language Learning Media to Support the Cognitive Learning Process for students, on Instagram there were many accounts that present various kinds of learning with features and teaching styles that were as unique and interesting as possible so as to attract students' attention. learning, for example like the accounts above that have been followed by thousands of people, not only students, students and even lecturers who follow English learning accounts, because the media now makes it easier for us, apart from doing business, we also make it easier to learn, all have neatly presented and we just have to open and study it, this was the beauty of learning through our media while resting we can add to our knowledge by just opening our cellphones.

## DISCUSSION

In this section there are two aspects will be discussed the first is the extent of the use of Instagram as an English Learning Media to Support Cognitive Learning Process and the second one is difficulties by using Instagram as an English Learning Media to Support Cognitive Learning Process. The former discusses about students prefer to learn English by using Instagram rather than using other media. Based on the data obtained that in general students prefer to use Instagram as a learning medium because Instagram has many interesting features while other social media have no it. For example, Instagram has a language setting feature that can be changed to English the language features can help for indirect learning. In addition, Instagram has interesting English accounts such as englishleb.id, easyenglish.id and englishesia.id, so that the students are more interested in using Instagram. In addition, Instagram can also increase students' interest in learning English this is because Instagram has a platform that follows the times and is more interactive in

presenting English education accounts. This is supported by the results of research conducted by Muhajir, Sulaiman, R., Ismail, U. (2018) in their research “Instagram as media to motivating and supporting English Learning”. Instagram has succeeded in motivating students to learn English and improves the students English competence especially the materials preferred are those relate to grammar, vocabulary, and writing. Then by using Instagram learning English is more effective, this is due to their flexible learning time. In addition, they can learn English without go out their home with English lessons because already available via Instagram beside that they can flexible to choose their time to learn English using Instagram on their needs and situation. Learning English language students are not only obtained at school but can be obtained through Instagram supported by Zhang, Lili (2013) students spend more of their time using social media through their laptops or mobile phones. Students even have accounts that they manage themselves to interact with friends and even to do social interaction with new people all over the world. The next one by using Instagram can add knowledge just like before, Instagram has interesting features about English education. And finally, the use of Instagram is very easy for students to use, this can be caused by the large number of students who already have Instagram accounts so that they can easily manage their own accounts.

The latter focused on discussion on difficulties by using Instagram as an English Learning Media to Support Cognitive Learning Process. According to Westwoodprep (2022) and Sulaiman, R., Ermianti, E. (2021) in his research there are 7 difficulties in learning English, two of which are limited time to learn and also do not have friends to practice. There are many ways that can be done if you have limited time, because learning English does not always have to be in the classroom. Effective learning ways actually take a little time but often. Currently there are also many s applications the other is Instagram that can be used to learn anywhere. The hardships of learning English because they do not have friends to practice. According to Westwoodprep (2022) this difficulty can be overcome by using the Instagram learning application that connects to many people and many interesting accounts discuss English learning. From the results of filling out Likert scale questionnaires by respondents, researchers found that the index of data calculation results, as many as 77.3% of students agreed that the use of Instagram in learning English was more interesting. This was because Instagram itself was commonplace for many students. In addition, Instagram is also easily accessible and looks attractive with a variety of content and features, so students realize that Instagram can be used easily.

## **CONCLUSION**

Based on the research that has been done on the students of SMAN 1 Wangi-WANGI, it can be concluded that:

1. Instagram media usage can enhance and strengthen their English language abilities. Instagram offers a lot of content concerning English classes, so students can utilize Instagram to enhance their English. Therefore, people can make the most of this chance to improve their English and successfully learn English using Instagram. With English classes on Instagram, they can learn the language without ever leaving their home.
2. Based on their requirements and circumstances, they are adaptable in picking the time to study English via Instagram. In conclusion, Instagram has shown to be a highly useful social networking platform for students learning English.

3. There are several challenges in using Instagram to enhance the English learning process, not the least of which is the fact that some students are still unable to comprehend Instagram media and will therefore use Instagram in the English learning process. For this, it is envisaged that in the future, English-learning courses will be able to use a variety of media or alternative, digital media. In addition to being more well-liked by kids, digital media is actually quite helpful in the field of education. The use of technology in all facets of life, particularly Instagram was one shift that the industrial in this era may be felt firsthand, thus instructors and students must be able to get ready for it.

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