

STATEMENT OF THE ORIGINALITY

Here with the researcher declare that the research paper wrote as partial fulfillment of the requirement for the Sarjana Degree and submitted to the English Education Department, the faculty of Education and Teacher Training wholly constitutes my own original writing.

As for the other persons works whose ideas are quoted in this paper have been referred to appropriately in accordance to the prevailing legal are intellectual ethic in the world of scientific writing tradition.

However, if the originality of this paper either partially or wholly is, later on, proved or it falls under convincing plagiarism, the researcher would be prepared to receive any consequences in the form of any sanction such as a losing my related academic degree obtained from the institution as well as other rules prevailing in Indonesia.

Serang, September 24th 2025



Putri Dyanita Nur Faatihah

SRN. 211230078

ACKNOWLEDGMENT

Assalamu'alaikum Wr. Wb.

In the name of Allah, the merciful, the compassionate

Praise be to Allah SWT, who has given guidance so that this thesis can be completed on time. Shalawat and greetings may continue to be bestowed upon the Prophet Muhammad, his family, friends and followers until the end of time. In this opportunity, the researcher would like to express gratitude to:

1. Prof. Dr. K.H Muhammad Ishom, S.Ag. M.A, as the Rector of State Islamic University of Sultan Maulana Hasanuddin Banten.
2. Dr. H. Subhan, M.Ed. As the Dean of Faculty of Education and Teacher Training.
3. Afif Suaidi, S.S., M. Hum. as the Head of English Education Department,
4. Hj. Eulis Rahmawati, M.Pd. as the first adviser and also Rohman, M.A. as the second adviser who was guided, directed, provided advice and advice to the researcher in the process of preparing this paper can be completed.
5. All lecturers in English Education Department and all the staff of the State Islamic University (UIN) Sultan Maulana Hasanuddin Banten, who have helped and provided knowledge during the researcher's education.

6. Sincere thanks to all respondents who kindly participated in this research. Your insights and responses were truly helpful in completing this thesis.
7. Special thanks to the researcher's beloved parents, Mr. Supangat and Mrs. Tetty Yunawati, who have always been a source of strength in every step of the researcher's journey. Thank you for the endless prayers, unconditional love, and unwavering moral and financial support. Your sacrifices and patience have laid the foundation that enabled the completion of this thesis. May Allah SWT reward all your kindness with abundant blessings, good health, and lasting happiness in both this world and the hereafter.
8. Heartfelt thanks to my beloved siblings Adinda Az-Zahrawain, Muhammad Nasrullah, and Azmi Ismail Haniya who have always been a source of encouragement and joy throughout the writing of this thesis. Thank you for your laughter, support, and love that never failed to lighten my days and lift my spirit.
9. Endless thanks to my best friend and fellow fighter in this journey, Uyun Putri. Thank you for standing by my side through every step from the hardest moments to the little ones filled with laughter. Your support, patience, and presence meant the world to me. You didn't just

help with the research, you helped me stay strong and keep going. May all the kindness you've given return to you in even greater ways.

10. Sincere thanks to my close friends, Melly Kurniawati, Marifah, Sofiyaturrohmah, and Sarni Damayanti. Your kindness, laughter, and support have been a great encouragement throughout the process of writing this thesis. Your presence always lifted my spirits and made the burden feel lighter. May our friendship continue to grow and be filled with happiness.
11. Heartfelt thanks to my longtime friend since junior high school, Intan Rohimah, who has always patiently listened to my stories and shared moments from the past until now. Your presence has been a safe haven to share joys and challenges throughout this long journey. May our friendship continue to grow stronger with time.
12. Sincere thanks to my VIP Members Uyun Putri, Neng Yuliasari, Ananda Suci, Siti Nandiah, Zafira Rahmah, and Eidelwijs Zulfaya Choiri the best circle throughout my college years who were always ready to help and support whenever needed. Your presence made this journey feel lighter and more meaningful.
13. Thanks to my closest friends during PLP, Samiyah, Mutia Permata Sari, Annisa Waghfirliyana, Fithrotun Nisa, and Sulyanah, for their dedication and support throughout the PLP period. Thank you for

patiently guiding and reminding me of the important steps in completing the thesis. Your support has been invaluable and helped me finish this process more smoothly.

14. My classmates of TBI C 2021, comrades throughout our college years.

Your companionship, support, and spirit have made this journey colorful and full of valuable memories. May we all succeed and continue to move forward on our own paths.

15. Deepest thanks to Farhan Jijima, an education content creator who is

highly dedicated and consistently shares words of encouragement in many aspects. Your dedication has been a great source of motivation for me, even since the beginning of my college journey until this thesis process. For your willingness to share your life journey and profound meanings about life, which have deeply inspired and empowered me.

Your presence through your work and messages means a lot.

16. My deepest thanks go to Dmitriev Abraham Hariyanto and Ritsuki-

chan, two little souls who, without even realizing it, have become a quiet comfort throughout this long and exhausting journey. Your spontaneous gestures, honest expressions, and simple joy never fail to bring a smile during the hardest days. Though we've never met in person, your presence through the screen has been enough to lift a weary heart. You may not know it, but your little laughs played a big

role in brightening the path when things felt heavy. Thank you for being the tiny light that shone through the darker days.

17. Finally, deepest appreciation goes to myself, the person who has remained strong and persistent throughout this journey. Gratitude for the patience, perseverance, and unwavering spirit that endured despite countless challenges and fatigue. I am proud of every small step taken, every long night endured, and every obstacle overcome. This journey is more than just completing a thesis; it is proof that I can overcome hardship and continue growing into a better version of myself. May I always be granted strength, courage, and confidence to move forward, chase dreams, and face the future with hope.

The researcher realizes that this paper is far from perfection. Therefore, criticism and suggestions from readers are expected for further improvement.

Wassalamu'alaikum Wr. Wb.

Serang, June 30th 2025

Putri Dyanita Nur Faatihah

SRN. 211230078

ABSTRACT

Putri Dyanita Nur Faatihah. 211230078. 2025. Gen Z's Perception of Using Instagram Content as a Media For Learning English Vocabulary

This study investigates Generation Z's perception of using Instagram content as a medium for English vocabulary learning, focusing on the @kampuninggrislc account. Gen Z's often low interest in mastering vocabulary is frequently attributed to monotonous and unengaging learning methods. Therefore, the integration of social media, particularly Instagram, which is highly popular among Gen Z, becomes a relevant alternative. This research aims to understand Gen Z's perception of the effectiveness of Instagram content in vocabulary learning, as well as how content design influences their learning interest. This research employed a descriptive qualitative method, involving 20 Gen Z respondents aged 17–25 years who are followers of the @kampuninggrislc account. Data were collected through open-ended questionnaires distributed online. The findings indicate that the majority of respondents have a positive perception of the Instagram content. Based on Stephen P. Robbins theory of perception encompassing the stages of acceptance, understanding, and evaluation respondents accepted the content well, understood the material easily and enjoyably, and evaluated the content as effective in enhancing vocabulary mastery. Furthermore, content design also proved to significantly influence Gen Z's learning interest. Appealing visual design, interactive features like quizzes and games, and the use of slang and everyday expressions are highly compatible with Gen Z's learning styles and digital habits. This makes the learning process more enjoyable, flexible, and relevant to their lives. Thus, the use of Instagram content, particularly from the @kampuninggrislc account, can be an effective alternative English vocabulary learning medium for Generation Z.

Keywords: Instagram, Gen Z, Vocabulary Learning, Perception

THE ADVISERS' APPROVAL

This is to certify that the undergraduate research paper of **Putri Dyanita Nur Faatihah** entitled “Gen Z’s Perception of Using Instagram Content as a Media for Learning English Vocabulary”

has been approved by the research paper advisers for further approval by the board of examiners.

Serang, June 30th, 2025

Adviser 1,



Hj. Eulis Rahmawati, M.Pd.
NIP. 197907132003122002

Adviser II,



Rohman, M.A.
NIP. 198105302023211008

Acknowledged by:
The Head of English Education Department



Afif Suaidi, S.S., M. Hum.
NIP. 198712282019031003

THE LEGALIZATION OF DEAN FACULTY

Gen Z's Perception of Using Instagram Content as a Media for Learning

English Vocabulary

By:

Putri Dyanita Nur Faatihah

SRN. 211230078

Under the supervision of:

Adviser I,



Hj. Eulis Rahmawati, M.Pd.

NIP. 197907132003122002

Adviser II,



Rohman, M.A.

NIP. 198105302023211008

Acknowledged by:

The Dean of Education and Teacher
Training Faculty



Uli Suwandi, M.Ed.

NIP. 196809102000031001

The Head of English Education
Department



Afif Suaidi, S.S., M. Hum.

NIP. 198712282019031003

THE BOARD OF EXAMS' APPROVAL

This is to certify that the undergraduate research paper of Putri Dyanita Nur Faatihah has been approved by the board of Examiners as a partial fulfillment of the requirement for the degree of Sarjana in English Education

Serang, September 24th 2025

The Board of Examiners:

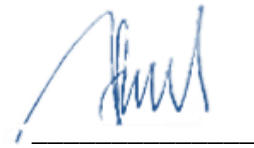
Dr. Supardi, M.Pd
NIP. 196806201996031003

Chair Person



Afif Suaidi, S.S., M.Hum
NIP. 198712282019031003

Secretary



Dr. Hj. Anita, S.S., M.Pd
NIP. 19770410 200312 2 001

Examiner I



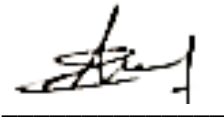
Dr. Hj. Selnistia Hidayani, M.Pd.
NIP. 198011112008012018

Examiner II



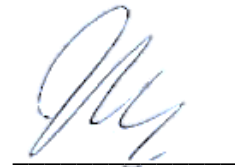
Hj. Eulis Rahmawati, M.Pd.
NIP. 197907132003122002

Adviser I



Rohman, M.A.
NIP. 198105302023211008

Adviser I



A BRIEF BIOGRAPHY

The researcher, Putri Dyanita Nur Faatihah, was born as the first child of four siblings to Mr. Supangat and Mrs. Tetty Yunawati. She completed her elementary education at SDN Ranjeng in 2014, and continued her junior high school at Pondok Pesantren Fajrul Karim Islamic Boarding School in 2017. She then pursued her senior high school education at MAN 1 Kota Serang and graduated in 2021. She continued her higher education at the State Islamic University of Sultan Maulana Hasanuddin Banten, majoring in English Education under the Faculty of Education and Teacher Training (Tarbiyah).

During her time as a university student, she was actively involved in an external organization, serving as a member of the Information and Communication Division (Kominfo) in 2023.

DEDICATION

This paper is dedicated to my beloved parents, Mr. Supangat and Mrs. Tetty Yunawati, who have been the source of strength, prayers, and boundless love. Thank you for all the sacrifices, hard work, and sincere affection that have continuously accompanied every step of mine. None of these achievements would have been possible without the support and blessings from my father and mother. May Allah SWT always protect and reward all the kindness you have given. My gratitude is also dedicated to my dear siblings, Adinda Az-Zahrawain, Muhammad Nasrullah, and Azmi Ismail Haniya, who have always been my motivation and a source of joy in life. Your prayers and laughter have been a special strength in completing this academic journey. This work is also dedicated to my entire family who consistently support me with prayers and encouragement, as well as all those who have provided motivation, encouragement, and inspiration throughout the process of writing this thesis. May every effort and hope expressed in this work receive the blessings of Allah SWT.

MOTTO

Born of Shadow, Destined to Glow with Timeless Light

TABLE OF CONTENTS

STATEMENT OF THE ORIGINALITY	i
ACKNOWLEDGMENT.....	ii
ABSTRACT	vii
THE ADVISERS' APPROVAL.....	viii
THE LEGALIZATION OF DEAN FACULTY	ix
THE BOARD OF EXAMS' APPROVAL.....	x
A BRIEF BIOGHRAPY	xi
DEDICATION.....	xii
MOTTO.....	xiii
TABLE OF CONTENTS	xiv
LIST OF TABLE.....	xvi
LIST OF PICTURE	xvii
LIST OF APPENDICES.....	xviii
CHAPTER I INTRODUCTION.....	1
A. Background of the Study.....	1
B. Identification of the Problem	9
C. Scopes and Limitation of the Research.....	9
D. Research Question.....	10
E. The Objective of the Study	10
F. Significant of the Study.....	11
CHAPTER II THEORETICAL FRAMEWORK.....	13
A. Perception.....	13
1. Definiton of Perception.....	13
2. Types of Perception	16
B. Instagram.....	18
1. Definition of Instagram.....	18
2. Instagram features.....	19
C. Learning Media	23
1. Definition of Learning Media	23

2. Types of Learning Media.....	25
D. Vocabulary	26
1. Definition of Vocabulary.....	26
2. Vocabulary Benefits	27
3. Types of Vocabulary	30
E. Gen Z.....	31
F. The Previous Study	34
CHAPTER III RESEARCH METHODOLOGY.....	40
A. Research Design.....	40
B. Research Subject	41
C. Data and Data Source.....	42
D. Researcher Instrument.....	43
E. Data Collection Technique.....	48
F. Techniques of Analyzing the Data.....	49
CHAPTER IV RESULT AND DISCUSSION.....	53
A. Result of The Research	53
B. Discussion	67
CHAPTER V CONCLUSION AND SUGGESTION	72
A. Conclusion	72
B. Suggestion.....	75
REFERENCES	79
APPENDICES	82

LIST OF TABLE

Table 3.1 Research Subject	42
Table 3.2 Questionnaire	48

LIST OF PICTURE

Picture 2.1 Instagram Logo	19
Picture 2.2 Generation X, Y, and Z.....	32
Picture 3.1 Reels on @kampunginggrislc Content	45
Picture 3.2 Feeds on @kampunginggrislc Content	45
Picture 3.7 Data Analysis	52
Picture 4.1 Example of Charades Content	63
Picture 4.2 Example of Reels	64
Picture 4.3 Example of Feed	64
Picture 4.4 Example of Slang.....	65

LIST OF APPENDICES

Appendices 1: List of Questionnaire	82
Appendices 2: The Result of Questionnaire.....	83
Appendices 3: List of Respondent	138