

# LEARNING ENGLISH VOCABULARY USING KAMPUNG INGGRIS SOCIAL MEDIA ACCOUNT

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**Abstract:** Currently learning can be done vocabulary can use social media. Social media that are widely used by the younger generation today are YouTube and Instagram, there are lots of YouTube and Instagram accounts for learning English, one of which is Kampung Inggris. Students who want to learn English in an easy and accessible way can view content on social media that has been presented by Kampung Inggris. This study aims to determine the use of social media YouTube and Instagram in Kampung Inggris as a method of learning vocabulary at SMPN 06 Bekasi. This study uses a qualitative method. In this study, interviews with English teachers will be conducted to find out more about learning English using Instagram and YouTube social media from Kampung Inggris. Questionnaires are given to students regarding the use of Instagram and YouTube social media during vocabulary learning at school, observations are made by giving some questions to find out which social media is more often used by students and documentation of student learning activities. The results of this study found that 66,66% of students prefer learning through YouTube than Instagram. Social media YouTube and Instagram also provide positive benefits for students because they can increase learning motivation and increase students' vocabulary.

**Keywords:** *Media social; Instagram; YouTube; learning vocabulary.*

## INTRODUCTION

In this modern era, technology is developing very rapidly. Today, there are 2.95 billion users of social networks around the world, the use of social media is very interesting and easy to access, especially for the younger generation. Social networking is very beneficial, now the Internet has become a major means of communication. According to Eurostat, in 2018, 69% of people aged 16 to 74 years in the United Kingdom used mobile devices (mobile phones or smartphones, laptops and tablets) to connect to the internet, compared to 2013 data which showed only 43% of people using mobile devices (Pikhart & Botezat, 2021). Along with the shift in human needs, now the device has evolved into a device that is very important in life. Its use is easy, fast and easy to carry anywhere is a reason why every human being now needs it.

Utilizing digital technology in education is one of the things that must be done today. Digital technology has become a learning medium that provides many benefits for students, such as increasing curiosity, increasing abilities, and improving skills.

Currently, teachers are also expected to use social media as a learning instrument. Based

on a study from Ünsal (2018), teachers more often use social media, such as You Tube, Instagram, and WhatsApp as media, lessons, and daily entertainment. By using social media such as Instagram and YouTube, teachers can also find interesting material for students so that students don't feel bored when explained by the teacher. Social media that was previously only used as photo sharing or daily activities, can now be used for online learning. Image or video-based social media attracts the attention of its users. By utilizing the visuals created, each social media user can convey various kinds of information that are interesting to others.

Teachers should be able to consider any application that aims to motivate students' needs. Learning activities using media are numerous and interesting for students because they can see live images, sounds, music, and even games that are related to students' interests. According to Faizi, El Afia, & Chiheb (2014), students use social media for communication, viewing entertainment, playing games and watching television. In addition, social media can also help students to learn foreign language vocabulary.

Vocabulary is the initial stage to learn a foreign language and the lack of vocabulary will hinder the learning process. According to Allen

(1983), vocabulary teaching was neglected during 1940-1970 for several reasons because some educators believed that the focus of language learning should be on grammar not vocabulary. One must know how the words work together in English sentences. Second, some linguists whose meanings of words cannot be sufficiently taught, so, it is better to avoid teaching them also believe it. Third, some specialists of the view that too many words can cause students to make mistakes in sentence construction (Negmatulloyevna, 2019). Learning vocabulary is important because someone who speaks a foreign language including English must know the vocabulary of the language in order to communicate well. Additionally, vocabulary is a core component of language proficiency and provides much of the basis for how well learners speak, listen, read, and write.

Learning using social media is a fun and interesting learning method. Compared to if they had to use traditional methods such as relying on textbooks and a teacher-centered approach only Thi & Nguyen (2021). Now modern learning methods are needed by students besides they don't need to depend on books and teachers, they can also search for all information that has never been conveyed by teachers through social media. Seeing the rapid use of social media Instagram and YouTube, the researchers wanted to know the use of social media Instagram and YouTube Kampung Inggris as a method of learning vocabulary for students of SMPN 06 Bekasi.

In this modern era, everyone cannot be separated from gadgets. Gadgets are one of the most important things today because with gadgets, everything can be done easily. Everyone can watch videos, listen to music, talk with friends over the phone or chat, read or search for information, play games and play social media wherever they are. The presence of gadgets today provides a new experience for students in learning. In addition, according to Djumingin, Weda, & Maman (2021) gadgets are also a vital technological device used for learning. The use of gadgets made by these students increases their interest in learning something interesting or they did not know before.

The famous phenomenon of social media for the younger generation makes them inseparable from their daily use. They can spend hours just playing social media. According to Ubaedillah, Pratiwi, Huda, & Kurniawan (2021) Instagram and YouTube are very popular media platforms today with very frequent use today. Instagram is an application that is very attractive to young people because it can share photos, images and videos where users can take photos, take videos, and apply various digital filters and share them with other users, especially with their followers. There is a feature that has just been released by Instagram, namely Stories and IGTV. Stories is a feature used to share photos or videos that will appear on your profile for 24 hours. While IGTV is a feature that is used to upload videos with a longer duration of 60 minutes.

By using Instagram, many students found new vocabulary that they encountered in several other users' posts. According to Ayu & Zuraida (2020) vocabulary is important to connect the four language skills, namely, reading, writing, speaking and listening. When you are able to master vocabulary, you can understand and understand the meaning of what is being said. However, if you cannot master vocabulary, it is very difficult to master other competencies Agustin & Ayu (2021). And according to Lasmiasih (2019) Instagram is the most effective social media used for vocabulary learning.

According to Rahman (2021), Instagram can be an alternative social media for learning English. Where there are lots of very interesting photo posts or pictures to convey material about the English language. In addition, Instagram can also improve the quality of student learning because it can be combined with learning methods.

Instagram is an effective learning media that has a high motivation to improve English learning. Therefore, teachers must have new learning methods which must be creative and innovative so that they can increase the enthusiasm for learning from students (Min & Hashim, 2022).

Now teachers should start trying to combine traditional learning methods with modern learning methods, because nowadays students prefer visually appealing things to

reading books. In addition, Instagram can also be accessed anywhere and anytime so that students can study it at home.

YouTube is a platform that facilitates its users to share the videos they have or just to watch. There are lots of videos uploaded to YouTube such as video clips, short films, video blogs, video tutorials, video trailers, and educational videos. Almost all people use YouTube as a medium of entertainment or learning media.

Hia (2021) said that YouTube was also able to increase students' learning motivation in learning English. Meanwhile, according to Almurashi (2016) YouTube plays an important role to help students understand English, be able to improve achievement and make their minds move towards English.

Through YouTube, students are able to increase their knowledge of English as a global language. Here the teacher also has an important role, namely, must be able to choose videos or make videos in an interesting way, can use funny backgrounds or display some animations, so that students don't feel bored while watching. Students can also watch videos wherever they are without being hindered by time or place. In addition, the learning videos they watch can also be replayed and can be saved. This makes it very easy for students to learn English in modern times like today. The purpose of this research is to find out the social media YouTube and Instagram Kampung Inggris as a method of learning vocabulary.

## **METHOD**

This study uses a qualitative approach with descriptive analysis method. Qualitative research investigates and explores the meaning learning English vocabulary using kampung Inggris social media account.

### **Data Source**

The respondents of this study were 34 students SMPN 06 Bekasi which consists of 34 students from 7th grade and an English teacher.

### **Data Collection Techniques**

To collect data, interviews and questionnaires were conducted in this study, as well as observations and documentation of student

activities.

Data collection was carried out for 3 days and observations were carried out for 1 month. Interviews were conducted with the English teacher first to find out more about the use of Instagram and YouTube social media in Kampung Inggris learning vocabulary, then observations were made during the student learning process. In this study, observations were made when viewing and documenting the interaction process that occurred during class, this observation was carried out during teaching and learning activities. Besides that, questions were also given via google form to find out which social media students used to learn English more often. After the observation process was completed, the researcher distributed questionnaires via google form to 34 students. This questionnaire is intended to find out the experiences of students while using Instagram and YouTube social media in learning English.

### **Data Analysis Techniques**

To develop a data analysis technique, 10 statements were created in the form of a questionnaire filled out by SMPN 06 Bekasi students. The statement made was completed by 34 students who are samples of this study. The data analysis method for this study went through three phases.

1. The first step is to provide the student with a survey link via the WhatsApp group.
2. The second step is for all students who receive the link, and the student will fill in some of the given explanations immediately.
3. In the third step, an English teacher will be interviewed and briefly explain the results of the interview answers.

## **RESULTS AND DISCUSSION**

Based on the data from this study, the researcher observed the responses of several students to the questionnaire on the use of Instagram and YouTube social media in Kampung Inggris. There are 12 related statements about this explanation. Statements in this category include social media used to learn English. They believe that Instagram and YouTube on social media are suitable to help students learn English. Instagram

and YouTube social media can be alternative learning media.

- a) Based on the question "frequency" of using gadgets, most students (55.9% of the 34 samples) use their gadgets less than 5 hours per day. According to Enny fitriahadi & Hanna Tyastiti (2020) Gadgets can distract someone with the pleasure they get from these gadgets. The number of applications offered by gadgets such as smartphones also affects children with the latest technology.

In addition, there are lots of social media that are very fun for students to play. Based on the question "which social media do you use the most?" 47.1% more often use Instagram while 52.9% of other students use YouTube more often. According to Mango (2021) the most popular platforms are YouTube, Facebook, Instagram and Snapchat. All of these platforms have common features for watching and sharing videos. Providing youth-friendly features, such as watching and sharing videos, is becoming very popular. In addition, the platform is effective for education, it can build and improve the technical and social skills that students use every day. Therefore, there are many who like to learn through social media, besides being easily accessible anywhere, social media is also very interesting in the content presented.

- b) Observation results have found 11.8% of students use Instagram as a medium of learning while 88.2% of students use YouTube. This is related to the results of the questionnaire "Instagram and YouTube Kampung Inggris make learning English more fun and less boring", getting 47% strongly agree, 47% agree, 3% undecided, 3% disagree. Currently, there are lots of Instagram and YouTube accounts that provide interesting content for learning English, this is what causes many students to prefer to learn through social media. Through social media YouTube and Instagram, students can also communicate and share a lot of information about English learning materials.

There are 85.3% of students like YouTube as a social media that can increase students' learning motivation and 14.7%

choose Instagram. This is related to the results of the questionnaire "Learning English through videos on YouTube Kampung Inggris is more interesting and easier to understand than learning through books", namely 41% strongly agree, 35% agree, 18% doubtful, and 6% disagree. Students prefer learning through YouTube than books because nowadays children prefer visual things to text books. Reading books for too long makes them bored and boredom is the reason why books are less attractive to young people.

- c) In this study, the researcher found results from the statement that "Instagram and YouTube Kampung Inggris can be an alternative to learning English" namely 50% strongly agree, 44% agree and 6% doubtful. This is related to "learning methods using Instagram and YouTube applications are very easy to access" with the results of 29 strongly agree, 62% agree, 7% doubtful and 2% disagree. Due to limited teaching time and the pandemic that is sweeping the world, currently students use social media for their learning. They can find various information about English material anytime and anywhere only with social media. This is also closely related to the results of observations from the question "the features on social media can help make it easier for us to use and access social media. In your opinion, which social media has more adequate and more complete features?" 58.8% of students prefer Instagram and 41.2% of students prefer YouTube. According to Putri (2022) Instagram can be used as a medium to help students improve their vocabulary. they can explore features on Instagram such as Instastory, Post or Instagram Live that offer or share English. In this feature, they indirectly learn new vocabulary by watching videos or tutorials, reading subtitles, or viewing someone's posts.

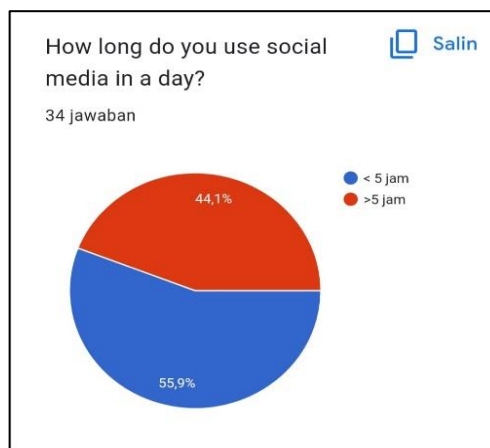
In addition, the results of the questionnaire "Instagram and YouTube are very suitable to be used as distance learning methods" with the results of 44% strongly agree, 41% agree and 15% doubtful. According to Saud, Mashud, & Ida (2020)

that the use of social media platforms is considered very easy and accessible by every individual to share everything, post activities, and get any information. Therefore, Instagram and YouTube are very suitable for distance learning for students today. Social media can also save money on spending money to go to English courses because now they can learn and get information just at home.

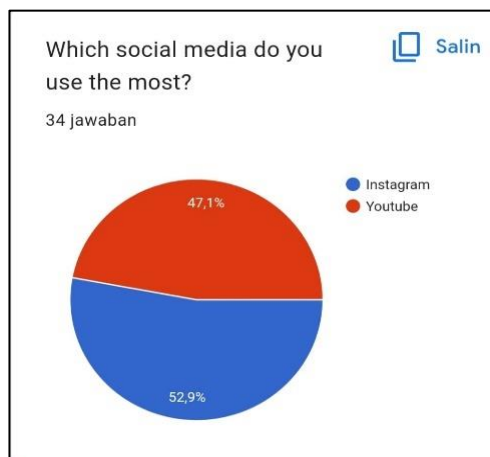
**Table 1. Observation**

Questionnaires	Instagram	Youtube
Which social media do you use the most?	47.1%	52.9%
Which social media do you use most often for learning?	11.8%	88.2%
In your opinion, social media that is interesting to increase motivation to learn English is?	14.7%	85.3%
In your opinion, social media that is very helpful in learning vocabulary is?	26.5%	73.5%
Which social media is the most appropriate for distance learning in your opinion?	20.6%	79.4%
When viewed in terms of use, social media, which do you think is easier to use?	41.2%	58.8%
The features on social media can help make it easier for us to use and access social media. In your opinion, which social media has more adequate and more complete features?	58.8%	41.2%
Between these two social media, which one do you know first?	14.7%	85.3%
Instagram and Youtube are the 2 largest social media in the world today. When compared, which content or posts on social media do you think is more interesting?	58.8%	41.2%
Mean	28.01%	66.66%

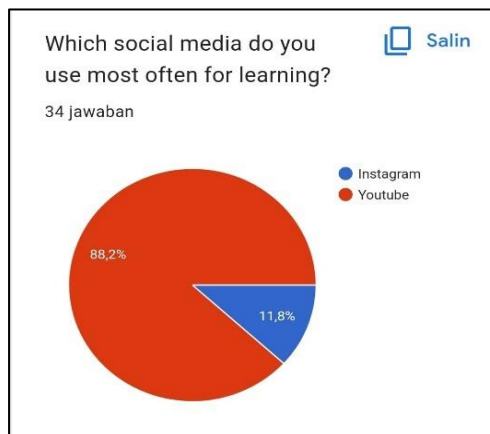
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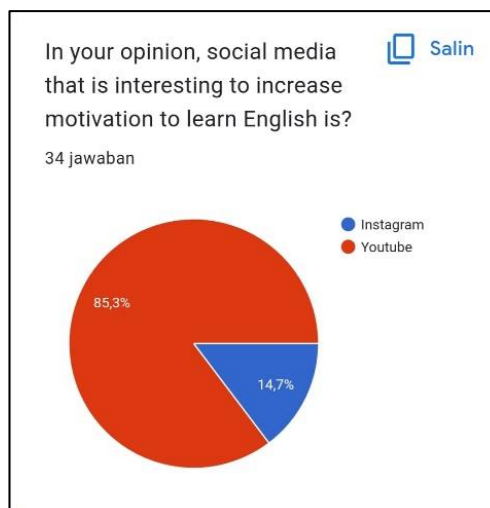
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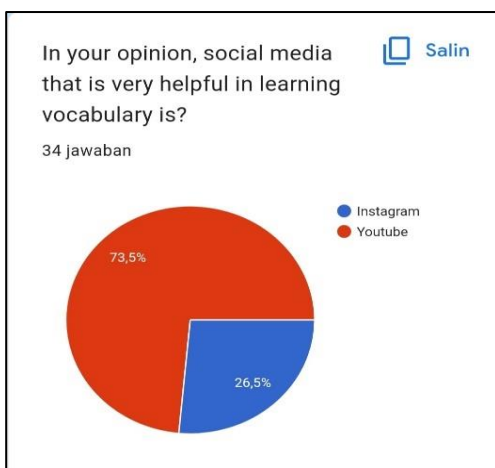
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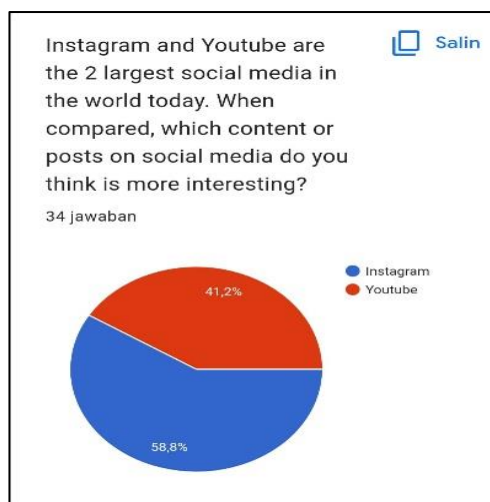
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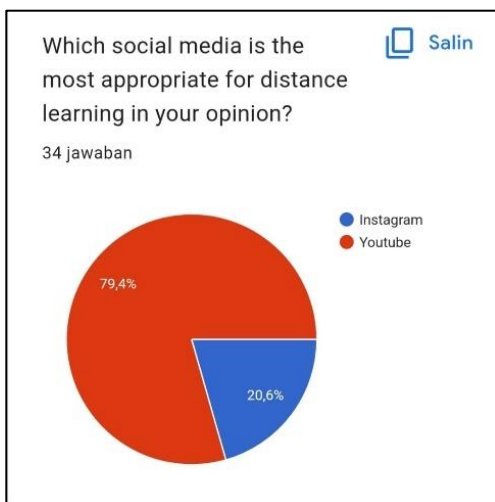
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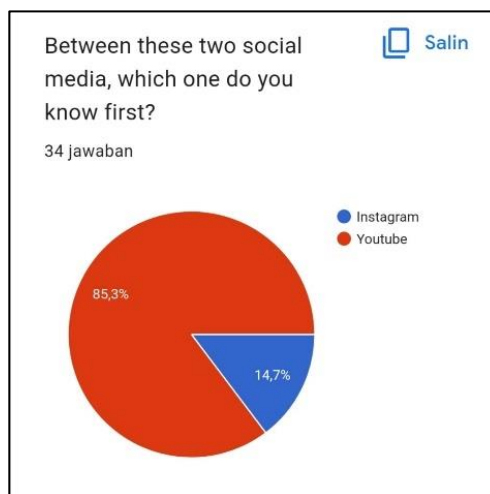
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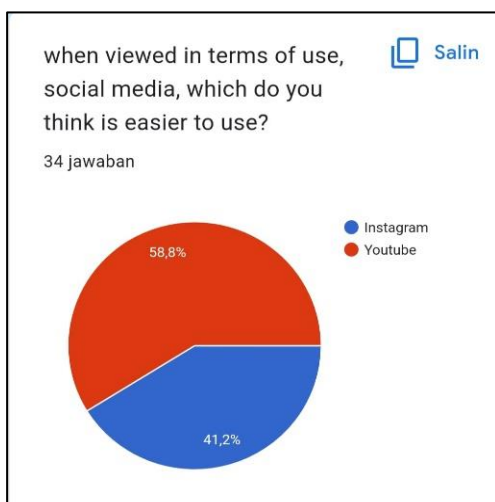
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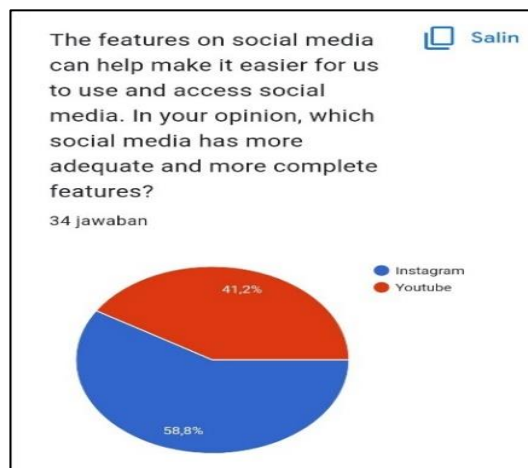
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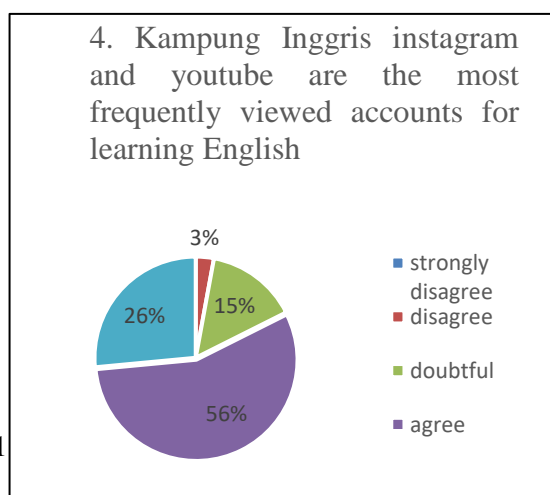
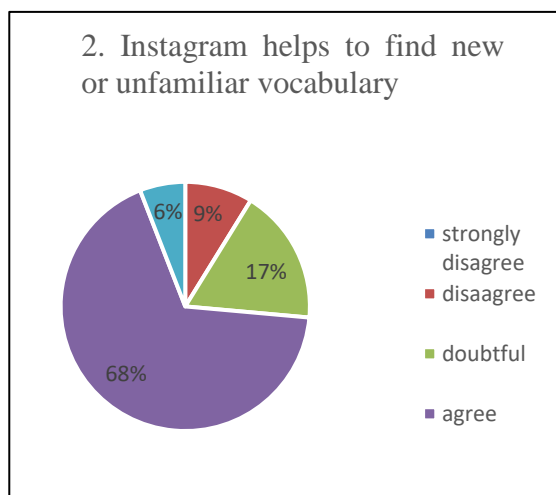
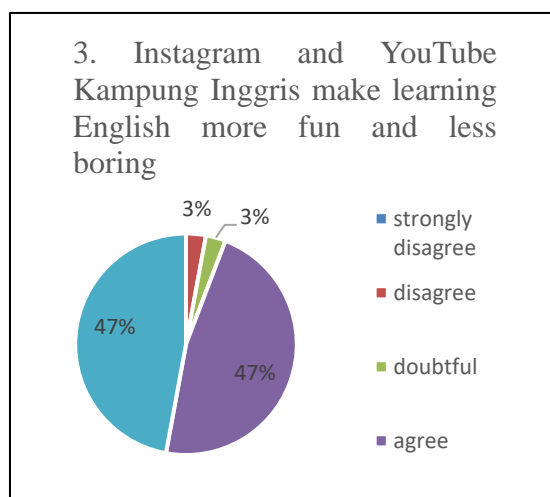
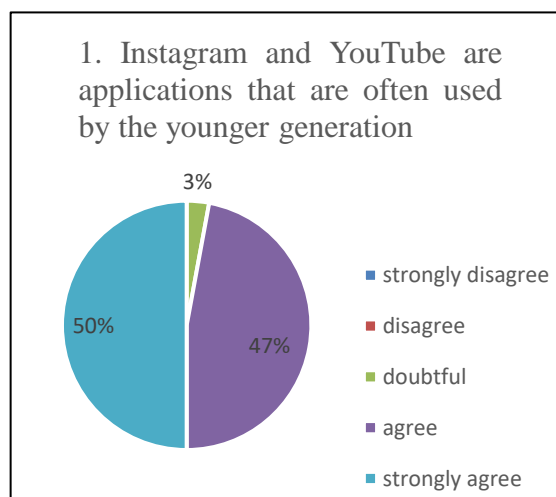


**Table 2. Questionnaire**

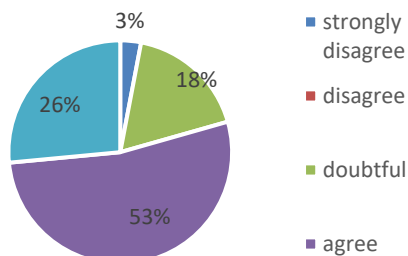
Statements	Strongly Disagree	Disagree	Doubtful	Agree	Strongly Agree
1. Instagram and YouTube are applications that are often used by the younger generation			3%	47%	50%
2. Instagram helps to find new or unfamiliar vocabulary		9%	17%	68%	6%



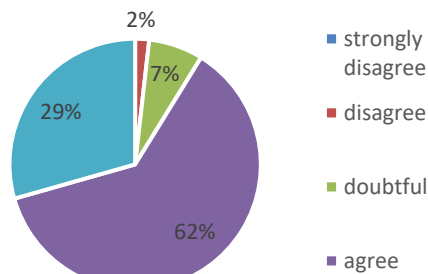
3. Instagram and YouTube Kampung Inggris make learning English more fun and less boring		3%	3%	47%	47%
4. Kampung Inggris Instagram and YouTube are the most frequently viewed accounts for learning English		3%	15%	56%	26%
5. The content presented by Kampung Inggris's Instagram is very interesting for learning English	3%		18%	53%	26%
6. Learning English through videos on YouTube Kampung Inggris is more interesting and easier to understand than learning through books		6%	18%	35%	41%
7. Instagram and YouTube Kampung Inggris can be an alternative to learning English			6%	44%	50%
8. Learning methods using Instagram and YouTube applications are very easy to access		2%	7%	62%	29%
9. Attractive visuals presented by Instagram help increase motivation to learn		6%	9%	47%	38%
10. Instagram and YouTube are very suitable to be used as distance learning methods			15%	41%	44%



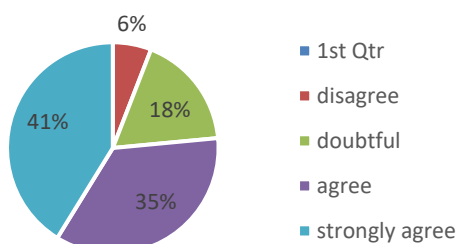
5. The content presented by Kampung Inggris's Instagram is very interesting for learning English



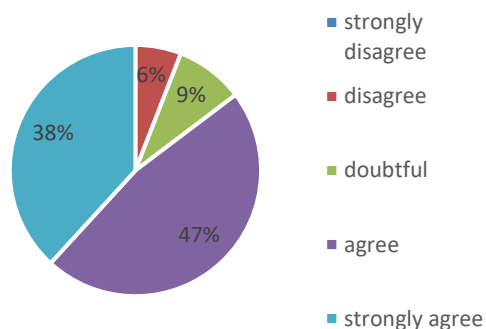
8. Learning methods using Instagram and YouTube applications are very easy to access



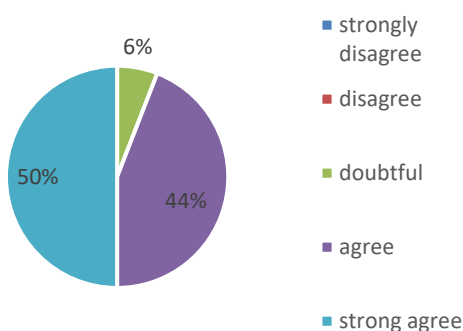
6. Learning English through videos on YouTube Kampung Inggris is more interesting and easy to understand than learning through books



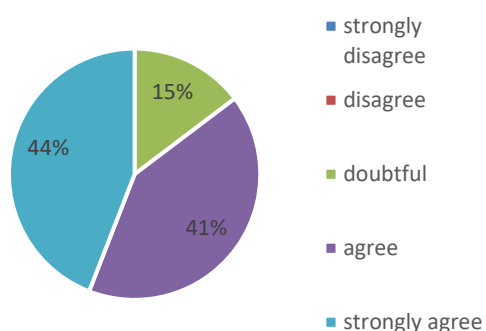
9. Attractive visuals presented by Instagram help increase motivation to learn



7. Instagram and YouTube Kampung Inggris can be an alternative to learning English



10. Instagram and YouTube are very suitable to be used as distance learning methods



## Interview

1. Can social media such as Instagram and YouTube Kampung Inggris be a learning medium?

Answer from teacher: Through learning media using Instagram and YouTube from the Kampung Inggris, students can understand a material faster than studying through textbooks, because usually learning media are



made interesting, so students will not feel bored. This can increase students' interest and motivation to learn.

2. Can the Kampung Inggris Instagram help improve students' vocabulary?

Answer from teacher: Yes, it is very helpful, students can acquire new vocabulary to use in everyday language.

3. Can YouTube learning video content such as Kampung Inggris LC make it easier for students to learn English?

Answer from teacher: Yes, it is very easy for students to learn English in the digital era like now.

4. Can Instagram and YouTube Kampung Inggris help teachers to make learning materials easier?

Answer from teacher: Yes, it really helps me as an English teacher, because students are more interested in digital media.

5. Are Instagram and YouTube Kampung Inggris more effective for distance learning than books?

Answer from teacher: This digital era is very effective, because during a pandemic, children are more friendly with gadgets than reading books.

6. How effective is learning through social media like YouTube & Instagram?

Answer from teacher: 85% effective learning through social media, because students are more interested in learning to use social media, they can add up to date insights.

## **Discussion**

This research was conducted to find out the use of social media Instagram and YouTube Kampung Inggris as a method of learning English vocabulary for grade 7 at SMPN 06 Bekasi. The results show that students use social media such as Instagram and YouTube as learning media. Currently to find various information is very easy we can use the existing social media. They more often use social media YouTube to learn English. In addition, YouTube is also able to increase students' motivation to learn English. This is the same as what has been said by Hia (2021) that YouTube is also able to increase students'

learning motivation in English. And the students also agree that learning English through videos on YouTube Kampung Inggris is more interesting and easier to understand than learning through books. YouTube also presents a lot of learning videos that attract children's interest to learn English with creativity from the visuals they present. Furthermore, YouTube is also a social media that really helps students to learn English. This is also closely related to what has been said by Almurashi (2016) that YouTube plays a very important role in helping students understand English. By learning to use YouTube it is easier for them to know the spelling of vocabulary and to know more vocabulary that they did not know before.

According to Instagram and YouTube students, Kampung Inggris makes learning English more fun and less boring. In addition, Instagram also helps students find new vocabulary or vocabulary that is unfamiliar to them. Lasmiasih (2019) also said the same thing that Instagram is the most effective social media used to learn vocabulary. because currently there are so many Instagram accounts that make learning content interesting with visuals presented so that students are not monotonous in learning. Students also agree that Instagram and YouTube Kampung Inggris can be an alternative for learning English and students also agree that the visuals presented by Instagram are interesting and can help increase students' learning motivation. Rahman (2021) also agrees with his opinion that Instagram can be an alternative social media for learning English. Where a lot of posting photos or pictures that are very interesting to convey material about the English language. With the features on Instagram, it makes students also find it easier to understand the material. In addition, Instagram can also improve the quality of student learning because it can be combined with the material in the book.

The conclusion of this study is that Instagram and YouTube Kampung Inggris are able to become English learning media. By using social media, students know more about learning material that they have never studied or known before. In addition, Instagram and

YouTube Kampung Inggris are also very interesting so that they can increase students' learning motivation with attractive visuals. Learning through is very fun for students because they have a new experience than before just reading a book. In addition, Instagram and YouTube can be an alternative for students to improve their English.

## CONCLUSION

During the exploration of the findings and discussions to answer the problem statement that has been described previously. Students at SMPN 06 Bekasi use social media YouTube and Instagram as their online learning media, especially in learning English. learning begins by watching YouTube content on the Kampung Inggris channel that is in accordance with the material being studied, then students do assignments, students memorize vocabulary that is in accordance with the material on the Kampung Inggris Instagram account. 66.66% of the observations found that students were more interested in using YouTube than using Instagram. This is because YouTube is an easy-to-use social media. In addition, students are very interested in learning to use Instagram and YouTube social media in Kampung Inggris because the work is interesting and very easy to understand.

Social media YouTube and Instagram also have a positive impact in learning English for students. They become more important in learning English and vocabulary. In addition, the convenience provided by social media helps students to find new vocabulary. Today's technological sophistication is another reason for students to be able to learn English anywhere without being hindered by time or place.

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