

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

This research aimed to investigate Generation Z's perception of using @kampuninggrislc Instagram content as a medium for English vocabulary learning, as well as how the account's content design influenced their learning interest. Based on the data analysis from 20 Gen Z respondents aged 17 to 25, several key points can be concluded:

#### 1. Gen Z's Perception of Using Instagram Content as a Media for Learning English Vocabulary

Generally, Gen Z's perception of using Instagram content as a vocabulary learning medium is highly positive. The majority of respondents stated that the content presented by the @kampuninggrislc account provided an enjoyable, flexible, and engaging learning experience. Respondents felt that the material displayed was easy to understand due to its communicative and informal language, supported by accompanying visual illustrations, and presented within everyday contexts. The delivery of content that aligns closely with Gen Z's daily lives and digital lifestyle made learning feel more natural and less like a formal academic burden.

One of the most prominent aspects of the respondents' perception is the content's ability to remain relevant with current trends. Many stated that the use of viral vocabulary, popular terms, and an approach based on social phenomena made them feel the content was "alive" and directly connected to their activities and habits on social media. This stimulated learning motivation because they felt that the vocabulary learned was not merely theoretical but could be immediately applied in daily communication, especially in digital interactions.

Moreover, Gen Z also felt that learning through Instagram offered a convenience they couldn't obtain from conventional learning methods. Time flexibility, ease of access, and the ability to learn anywhere and anytime were the primary advantages of social media-based learning. They could engage with the material while relaxing, without pressure, and even in between other daily activities. Instagram is considered a highly familiar platform, as it has become an integral part of their digital routine. Therefore, the learning process did not feel forced but rather became a seamless part of their daily lives.

From the three stages of perception according to Robbins acceptance, understanding, and evaluation it can be concluded that respondents experienced all three comprehensively. They accepted

the content because it was visually and contextually appealing, understood the content due to the use of simple and relevant language, and evaluated that the content had a tangible impact on their vocabulary improvement and learning enthusiasm.

## **2. Instagram Content Design Influence Gen Z's Interest in Learning English Vocabulary**

Content design plays a crucial role in building and maintaining learning interest among Gen Z. Based on the analysis, the content design of the @kampunggrislc account is deemed highly communicative, creative, and visually appealing. The use of bright colors, clear font choices, supportive illustrations, and a touch of humor makes the material feel light and enjoyable to follow.

Furthermore, the utilization of characteristic Instagram features such as Reels, Feed, and Stories has proven highly effective in attracting Gen Z's learning interest. Dynamic Reels, informative feed posts, and practical, interactive stories provide variety in content delivery. This diversity of formats allows users to absorb information quickly, concisely, and enjoyably, which perfectly aligns with Gen Z's preference for instant and easily digestible content.

Respondents also assessed that the contemporary aspect of content design provides significant added value. Up-to-date, trend-

following, and non-monotonous content encourages them to regularly access the provided material. This visual and contextual appeal plays a substantial role in shaping and sustaining their learning interest.

However, some feedback was also provided by respondents regarding aspects that could still be improved. For instance, the pace of material delivery by the tutor in videos was considered too fast by some respondents, hindering comprehension. Additionally, due to the fast and easily consumed nature of Instagram content, respondents tended not to take notes on the learned material, making the acquired vocabulary more prone to being forgotten. This indicates the necessity of additional strategies to ensure a more in-depth and sustained learning process.

Overall, it can be concluded that appealing, interactive, and contextual Instagram content design significantly influences the arousal and maintenance of vocabulary learning interest among Gen Z.

## **B. Suggestion**

Based on the conclusions drawn above, the author provides the following recommendations:

1. For Educational Content Creators (especially @kampuninggrislc account managers)

Referring to the findings that indicate a positive response from Gen Z towards @kampunginggrislc's Instagram content, it is strongly recommended that account administrators continue to maintain and enhance the quality and consistency in producing educational content. Visually appealing design, the use of light and communicative language, and the relevance of the material to daily life are crucial elements that must be sustained.

Content should continuously be adapted to current trends and developments to remain relevant to Gen Z's interests. Additionally, some respondents highlighted the need for improvement in the pace of material delivery by tutors, which was occasionally too fast, hindering comprehension. Therefore, administrators are advised to adjust the delivery tempo and consider adding material summaries in written form to help users better understand and recall vocabulary.

## 2. For Students

For Gen Z students who utilize Instagram as a vocabulary learning medium, it's recommended that they not only be passive viewers but also assume an active role in their learning. While Instagram offers easy access and flexibility in learning, maximum results can only be achieved with awareness and discipline in absorbing the material.

Students are advised to make a habit of noting down new vocabulary they encounter, practicing it in daily conversations, and saving useful content for future review. Active participation in interactive features like story quizzes, comment sections, and discussions with other users can also deepen their understanding. An active, enthusiastic, and consistent approach to leveraging educational content will significantly aid in continuously improving vocabulary mastery.

### 3. For Future Researchers

This research is expected to serve as an initial reference for future researchers who wish to further examine the utilization of social media, particularly Instagram, as a means of English language learning. Future studies are advised to broaden the scope of respondents to ensure more representative results that reflect the diversity of social media users' backgrounds.

Furthermore, the research scope can be expanded beyond vocabulary learning to include other aspects of language proficiency such as grammar, listening, speaking, or writing. Researchers could also conduct comparative studies on the effectiveness of various social media platforms like TikTok, YouTube, and X (formerly

Twitter) to identify which media are most effective in enhancing language skills among Gen Z.

The application of mixed methods, combining both quantitative and qualitative approaches, is also recommended to ensure more comprehensive research outcomes that can capture the learning patterns and digital preferences of contemporary students in greater depth.