The Effectiveness of Instagram as a Medium to Develop Vocabulary Competence in Senior High School: a Systematic Literature Review

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Abstract

Social media has big impact on daily life, which indirectly makes people change cultural mindset to modern perception. One of social media is Instagram, which this application used to build relationship between peoples through virtual communication and long-distance interactions efficiently. Educators and researchers often apply it in global contexts for educational purposes, such as teaching and learning English vocabulary. When talk about English Learning, basically vocabulary become important aspect to measure understanding and know the level of English aspects. Combining Instagram with learning English is effective way to increase many benefits, especially for students. This article attempts to address about how effective of Instagram as Medium to Develop Vocabulary Competence through Systematic Literature Review Method in senior high school level. The type of research is Systematic Literature Review method. Systematic Literature Review method is method of research that use to identify, study, review, evaluate, and interpret all available research. Related with that, this method refers to topic interest to some phenomenon with certain relevant research questions. Instagram give benefits to develop student quality of understanding meaning many words. In that context, Instagram become one of medium to improve student-efficacy to get better vocabularies knowledge and reach information in same time.

Keywords: Instagram; Vocabularies; Effectiveness.

INTRODUCTION

In today's era, social media has big impact on daily life, which indirectly makes people have digital and modern perception. Many social media that has interest in today's era, like an Instagram. Based on some expert, Twitter, Instagram and Facebook are the most popular social networking sites (SNS) used by students as their mobile learning tools (Akhiar, Mydin & Adi Kasuma, 2017 ; Shafie, Yaacob & Singh, 2016). From that survey above
students has high self-efficacy to use that application to follow the digital era flexibly. In other several surveys about social media, it has some conclusion that Instagram as social media become one of the most popular applications in the world. In Instagram, people can used to share photos and videos with specific features, while it is the reason to gain attention of many people, especially young generation. Instagram has many benefits to study and learning English, which this application provide interesting features that support and connection student with virtual facility to have such efficient learning, especially English vocabulary learning.

Many content creator that utilizing Instagram and explain Instagram can be considered as a great resource to boost student self-learning. There are many content creators that use Instagram and modify some features to make educational contents to student learning. Guruku Mr. Dannis is one of content creators that make contents about teaching English vocabulary. That content provides many techniques to learn vocabulary more effectively. In addition, the content also gives self-motivation and give chance to share ideas through some feature to support student better in order to increase vocabularies. Alfiandy Kamal (2019) states that Instagram allow the learners to drop their comment through specific area to inquire anything about their curiosity toward specific information include about English learning.

When talk about English Learning, basically vocabulary become important aspect to measure understanding. In circle of senior high school student mastering many vocabularies become fundamental aspect. Many learners prove in one point, if they have many vocabularies, it can be effect their good stimulate to speak English confidently. With combining Instagram with learning vocabulary is really have many benefits. The effect of using Instagram on the learning vocabulary of 2019 third semester English Tadris study program IAIN Palu academic year 2020-2021 was categorized as high. This is reflected by the mean score of their effect in learning vocabulary through Instagram was 62,48%. It means that the most of students was effect in learning vocabulary through Instagram. If we pay attention on the results which show that most of respondents agree Instagram makes educational process insightful. (Alfu Habibah, Nur Asmawati, Fitrining Sih, Nurdin: 2021).

According to the data through Instagram, students got new chance to learning and improve their vocabulary mastery. Therefore, it can be said that Instagram is the social media platform as a source of new vocabulary for students. In general, students have social media like Instagram to communicate with their friends to get information and then simultaneously can learn English at same time, while it is really flexible. If the English vocabulary has been increased, it will be very useful to improve student's performance in academics as well as their knowledge in non-academics, this reason makes researchers interested to find out how the students' interest in learning vocabulary through Instagram. This reason makes researcher interested to find out the effectiveness of the Instagram media in improving vocabulary.
The research has aims to analyze the influence and role of Instagram as a medium in learning English activity, especially in vocabulary competence in senior high school level. The use of Instagram in learning activity has many advantages and disadvantages that related and depends on how it used by students. This research will used systematic literature review to gain the data, the researchers use analyzing the result from the previous study, e-book, websites. Based on the statement above, the researcher formulated the question as follows; what is the Instagram platform effective in learning vocabulary? Overall, the objective of this research aims to find out how the implementation of Instagram related of learning English vocabularies of senior high school students.

LITERATURE REVIEW

Instagram As a Medium to Learning English

The social media of Instagram, one of the most used platforms to connect online, is used to build relations and correlations among individuals to support long-distance interaction. Educators and researchers often apply it in global contexts for educational purposes like the teaching and researching English learning using Instagram. In education case, Instagram is decent to be teaching and learning instrument. With it, learners could find out several accounts related to their needs.(Rasyiid etc, 2021).

Instagram provides new ways for learners learning language and culture. Critically, in addition to helping learners reflect the process meaningful learning (chun etc, 2016). Instagram itself has many features where users can share their stories through instastory and feeds Instagram them. Users can share photos as well as videos that they want to share. In their accounts to show what they’re feeling, doing or doing execute. Of course it's perfectly capable of being used as media study English. This could be linked to activity in use this social media is where users are going to share videos or photos, They had to made a sentence it underneath to explain what they were want to share. Of course language is very useful here.

Vocabulary as Main Object of English Learning

Vocabulary is the key aspect when learning about language. Learning vocabulary is very important aspect and factor in learning English. It belong to the major element in learning a foreign language (Ambarwati & Mandasari 2020). When learning English, students will more pro-active when their mastery many vocabularies. That skill of remembering of vocabulary has benefit to understanding the material easier and stimulate they to give feedback about it. Learning vocabularies become benchmark of the qualities of students when they applicate some aspect likely speaking competence. Even when they forget about that speech, but when they have strong memory of vocabulary they can handle it more elegantly.

Fundamentally, vocabulary is aspect that connect learning language that becoming essentials parameter become good English learners. Vocabulary learning is a continual
process of encountering new words in meaningful and comprehensible context. (Harmon, Wood, Hedrick, Vintinner, & Willeford, 2009). Based on this statement, the conclusion is that learning vocabulary can stimulate memory to combine new words, so that when speaking, it can produce many new combinations and develop the skills of remembering more and more.

**Effectiveness Instagram As Medium To Develop Vocabulary Competence**

Now, in the world, many platforms of social media to learning process, which one of them is Instagram. Instagram is a free, online photo — and video—sharing application. Users can edit photos and videos, add captions to the materials, and use hashtags and location-based geotags to their posts. The use of hashtags and geotags allows users not just to index their posts but making them searchable as well. Users also have the option of making their profile private so that only their followers can view their posts (Holak, 2021). Moreover, Kabilan, et al. (2016) have proven in their study that students feel more confident and motivated to learn vocabulary when using social media as it creates an environment that does not involve face-to-face interaction. In Instagram, we can find many vocabularies to learning, on Instagram we can find many new vocabs, from any account, because in this modern era, everything is easily accessible for all people.

**METHOD**

The primary object of this research is the effectiveness of Instagram as a learning medium to develop vocabulary competence. The type of research is Systematic Literature Review method with descriptive approach. Systematic Literature Review method is method of research that use to identify, study, review, evaluate, and interpret all available research with topic are of interest to some phenomenon with certain relevant research questions. Systematic Literature Review can interpret all available research with a topic area of interest to the phenomenon, with certain relevant research questions. Beside that, it helps the researcher to get the lack of the literature. The researcher will select some related theories to support the context of the research. In addition, SLR method is systematic review and identification of journals that can be carried out more flexibly, which in each process follows the steps or protocols that have been set more specifically. Researchers are doing research with journal and article analysis got from the Google Scholar, ProQuest, and Science Direct. In searching for the articles to guide this research, researchers have used key words; Instagram, Vocabulary, and Effectiveness. The data obtained from the databases related to the keywords were total of 298 journal articles. Which, the selected articles must be published about 10 years from this year. The articles in the journal contain local and international sources, where the researchers got 250 inclusion articles and 38 exclusion articles which aim to find out how effective Instagram is to develop vocabulary competence through the SLR method at the high school level.

**FINDINGS**
Based from the journal article related the research, there are among 17 articles related to the keywords prove Instagram give many and complex advantages to students, despite of that disadvantages. Instagram can improve vocabularies skill, gain interest to learn more, effective medium to learn English vocabularies, Instrument to correlate between learning English and using social media, and tool to creatively develop student's skill and get various information.

Table 1.0 Articles List

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<td>The Impact of using Instagram for Increasing Vocabulary and Listening Skill</td>
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<td>Khodijah M. Jamilumulkillah, Fauzi Miftakh</td>
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<td>Alzairin Morshidi, Mohamed Amin Embi, Harwati Hashim</td>
<td>Instagram Application: an active tool in cultivating reading behaviour</td>
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The Effectiveness of Instagram

![The Effectiveness of Instagram](image)

**Figures 2.0** Findings of Research

The Benefits of Instagram

*CELP* (Conference on English Language Teaching)
1. Improving Vocabulary Skill

In journal "The Impact of Using Instagram for Increasing Vocabulary and Listening Skill ", people spend 45% of their time listening, 30% for speaking, 16% for reading, and 9% for writing. That application has crucial benefits that effect students to has many new vocabularies, so that students can learn effectively. The use of Instagram give change to get better vocabulary toward student especially in develop student quality of understanding meaning of many word. Instagram help to improve vocabulary skills, researchers conducted research to see how many benefits Instagram to increase vocabulary skills. (Retno Widia Agusti, Mutiara Ayu. 2021).

Learning vocabulary is a very important factor in learning English. It belongs to the major element in learning a foreign language (Ambarwati & Mandasari, 2020). The teacher’s role in teaching vocabulary is inseparable from technological sophistication. The development of dynamic technology, and the character of students who like things that are sophisticated, Instagram presents a fun alternative and attracts students’ interest in learning vocabulary because is also supported by picture that can trigger students to learn and know more about English (Pratiwi & Ayu, 2020). So, from the point of some of these experts, vocabulary is a key when we want to mastering on learning English, from that vocabulary can make it easier for us to master some skills in English, namely speaking, listening, reading and writing (Ayu & Zuraida, 2020). Through Instagram, all of aspect can be reached to have better quality, therefore, Instagram become applications to develop vocabulary skills efficiently.

2. Gaining Interest to Learn More

In journal "Are Senior High School Students Interested in Learning Vocabulary in ELT Context Using Instagram Platform? ", The study involves 49 senior high school students of SMAN 1 Palopo. The findings indicate that the average score of students’ interest in learning vocabulary through Instagram is 67.58. The highest percentage of the result is 44.41% that indicates that the students of SMAN 1 Palopo are interested in learning vocabulary through Instagram. (Fajar Senoliniingi, Sri Damayanti, Arny Irhany Asmin. 2020). Thus, Instagram also become medium to improve student-efficacy to get better knowledge and information in vocabularies. Based from journal of "STUDENTS’ PERCEPTIONS AND ATTITUDES TOWARDS THE USE OF INSTAGRAM IN ENGLISH LANGUAGE WRITING. This mobile learning facility gain interest and motivate students to learn more about English and practically use some specification of that application in same time. In that context, students are highly empowered by their digital devices, so that can combine their skill and potency to actively can modified some feature of Instagram to make good space to education-fun learning, especially to English learning.

3. Instagram as A Medium to Learn English Effectively
Based on journal “The Impact of Using Instagram For Increasing Vocabulary And Listening Skill” by Retno Widia Agustin and Mutiara Ayu, that research proves that amount of user Instagram makes the correlation between learning English and using social media as a student convenience that really make good impact, especially to learning English in senior high school level. The data obtain 95% of English Language Education students using Instagram social media, it means and proven that Instagram is a social media that is being loved by teenagers while beside of gain interest, news, information, and developing skill content through that’s virtual applications, as well as to give knowledge and insight about learning English vocabulary.

The study explored the learner perspective towards the use of Instagram in English language learning. The result of the study showed that the learners enjoyed learning English via Instagram and they found learning fun and enjoyable. According to the learner feedback, Instagram helped them to enhance their English grammar as well as vocabularies. The learners also mentioned that Instagram assisted them to develop their language proficiency and communication skill. It’s effectiveness way to learning English for English learners. (Dr. NAFISEH ZAREI, RAJEEV RUDRAVARAPU. 2019)

4. Tool to Creatively Develop Students Reading Skill and Get Various Information

The joy of reading is strongly associated with recreational reading and narrative reading preference (De Naeggel et al., 2013; Schiefele et al., 2012). Interesting multimodal material on social media sites integrates recreational reading into other activities, exploit the social, and interactive capabilities of these platforms, and makes social media a more meaningful are for facilitating individual and online learning media (Jiangping Chen., et al., 2021). Motivate students to do so. So, if they enjoy reading in front of the camera, they are tend to do it again, which is their daily routine.

The effectiveness of the implementation of Instagram video was also positive in addressing the factors that contributed to the problem of diminished student interest. After conducting the interview, the researchers realized that the students could enjoy the activity without understanding the full meaning of the words in the book. While the video continues to be recorded, students actually try to understand and continue reading. Once they are interested in reading, understanding the meaning of is not the main issue. Survey data also shows that after implementing the Instagram video, 50% are agree and another 50% are strongly agree. So, they look forward to reading again next time (Alzairin Morshidi., et al., 2019). On the other hand, the effect of digitalization process that increasing globally, students can take advantage of the ease of access to information in the current era, which can create opportunities for students to advance their developing skill, creativity and thinking towards learning activities to implement educative value in daily life.

DISCUSSION

CELTI (Conference on English Language Teaching)
Based on the data research above, the effect of using Instagram on the learning vocabulary has many impacts to young generation especially for senior high school students. This research find that Instagram makes students get new vocabularies. On the other hand, it can develop their personal skills, motivation, and creativity in context maximization the used of digital application in this era through some content educators. That application provide caption, photos also videos to gain interest student to vocabulary mastery. An example can often convey a meaning more vividly than a definition and help students relate what may be a very abstract and general definition to their own experience. In this research, researcher found that where major part of English learners' energy and time is devoted to reading some formal and informal online texts on various social media pages and channels, watching the videos, and following the tweets and updates related to the course content in Instagram. In the context, Instagram build attractiveness towards student's desire based on their generation, which is suitable with opinion that provide Instagram has many pages to educate English by (Baran, 2013).

Researcher also in line with another state that clarify that some pages of Instagram is promote English vocabulary learning. On the other hand, learning vocabulary often seems to be great importance to the typical language learner (Al-Jarrah et al., 2019; Botan et al., 2020). Therefore, Instagram become suitable way to learn effectively. While, using Instagram has effectively positive significant to students especially in milenial and Z generations where support by journal “Are Senior High School Students Interested in Learning Vocabulary in ELT Context Using Instagram Platform?”, which indicate that the average score of student’s interest has 67,8 %, where as much as 44.41 % has impact to student’s curiosity more develop and make them realization through some benefit action, especially in English learning context.

This research also found that many users that in years by years grown to use that application especially by young learners or students in that generation, this is supported by data of Napoleon Cat, in the January-May 2020 period, Instagram users in Indonesia reached 69.2 million (69,270,000) users, where the data give interpretation that many users get various benefits especially for student to develop their English vocabulary. Social media especially Instagram offers great opportunities in many areas of including information sharing, communication, and education. Social media connects people even at a geographic distance of allowing people with similar interests to communicate between the communities. In addition, social media in education enables students to effectively communicate with their classmates about classroom initiatives, group assignments, or collaborations (Aycan Pekpazar et al., 2021).

Instagram get many attentions by young generation in this era because the various facilities that can be access easily. This research in line with journal “The Impact of Using Instagram for Increasing Vocabulary and Listening Skill”, which prove that many students interest in that application, the data support by the journal that around of 95% of students
interested because they can obtain many information, knowledge, insight, and skills that interesting and sophisticated especially related with vocabulary. So that, Instagram not just as social media, but same time also become medium in English learning that flexibly makes everyone easy to learn individually anywhere and anytime as long as they have internet connection. The quick development of technology and knowledge prompt that everyone can use it every can use it every area of their live. The lecturers can use social media as a learning tool to help students develop their English language skills. Next, the students should try and use others social media efficiently for learning English. The researchers recommend further researchers to conduct similar research by exploring the other aspects of using social media in Learning English. Vocabulary it is an important thing in speaking skills. Mastering vocabulary means that the students can choose the appropriate diction which is used in communication in any condition. (Rahmawati Dwi Handayani, Muh Syafei, Aisayah Ririn Perwikasih Utari. 2020)

CONCLUSION

From the result that conducted by the research, Instagram has many advantages and effectively enhance many new vocabularies. Instagram gain interest to learn more between learning English and maximization the use of social media in current era. The social media also as a tool to creatively develop student's skills and get various information. Base many articles prove Instagram has many benefits to learn English vocabulary, especially for Millennial and Z generation, where stimulate them for gain motivation to learn individually and effectively in same time. However, beside of many advantages Instagram also have disadvantage, which student must be wise in using Instagram, because not all social media content has positive impact. Therefore, students have to sort good content and benefit content to get better insight and perspective.

REFERENCES


