

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Today, the rapid advancement of technology has impacted numerous facets of life in society, including politics, economics, culture, social, artistic, and even educational fields. The technological advancements in this era are unavoidable and encourage everyone to adapt. This is because technological advancements coincide with scientific advances. Technology and science are inextricably linked, as knowledge is used to teach students about natural facts, and humans use that knowledge for profit and welfare through technology.<sup>1</sup> Technology assists everyone, particularly teachers and students in making their daily tasks easier. According to Tarihoran, technology is becoming an increasingly important component of both our personal and professional lives and an increasing number of students are making use of it.<sup>2</sup> It has become a tool that can make it easier for people to carry out their activities.

In this modern era, utilizing cutting-edge information and communication technology that is generally known has even become one of the human needs, namely social media. Social media can be defined as web-based or mobile technology that is used to share emotions, discuss, provide facts, express creativity, and engage in a variety of other forms of social contact. According to Hill et al., social media refers to a group of

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<sup>1</sup>Dian Rahadian, “Teknologi Informasi Dan Komunikasi (TIK) Dan Kompetensi Teknologi Pembelajaran Untuk Pengajaran Yang Berkualitas,” *Jurnal Teknologi dan Pembelajaran*, Vol. 2, no. 1 (2017): 234–254.

<sup>2</sup>Nafan Tarihoran, “Using Facebook Group as a Blended Learning Medium in Teaching Cross-Cultural Understanding in Islamic Higher Education,” *International Journal of Research in STEM Education (IJRSE)*, Vol. 2, no. 1 (2020): 13–25.

websites and web-based systems that enable mass interaction, conversation, and sharing among network members.<sup>3</sup>

Social media has been the biggest phenomenon that has arisen as a result of the rapid advancement of internet technology and the sophistication of smartphones over the past decade, especially for students of Generation Z. Generation Z refers to people born between 1995 and 2010. According to Prensky, the internet has completely shaped the world of Generation Z, who is also known as digital natives, the Net Generation, or the iGeneration.<sup>4</sup> As reported by Nafan Tarihoran et al., Generation Z (Gen Z) likes to use social media to connect with each other and participate in various activities. This is because Gen Z is the first generation to have grown up with technology and cell phones.<sup>5</sup>

Gen Z embraces using social media to interact with others, write new content, channel their thoughts, and discover information currently trending in society. According to Insider, a Piper Sandler survey found that 81% of 1,000 Gen Z youths chose to use more than three social media sites. These included Twitter, YouTube, TikTok, Snapchat, and, most notably, Instagram. The social media which are widely used among Indonesians Gen Z are WhatsApp, with 96% of them utilizing it. Instagram comes in second with 91%, followed by YouTube (74%), Line (58%), and Facebook (37%).<sup>6</sup> This fact suggests that Indonesian Gen Z prefers to utilize social media as their primary means of keeping in touch daily with friends and others.

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<sup>3</sup> Craig A. Hill, Elizabeth Dean, and Joe Murphy, *Social Media, Sociality, and Survey Research* (New Jersey: John Wiley & Sons, Inc, 2014), 3.

<sup>4</sup> Corey Seemiller and Meghan Grace, *Generation Z Goes To College* (San Francisco: Jossey-Bass A Wiley Brand, 2016), 3.

<sup>5</sup> Nafan Tarihoran et al., "The Impact of Social Media on the Use of Code Mixing by Generation Z," *International Journal of Interactive Mobile Technologies* 16, no. 7 (2022): 54–69.

<sup>6</sup> Andi Saputra, "Survei Penggunaan Media Sosial Di Kalangan Mahasiswa Kota Padang Menggunakan Teori Uses and Gratifications," *Jurnal Dokumentasi Dan Informasi*, 40, no. 2 (2019): 207–216.

Additionally, social media can be a helpful tool for creative learning resources to support Generation Z students' experiences, growth, and autonomous learning. One of the most widely used and favored social media platforms among students of Gen Z is Instagram. In Indonesia, Instagram is one of the top five most popular preferred social media platforms. According to a survey on social media usage in Indonesia conducted in January 2023 by The Indonesia Data Digital Report 2023, it stated that Instagram ranks as the second social media with the highest number of users after WhatsApp. Instagram users in Indonesia have reached 89.15 million accounts.<sup>7</sup>

Instagram is a social media platform that enable users to share pictures and videos of their favorite moments, lifestyles, digital filters, and hobbies with others.<sup>8</sup> In addition, users can use all of Instagram's entertaining features, including writing creative captions, applying filters, participating in discussions in the comments section of each uploaded photo or video, finding hashtags that inspire new ideas, gaining followers, and so on.

Instagram can be used as an alternative learning tool, especially when it comes to mastering English vocabulary. Mastery of vocabulary in learning English is the primary foundation that must be possessed. Because if students do not wish to effectively master vocabulary and lack an understanding of the words in the language they intend to speak, they won't be able to communicate using the language in their mind fluently. Therefore, vocabulary is a crucial component in language learning.

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<sup>7</sup> Simon Kemp, "Digital 2023: Indonesia" *Data Reportal Global Digital Insight*, 29 September 2023, <https://datareportal.com/reports/digital-2023-indonesia>.

<sup>8</sup> Retno Widia Agustin and Mutiara Ayu, "The Impact of Using Instagram for Increasing Vocabulary and Listening Skill," *Journal of English Language Teaching and Learning (JELTL)* 2, no. 1 (2021): 1–7.

According to Richard and Renandya, vocabulary is the core aspect of language competence and is essential for students because it affects how well they can speak, listen, read, and write.<sup>9</sup>

Moreover, according to Hornby as cited in Wahyuni defines vocabulary as: (1) The total amount of words contained in a language; (2) The set of words known or used by a human being in a particular textbook, subject, etc; (3) The book includes a list of words accompanied by definitions and translations, or a list of words used in the book along with explanations.<sup>10</sup> A vocabulary is a collection or list of words from a specific language that are sorted alphabetically and used to create fresh sentences. Vocabulary is the main capital that is vitally crucial for us to master when we want to study English. Because of this vocabulary, it will be much simpler for us to become proficient in several aspects of the English language, including reading, listening, speaking, and writing.

However, there are numerous opportunities for Generation Z students to expand their vocabulary via Instagram. English learning accounts are believed to be capable of improving students' vocabulary. On Instagram, they can find a lot of accounts that help them learn English by giving them materials or summaries. Examples of several Instagram accounts for English learning: @bbclearningenglish, @kampuninggrislc, @jagobahasacom, @londokampung, @sluggish\_journey, etc. The account has over a thousand posts and offers a variety of statements, captions, and videos about English that are designed to keep the audience, particularly

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<sup>9</sup> Jack C. Richards and Willy A. Renandya, *Methodology in Language Teaching: An Anthology of Current Practice, Language* (New York: Cambridge University Press, 2002), 255.

<sup>10</sup> Ayu Wahyuni, "Teaching Vocabulary by Using Guessing Games," *English Empower* 5, no. 1 (2020): 33–38.

Generation Z students, are kept entertained and not experience feelings of boredom.

Based on pre-research in MAN 2 Cilegon, the researcher discovered that many MAN 2 Cilegon students still had limited vocabulary knowledge. The reason for this is that they regard learning English, including vocabulary and other skills, as a complicated task for them to learn. Then, student engagement is very low, and they are less motivated to learn English in class. Furthermore, a lot of students use Instagram applications to pass the time or for entertainment after class.

Overall, my research varies from previous studies in that it seeks to investigate Gen Z students' perspectives on the impact of utilizing Instagram apps on student vocabulary and perceived problems, as well as how they get vocabulary from the Instagram application. Furthermore, my study employs a survey method to examine the viewpoint of the issue in my study.

The researcher conducted a study entitled Gen Z Students Perception Toward The Impact of Utilizing Instagram Application To Enhance Vocabulary (A Survey Research at MAN 2 Cilegon).

## **B. Statements of the Problem**

According to the background of the study, the researcher states three problems in this research as follows:

1. How is Gen Z students perceptions on the Instagram application to enhance vocabulary?
2. What are the challenges faced by Gen Z students toward the impact of Instagram application to enhance their vocabulary?
3. How do Gen Z students at MAN 2 Kota Cilegon get vocabulary from the Instagram application?

### **C. The Aims of the Study**

Based on the background of the study above, the researcher has the objective of the study. The objectives of the study in this research are:

1. To know the perceptions of Gen Z students toward the Instagram application to enhance vocabulary.
2. To find out the challenges faced by Gen Z students toward the impact of Instagram application to enhance vocabulary.
3. To explore the way Gen Z students at MAN 2 Kota Cilegon get vocabulary from the Instagram application.

### **D. Limitation of the Study**

Making a limitation in research is essential. The purpose of research limitations is to ensure that research is centered on the topic of discussion so that research is more targeted and research objectives are attained. Therefore, the limitation of the problem in this study is limited to Gen Z students' perceptions of the Instagram application to enhance English vocabulary, as well as the challenges and utilization of the Instagram application to enhance English vocabulary.

### **E. Significance of the Study**

The author hopes that the outcomes of this research will benefit the individuals listed below. They are:

1. The Teachers

The results of this research will be helpful for teachers in the context of the process of teaching English to students. It can be utilized by English teachers as a reference and provide information regarding Gen Z students' feelings using English learning accounts on Instagram application to increase their vocabulary. Furthermore, the teacher

acquires new knowledge about alternative media for English instruction.

## 2. The Students

This research can be used by students of Generation Z to learn that Instagram media can be used as a means of learning English outside the classroom. This study can also supply Gen Z students with information about the advantages of Instagram accounts that offer English vocabulary materials on Gen Z student accounts in order to help them improve their vocabulary.

## 3. The Researcher

By carrying out this study, the researcher gains a better understanding of Gen Z students' perceptions of utilizing Instagram to access English language content material, particularly in parts of vocabulary that can help them enhance their English vocabulary.

## **F. Organization of the Study**

The conduct of this research facilitates readers in discussing the presentation of the problem and helps readers understand what they are reading easily. This research is divided into five chapters:

**Chapter I: Introduction.** Which contains: background of the study, statements of the problem, the aims of the study, limitation of the study, significance of the study, previous study, and organization of the study.

**Chapter II : Theoretical Framework.** There are five parts, the first part is discussing about definition of Generation Z Students', The second part discusses about the technology in English Language Teaching, the third is concept of social media, the fourth is understanding Instagram application and the last part is discusses about the concept of vocabulary.

**Chapter III : Research Methodology.** This chapter are discusses about research methodology which includes research methods, place and time of research, population and samples, techniques of data collection, and techniques of data analysis.

**Chapter IV : Research Findings and Discussions.** There are two parts in this chapter, namely research findings and discussion. In the research findings there are descriptions of respondents, instrument analysis tests, quantitative data results and qualitative data results.

**Chapter V : Conclusion and Suggestion.** This chapter provides the conclusions of the overall content of the research and suggestions given by the researcher to the readers.