

CHAPTER I

INTRODUCTION

A. Background of the Study

Vocabulary is a key aspect in English language learning that supports speaking, reading, writing and listening skills. However, vocabulary learning is still often neglected, especially in educational institutions. One of them is because the learning methods used are less interesting or monotonous at each meeting, making students feel bored and have difficulty in the learning process and in remembering new vocabulary¹. Vocabulary learning is the main foundation in English learning where language learners should feel excited in learning because the learning process is appropriate and attracts their attention. Therefore, a creative and engaging approach is essential to boost children's motivation in vocabulary learning. Apart from books or dictionaries that are used as a reference for learning vocabulary in English, in today's digital era, good utilization of technology will certainly be an alternative in tools or media in the learning process, especially among Gen Z.

In the technological era, the use of social media can be an important part of everyday life among Gen Z. They use social media like

¹ MOFAREH ALQAHTANI, "The Importance of Vocabulary in Language Learning and How to Be Taught," *International Journal of Teaching and Education* III, no. 3 (2015): 6, <https://doi.org/10.20472/te.2015.3.3.002>.

Instagram, YouTube, TikTok and Twitter (X) every day to access important things according to their needs. Therefore, it is important to consider how best to leverage effective social media use². Social media has a tendency to use casual language that makes it easier for Gen Z to understand what is meant in the social media platform³, even Gen Z can be a driver of change by utilizing social media as a media for learning vocabulary in good English in this increasingly complex digital era.

Instagram is one of the most popular social media platforms among Gen Z. Using Instagram as a learning media can be a good idea to support Gen Z's learning process by utilizing interesting content and motivating their vocabulary learning interest⁴. Because, mastering vocabulary is the main foundation in learning English. With so many vocabularies to learn, and Gen Z's lack of interest in learning, a special way is needed to master them effectively. Therefore, the existence of interesting content about the use of vocabulary through the Instagram platform can be the best solution for Gen Z in mastering vocabulary in English. Because basically the learning process does not always occur during school or in the classroom, but can occur anywhere, one of which

² Muhammad Mushfi El Iq Bali et al., "Innovative Learning Media Based on E-Learning in the New Normal Era," *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2021, 2, <https://doi.org/10.46254/an11.20211210>.

³ Muhammad Sandy Al Fath, *Investigating Gen Z Students' Perceptions on the Use of Instagram*, 2019, 5.

⁴ Apriliana Dwi Cahyaningsih, "Students' Perception on Learning English Vocabulary via @Kampunginggrism Instagram Account," *International Journal of English Education and Linguistics (IJoEEL)* 2, no. 1 (2022): 2.

is by using technology such as social media Instagram. In addition, the use of Instagram can be a special alternative for Gen Z in finding interesting and creative content in teaching english language learning⁵. One of the Instagram accounts that researchers will choose is @kampuninggrislc which provides interesting content that can be used as a media for learning english vocabulary among Gen Z.

Kampung inggris language center is one of the most popular English course institution in pare district, kediri, east Java. This course institution has been around since 1976, and from year to year students at kampung inggris lc are increasing, not only learners from Indonesia, but learners from outside also participate in the english learning process at this institution. The learning program provided is also quite good, namely the existence of offline, online, and English smart kids and teens programs. This course institution is not only available in Pare, but already has branches in several regions. The learning method used in this institution is very unique and interesting, so this institution is the largest course institution in Pare with a fairly high learner interest⁶.

⁵ Z Hidayat and Debra Hidayat, "Environmental Sense of Gen Z in Online Communities: Exploring the Roles of Sharing Knowledge and Social Movement on Instagram," 2021, 11, <https://doi.org/10.4108/eai.18-11-2020.2311741>.

⁶ Salma Hamidah Siti Pramesti, "AN ANALYSIS OF ENGLISH VOCABULARY TEACHING METHODS USED BY ENGLISH TUTORS ON THE KAMPUNG INGGRIS LC TIKTOK CHANNEL," *AT-TAWASSUTH: Jurnal Ekonomi Islam* (2023), 4.

The Instagram social media platform @kampunginggrislc is also one of Gen Z's alternatives in learning English vocabulary, on this account, the presentation of the content is very interesting and follows the prevailing trends so that it can motivate Gen Z's interest in learning⁷. This proves that the learning method used by Lembaga LC adopts the theory of cognitivism, which focuses more on the learning process than the results. The content provided on this account is in the form of reels and posters that are uploaded attractively and follow the wishes of their followers. The @kampunginggrislc account also provides broadcasts for practice questions, even polls on material that will be presented the following week so that followers are happy because of the response from my super active and friendly manager. In each content, at the end of the slides or reels provided, there are questions that must be answered so that followers feel challenged by the content. In addition, the response to every Instagram comment by the account manager is also answered in a friendly manner.

In @kampunginggrislc account, not only vocabulary mastery is learned, but pronunciation, speaking, grammar, reading, and also listening. With a clear and interesting content design, it makes its followers enjoy following the content for the sake of existing content. So

⁷ Melati Nur Qurataini Zalzabilah, "Learning English Vocabulary Using Kampung Inggris Social Media Account," *Dialectical Literature and Educational Journal* 7, no. 1 (2022): 2, <https://doi.org/10.51714/dlejpancasakti.v7i1.77.pp.35-45>.

according to researchers, the Instagram account @kampungiggrislc can be an alternative to learning English vocabulary among Gen Z because many Gen Z use Instagram and many of them are motivated to improve their mastery of English vocabulary.

Therefore, this study aims to explore how Gen Z perceives the use of Instagram content, particularly from the @kampunginggrislc account, as a medium in learning English vocabulary. Instagram, as a popular social media platform among Gen Z, offers a variety of educational content that can be accessed flexibly. The @kampunginggrislc account is known for its creative content that presents English vocabulary materials in an interesting and easy-to-understand manner. through a questionnaire distributed to Gen Z respondents, this study collected data on their perceptions of the effectiveness and convenience of learning English vocabulary through the Instagram content. The results of this study are expected to provide insights into the potential of Instagram as an effective and fun learning medium for Gen Z in improving their English vocabulary acquisition. Research using the instagram application has been carried out by several previous research.

The study conducted by Ulfa Azkiya (2019) with the title “Student’s Perception Towards the Impact of English Learning Accounts

on Instagram on Student's Vocabulary". This thesis focuses on students' perceptions of the impact of English learning accounts on Instagram, particularly on their vocabulary. The purpose of the study is to explore students' perceptions of Instagram as a tool for English language learning and their experiences in learning vocabulary through the platform. The research was conducted within the English language education department of the Faculty of Tarbiyah and Teacher Training at UIN Ar-Raniry Banda Aceh. A qualitative approach was employed, and data was gathered using semi-structured interviews. Five students were purposively selected as participants for the study. The interview transcripts were analyzed using QDA Miner. The findings indicate that students believe learning vocabulary through English learning accounts on Instagram greatly supports their studies and that they had positive experiences while learning vocabulary on the platform. This suggests that English learning accounts received favorable feedback from English language learners, making Instagram a promising choice as a medium for language learning.

Another research was conducted by Wilda Hera Priskila (2023) with the title " Student's Perception Towards the Use of Instagram Carousel Content in Learning English Vocabulary in Third Semester at UIN Raden Mas Said Surakarta in Academic Year of 2022/2023". This

research examines students' perceptions of vocabulary mastery through Instagram carousel content. The objectives of the study are:

- 1) To investigate students' views on their mastery of English vocabulary learning through Instagram carousel content, and
- 2) To explore students' perceptions of cognitive, affective, and conative influences on their learning to master English vocabulary using Instagram carousel content.

The research uses a qualitative case study approach to gather insights into the perceptions, actions, and responses of students learning vocabulary through Instagram carousel content. Data collection was conducted through interviews and observations. The findings reveal that:

- 1) The use of Instagram carousel content aligns with students' learning styles for mastering English vocabulary, although certain aspects of vocabulary mastery are less effectively supported by this method, and
- 2) From cognitive, conative, and affective perspectives, Instagram carousel content enhances reading concentration and sparks students' interest in the learning material. Instagram offers flexibility, allowing students to study anywhere and at any time, providing the comfort of studying without pressure. Additionally, Instagram is easily

accessible and cost-effective, as students can access it on their smartphones with free features.

Based on the previous research above, researchers can show significant differences in the focus of their research. Previous studies generally only discuss the influence of Instagram use in general or students' perceptions of Instagram as a learning medium, without considering the characteristics of the user generation or the specific context of the account used. Therefore, the gap found is that there is no research that specifically highlights Generation Z's perception of the use of specific educational Instagram accounts, such as @kampunginggrislc, in the context of English vocabulary learning.

Based on these gaps, this study offers novelty in terms of approach, subject and object of research. First, this study targets Generation Z, individuals born between 1996 and 2012 and aged 17-25 in 2025, a segmentation that has rarely been touched in previous studies that generally examine university students in general. Second, the object studied is the educational Instagram account @kampunginggrislc which provides a real and specific context, different from previous studies that only discuss Instagram in general or learning content without focusing on a particular account. Third, in terms of approach, this study uses a descriptive

qualitative method with a questionnaire instrument to explore user perceptions - an approach that is still rarely applied in similar studies. In addition, another novelty of this study lies in the integration of social media, especially Instagram, into English vocabulary learning, which is expected to provide a new perspective in the development of digital-based learning strategies.

B. Identification of the Problem

Referring to the research background, the problem identified is:

1. Gen Z does not have a high interest in mastering English vocabulary.
2. Gen Z needs interactive learning media to encourage their interest in learning English vocabulary.
3. Gen Z thinks that memorizing vocabulary is very boring, even though vocabulary is very important to communicate effectively.

C. Scopes and Limitation of the Research

In this study, researchers focus on the perception of gen z in utilizing Instagram content as a media for english learning vocabulary. The participants in this study are gen z aged 17-25 years totaling 20 people who are also followers of the @kampunginggrislc Instagram account. The questionnaire will be used to obtain information and

explanations related to gen z's perception of using instagram content as a media for learning english vocabulary.

D. Research Question

Based on the background of the study, the main objective of this research is to find out the perception of gen z towards the use of instagram content as a media for learning english vocabulary. The research problem is formulated as follows:

1. How is gen z perception on the use of instagram content @kampunginggrislc for learning english vocabulary?
2. How does @kampunginggrislc instagram content design influence gen z's interest in learning english vocabulary?

E. The Objective of the Study

The purpose of this research is to find new knowledge whose truth can be accounted for. Based on the problem formulation stated in this study, the objectives to be achieved in this study are as follows:

1. To find out gen z's perceives the use of @kampunginggrislc instagram content to learn english vocabulary.
2. To find out how @kampunginggrislc instagram content design influences gen z's interest in learning english vocabulary.

F. Significant of the Study

The benefits of this research are:

1. Theoretical Benefits

This study can be utilized as a reference for anyone who wants to do research on the utilization of Instagram content as a tool for English learning vocabulary. Furthermore, this study can also be used to prove that by utilizing Instagram content in learning can improve vocabulary mastery more effectively because basically Instagram is a popular application especially among Gen Z that positively impacts the application of engaging content regarding vocabulary mastery.

2. Practical Benefits

For the teachers, this study can help teachers in creating the right design in the learning process of students regarding English vocabulary so that the teaching and learning process becomes more interesting and interactive. In addition, the content on Instagram accounts can be used as a tool for the learning process, especially English vocabulary because the content on Instagram is presented in an interesting way so that it can motivate students regarding their interest in mastering English vocabulary.

For the students, this study can act as an alternative to vocabulary learning in addition to classroom learning. the content on

Instagram is also very useful for students because it not only discusses the use of vocabulary but, grammar and speaking are also here so that it makes it easier for students to pronounce pronunciation which is quite complicated to complicated and makes students understand more about the grammar structure in sentences. In addition, the design of this content is very clear and interesting so that it makes students more excited for utilizing Instagram content as a media for learning english vocabulary.

For other researchers, this research aims to be an accurate reference source for upcoming researchers who wish to conduct the same research related to the utilization of Instagram content as a platform to boost vocabulary mastery.