

UNIVERSITY STUDENTS' PERCEPTION OF ENGLISH CAPTION "FOLKATIVE INSTAGRAM ACCOUNT" IN VOCABULARY MASTERY

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Abstract

The development of the internet that has occurred in the last ten years has had a huge influence on students. Instagram is one of the social media with a focus that students are interested in, the Instagram application focuses on sharing photos and videos with captions containing words that describe the intent of the post. This study aims to determine the use of captions on the @folkative Instagram account on students' vocabulary mastery. Folkative Instagram account is an account that focuses on the latest daily news on art, and culture, and supports local Indonesian products. This study aims to determine the use of content using English captions that are presented on folkative accounts that are appropriate for students to know. the researchers applied the quantitative descriptive method for the data collection by using the closed-ended questionnaire with 13 statements, there are 72 University students involved in this study as respondents. the research finding of this study, English caption on the @folkative Instagram account helps students to have more time in reading English text, find words that they don't know before, and develop vocabularies mastery. this study can conclude that the English caption on the @folkative Instagram account can be an effective media to read simple English text and also enhance students' to improving vocabulary mastery.

Keywords: Instagram Media, Folkative, Vocabulary mastery

INTRODUCTION

The development of the internet has occurred in the last decade. The use of the internet by students has become a part of their daily lives, and the need for communication, getting information, and research, until access to learning material is the advantage that makes the internet a functional tool for students (Mohamed & Ayache, 2011). this era has brought us convenience in education compared to before, as a result, education must be constantly updated and enhanced in response to technological development (Sanmee et.al, 2021) in line with this, using technology in the classroom can help students enhance their academic performance (Mandasari, 2020; Agustin et.al, 2021).

Social media is a digital platform available on the internet, currently one of the most widely used media on the internet, and students are no exception. The facilities provided by social media to carry out social activities such as communicating, and sharing stories through writing, photos, and videos, and the ease of making connections with people around the world are the attractions it offers. People can connect, discuss, and exchange content through various applications available on the internet, without being bound by time limitations (Erkul, 2009; Yildiz et.al, 2019).

Multi-purpose applications/websites are one of the most common uses of social media, and this type includes Facebook, Twitter, and Instagram. The application/websites could be used for a variety of purposes by users of this type (Ma et.al, 2021). Instagram with over 1 billion downloaders, according to the data from Hootsuite (We Are Social) 2021, report that Instagram occupies the third position as the most used social media in Indonesia. instagram is

very popular among Indonesian teenagers, NapoleonCat report there are as many as 50,4% of Instagram users in Indonesia are teenagers.

Instagram is currently familiar with university students in Indonesia. With several features that are presented by Instagram, it can encourage students to read more English text. Instagram users are scattered in various parts of the world and many of them use English as a caption on their posts, without realizing it they may have read new words that they did not know before, and the process of reading and translating words that they do not know the meaning allows students get new words from this activity.

Due to the fact that English is one of the official international languages, because of the multilingual culture around the world, the use of English becomes the dominant language used for global communication (Xu, 2018). Not only for communication purposes, however, English is also used to support their objectives in life. Education, technology, health, tourism, employment, and many other aspects of our life include the English language demonstrating the importance of English on a daily basis (Pustika, 2021).

Vocabulary is the fundamental element that everyone who learning a language must study first. Language learners will face problems in reading, speaking, listening, and writing if they don't know enough vocabulary (Nist, S. L., Mohr C., Pahamza, J., Syafrizal, S. And Nurbaeti, N, 2022). Therefore, in order to master vocabulary language learners must understand the meaning of several words before using them through speaking or writing (Setiawan And Wiedarti, 2020; Apriliani, D.N, 2021). It means vocabulary plays an important role in English, people who have good at English make it easier in many aspects, such as in education they can find more learning material from many sources from around the world by comprehending vocabulary.

In English language learning university students can use several learning tools to support their English learning process, such as using an Instagram account that provides their photo posting with English captions, one Instagram account that provides English captions is the @Folkative account. @Folkative account can be a free tool that encourages university students to have more opportunities in reading English text extensively. However based on the problem that researchers find in university students, some students did not have more opportunity to read English text except on their English subject at the university. According to the research conducted by Fadhlán & Putri (2021), The information offered to young people, especially millennials, is the main focus of the Folkative Instagram account.

From the statements above, the researcher was curious about how students' perception of using @folkative English caption in students' vocabulary mastery. The researcher chooses a descriptive quantitative research design as the method to study the students' perceptions.

RESEARCH METHOD

The research applied quantitative descriptive research, Quantitative descriptive data uses statistics or numerical data to explain, characterize, predict, or control the phenomena that are the subject of this research (Gay, Mills, Airasian, 2012; Purba, 2021). With a survey form using an online form questionnaire. consist of 13 statements of the close-ended questionnaire on the Likert scale with five options from 1-5 (1 for Strongly Disagree "SD", 2 for Disagree "D", 3 Neutral "N", 4 for Agree "A", 5 for Strongly Agree "SA").

Population and Sample

The population of the study was University Students in Indonesia who follow the @Foklative Instagram account. There consist of 72 students from 40 universities in Indonesia, that become samples in this research

RESEARCH FINDINGS AND DISCUSSION

The results of this data collection aim to answer the researcher's question "how are students' perceptions of "folkative Instagram account" English captions in vocabulary mastery"

on students who are followers of folkative Instagram accounts. It consists of 13 statement items from a close-ended questionnaire.

Research Findings

A. Usefulness

1. Item 1

Table 1. In my opinion, vocabulary mastery is the important things in learning English.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A	2	2.8	2.8	2.8
	SA	70	97.2	97.2	100.0
	Total	72	100.0	100.0	

Table 1 the result showed that 70 respondents from 72 respondents or 97.2% “strongly agree” that vocabulary is the important thing in learning English.

2. Item 2

Table 2. I prefer to use social media (Instagram) in improving my daily vocabulary mastery because it is more interesting and convenient to use than printed books.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	4	5.6	5.6	5.6
	N	10	13.9	13.9	19.4
	A	29	40.3	40.3	59.7
	SA	29	40.3	40.3	100.0
	Total	72	100.0	100.0	

Table 2 the result showed that 29 respondents or 40.3% “strongly agree” they prefer to use social media (Instagram) for improving their vocabulary mastery than using a convenient way such as a printed book.

3. Item 3

Table 3. I prefer reading Instagram captions because they are concise in explaining events in photo uploads and interesting to read.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	5	6.9	6.9	6.9
	N	15	20.8	20.8	27.8
	A	25	34.7	34.7	62.5
	SA	27	37.5	37.5	100.0
	Total	72	100.0	100.0	

Table 3 the result showed that as many as 27 respondents or equal to 37% “strongly agree” to read Instagram captions because it's concise in explaining events.

B. Ease of Learning

1. Item 4

Table 4. I am interested and follow the Instagram account "@Folkative" because of the use of English captions for every information uploaded.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	3	4.2	4.2	4.2

N	14	19.4	19.4	23.6
A	30	41.7	41.7	65.3
SA	25	34.7	34.7	100.0
Total	72	100.0	100.0	

Table 4 the result showed that the most of respondents as many as 30 or 41.7% “agree” that they follow and are interested in the @Folkative Instagram account because of the use of English captions on that account.

2. Item 5

Table 5. I feel reading English captions on folkative accounts is interesting way for vocabulary mastery.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	2	2.8	2.8	4.2
	N	13	18.1	18.1	22.2
	A	27	37.5	37.5	59.7
	SA	29	40.3	40.3	100.0
	Total	72	100.0	100.0	

Table 5 the result showed that 29 respondents or 40.3% of “strongly agree”, respondents felt that the English caption on the @Folkative Instagram Account is an interesting way to master vocabulary.

3. Item 6

Table 6. The English caption used by the "@Foklative" account in conveying information can be easily understood.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	3	4.2	4.2	5.6
	N	11	15.3	15.3	20.8
	A	28	38.9	38.9	59.7
	SA	29	40.3	40.3	100.0
	Total	72	100.0	100.0	

Table 6 showed that as many as 29 respondents or 40.3% “strongly agree” and 28 respondents or 38.9% “agree” that the @Folkative Instagram English caption is easy to be understood when conveying the information.

4. Item 7

Table 7. While reading the English caption on the "@Folkative" account I found some words that I didn't understand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	2.8	2.8	2.8
	N	13	18.1	18.1	20.8
	A	31	43.1	43.1	63.9
	SA	26	36.1	36.1	100.0
	Total	72	100.0	100.0	

Table 7 result showed that 31 respondents or 43.1% “agree” and 26 respondents or 36.1% “strongly agree” that @Folkative Instagram Caption helps the can to find un-understanding words.

5. Item 8

Table 8 showed that as many as 33 respondents or 45.8% “agree” that the ease of learning, the respondents can easily understand vocabulary by reading English captions on the @folkative Instagram Account.

6. Item 9

Table 9. Reading the English information uploaded by the “@Folkative” account motivates me to improve my vocabulary mastery.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	3	4.2	4.2	5.6
	N	11	15.3	15.3	20.8
	A	27	37.5	37.5	58.3
	SA	30	41.7	41.7	100.0
	Total	72	100.0	100.0	

Table 9 showed that 30 respondents or 41.7% “strongly agree” and 27 respondents or 37.5% “agree” that the ease of learning by using the @Folkative Instagram account photo caption motivated them to improve their vocabulary mastery.

7. Item 10

Table 10. '@Folkative' instagram account helps me increase my productivity to read more vocabulary in English.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	1	1.4	1.4	2.8
	N	11	15.3	15.3	18.1
	A	33	45.8	45.8	63.9
	SA	26	36.1	36.1	100.0
	Total	72	100.0	100.0	

Table 10 reveal that as many as 33 respondents or 45.8% “agree” with the statement that the @Folkative Instagram Account increases their productivity to read more English word.

C. Satisfaction

1. Item 11

Table 11. I feel that my vocabulary mastery has improved by reading the English caption on the "@Folkative" account.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	3	4.2	4.2	5.6
	N	20	27.8	27.8	33.3
	A	27	37.5	37.5	70.8
	SA	21	29.2	29.2	100.0
	Total	72	100.0	100.0	

Table 11 reveals that as many as 27 respondents or 37.5% “agree” that their vocabulary mastery improved by reading the English caption on the @Folkative Instagram account.

2. Item 12

Table 12. I feel that reading the English caption on the “@Folkative” account is an effective step in mastering English vocabulary.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	2.8	2.8	2.8
	D	2	2.8	2.8	5.6
	N	14	19.4	19.4	25.0
	A	31	43.1	43.1	68.1
	SA	23	31.9	31.9	100.0
	Total	72	100.0	100.0	

Table 12 reveals that as many as 31 respondents or 43.1% “agree”, they felt that an English caption from the @Folkative Instagram account is an effective way in mastering English vocabulary.

3. Item 13

Table 13. I believe that the use of English captions on the “@Folkative” account will motivate students in improving vocabulary mastery because it makes the vocabulary learning atmosphere more interesting and fun.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.4	1.4	1.4
	D	3	4.2	4.2	5.6
	N	10	13.9	13.9	19.4
	A	31	43.1	43.1	62.5
	SA	27	37.5	37.5	100.0
	Total	72	100.0	100.0	

Table 13 reveals that 31 respondents or 43.1% “agree” they believe that the English caption from @folkative Instagram will motivate students in improving vocabulary mastery because of the interesting and fun atmosphere while learning.

DISCUSSION

The result of the questionnaire that presents in the findings, indicates that respondents had positive perceptions toward using English captions on the @Folkative Instagram account in their vocabulary mastery. The detail of respondents' answers to the research is described below.

The use of the @Folkative English caption itself runs very well with positive answers from respondents. firstly looking to the usefulness aspect, looking to the statement “I prefer to use social media (Instagram) in improving my daily vocabulary mastery because it is more interesting and convenient to use than printed books.” Respondents give positive answers. Based on the statements on the usefulness aspect, the respondents agree and prefer to use social media, especially Instagram because compared to the old way of reading with the physical book, reading English captions on Instagram is easier to read everywhere, and it is convenient and concise with the information that describes the photo posting.

Secondly, looking at the Ease of Learning aspect, respondents give positive answers to the statements on this aspect. Respondents got a new experience with English captions on the @Folkative Instagram account, because of they can find more vocabulary that they don't know before and it can help them to understand more vocabulary as the way they improve their vocabulary mastery.

Finally, on the satisfaction aspect. The use of English caption on the @folkative Instagram account receive positive answers because English caption on the @Folkative account gives several benefits to the respondents because their vocabulary mastery can be improved and being an effective media to read more English text, they also give positive answers that English caption on @Folkative Instagram account can motivate them to improve vocabulary mastery because of the non-monotonous of English learning process.

CONCLUSION

According to the research above, the researcher can conclude university students are helped by the use of social media in developing their vocabulary mastery. English caption on Instagram also helps students to have extensive reading besides from their English class, the methods of English learning using English caption on Instagram is interesting and convenient because of students non-monotonously and atmosphere in learning like in the classroom. The usual English class that focuses on printed books can make students demotivation from learning especially for mastering their vocabulary as a basic pillar of English learning.

The benefit of using English captions on the @Folkative Instagram account for university students it can make students motivated and more interesting in developing their vocabulary mastery. It can be seen from the result of the students' questionnaire that they got some positive impact from the method; students can be more productive or more often in reading English text that can help them in mastering vocabulary. Finally, this research confirms that the use of English captions on the @Folkative Instagram account is very useful in improving students' vocabulary mastery and for independent English learning.

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