

**EXPLORING STUDENTS CHALLENGES IN CREATING
ENGLISH CONTENTS ON INSTAGRAM**

THESIS

Submitted by

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Adalah benar-benar karya saya, kecuali semua kutipan dan referensi yang disebut sumbernya. Apabila terdapat kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggung jawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

Banda Aceh, 10 April 2024

Saya yang membuat surat pernyataan,


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ABSTRACT

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Instagram has increasingly been utilized for educational purposes. The use of Instagram as a learning tool has become a significant trend in the digital era, Instagram enable educators and learners to produce attractive and comprehensible educational materials. This study aimed to explore the types of challenges that was experienced by students' in creating English contents on Instagram. The research design used descriptive qualitative, with an interview method to gather the insights of challenges from five students of batch 2020 students in the English Education Department UIN Ar-Raniry. The findings of this study identified several types of challenges in general of creating an English content, such as lack of idea, lack of confidence, grammar accuracy, and maintaining quality. By exploring challenges on Instagram, this study contributes to broader discussions on the integration of social media in education. Additionally, the challenges encountered when creating English content lead to efficient methods for enhancing language skills and creative outputs, which produce good quality content.



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CHAPTER I

INTRODUCTION

A. Background of the Study

The era of globalization has made humans increasingly dependent on technology. It is undeniable that technology plays a crucial role in various aspects of life. One of the products of technological is social media, a platform commonly used to exchange information online. Social media has become a big part of our lives as people all over the world spend a lot of time in this media. Social media allows users to create, share, material in addition to providing a platform for people to express their ideas and opinions (Slim & Hafedh, 2021). This implies that social media is made up of online activities that use of technology to allow people to share a variety of stuff, such as media, experiences, views, and ideas.

Social media comes in a variety of forms, including Facebook, Instagram, Twitter, Youtube, and others. Social media has several features, including mechanisms for information sharing, engagement, and platform quality, it follows that people have a lot of options when it comes to social media. They are able to communicate and form friendships, for instance, with people from any location, city, or nation. It is simple to sign up for these social networking platforms for free. The majority of people use these social media platforms for this reason as well (Kaplan & Haenlein, 2010).

One of the social media used to upload photos and videos is Instagram. Instagram is a mobile application that allows users to upload photos and videos accompanied by text. In response to the posts, message, other users can like, comment, and interact with each other (Trifiro, 2018). Instagram is one of the most widely used apps among social media users in recent years. Originally developed as a photo-sharing website, Instagram has become a very useful tool in the educational field.

Instagram provides a multitude of opportunities to enhance the educational process with its interactive and visual elements. Instagram enables educators and learners to produce attractive and comprehensible educational materials by using pictures, short videos, and graphics. Instagram has the ability to significantly raise educational standards. Instagram can be an effective tool to facilitate learning that is more engaging, interactive, and relevant to the needs of students in the digital era (Michael, 2020).

Social media used to be commonly thought of as a passive platform where we simply received the information that was offered to us. However, as technology advances and user behavior changes, social media has become a highly interactive platform. Social media has opened up new opportunities for anyone to become a learning content producer. By utilizing existing technology, we can contribute to creating a more inclusive, interactive, and interesting learning environment (Priyakanth et al., 2020). However, we also need to be wise in using social media and ensure that the content we create is useful for other people. Social media allows users to share knowledge and skills in creative and engaging ways.

Kaplan & Haenlein (2010) state that social media is an internet application that can support the creation and exchange of user-generated content. Until now, social media continues to evolve, which has an impact on the increasing quality of each social media platform. The increasing quality of social media can be seen from the more complete and developed features, which allows for the use of social media as a learning medium. Instagram itself displays content in the form of images or feeds, medium-duration videos or reels, and short videos lasting 15 seconds or stories. Although Instagram seems often post lifestyle content, educational influencers frequently utilize Instagram as a learning medium.

Several studies have been conducted, to find out whether social media can be utilized in English classes. Social media plays an important role for gives students a chance to interact with a wide variety of usage, and develop their communication abilities, all of which are crucial for improving English acquisition. Research indicates that social media has a beneficial effect on second language learners' vocabulary acquisition, reading, writing, listening, and grammatical usage (Handayani et al., 2020). Social media networks also make it easier to visualize and use spontaneous learning strategies, which makes learning English interesting and motivating.

Several previous studies have shown that the popularity of social media has influenced students' English learning both inside and outside of school. (Alfahadi, 2017) stated that “social media sites can be incorporated into the English as a foreign language curriculum as a teaching aid because social media offers an excellent combination of voice, text, and video, allowing students to comment and

receive immediate feedback”. Another previous studies have shown that students use social media tools in their learning and want social media sites to be a tool incorporated into their learning process at university (Al-Sharqi & Hashim, 2016).

Students can do a lot of things through social media, for example they can contact and make friends with others from different places, cities, and countries. As users, students can find some pictures or videos about the situation in this world from different countries through social media. Students know how to update information about what happens in their environment faster through social media than through other media like a newspaper. In addition, the students can learn the English language from social media (Sabila, 2024).

Instagram and other social media platforms certainly have many advantages in the field of education, but their use is not always as smooth as expected. Lack of technical skills among students is one of the problems. Not all students are skilled at utilizing the various features on Instagram to produce creative and interesting content, not all students are proficient in this area and the other problems. Social media was not directly created for educational uses, educators have become interested in it, particularly those who teach English.

Another study by Al-Garawi (2019), this study aimed to investigate the benefits and barriers of using Instagram in English language learning “Investigating the Use of Instagram as a MALL Tool”. The study concluded that Instagram is an effective tool for enhancing English language skills especially reading, writing, listening, and vocabulary acquisition. It also offers an enjoyable, flexible learning

experience that students appreciated. However, the study also revealed some key challenges, such as lack of integration with course syllabi, embarrassment in public interaction and the difficulty of writing long texts on mobile devices. Based on the studies above, it can be concluded that social media can be associated with the learning process but they can also present distractions and challenges in their implementation.

However, it is important to acknowledge that challenges or unexpected issues may arise during the implementation process. It is crucial to look into the challenges associated with creating and using English-language content on social media. Based on the explanation above, the researcher would like to examine the difficulties faced by English Education students at UIN Ar-Raniry Banda Aceh when producing English-language content on Instagram.

B. Research Question

Based on the background above, the problem of the research can be formulated in the following question: “What are the challenges faced by students’ in creating English contents on Instagram”

C. Research Aim

The purpose of this research is to find out the challenges faced by students’ in creating English contents on Instagram.

D. Significance of the Study

The research result is estimated to give information for:

1. For the English students', the results of the study are to encourage learners to acquire English and crativity skill since it's becoming a necessary skill for their future careers. They can use to use and create English contents on Instagram should be concerned about the explanation of students' responses in this study.
2. For researcher, the study helps to improve her knowledge and encourage understanding of the challenges faced by students when creating English content on Instagram.
3. For the further researcher, the results of this study are expected to provide information and knowledge about the challenges of students when creating English content on Instagram and conduct further research in the future that focuses on specific skills and other social media.

E. Terminologies

Certain terms require more explanation in order to prevent misunderstandings. The terms are Challenge, and Instagram.

1. Challenge

Challenge is described as obstacles issues, or difficulties that need to be resolved in order to accomplish a goal. The presence of challenges may increase intrinsic motivation, encourage students to think critically and solve problems, and help them grow and feel more capable of handling their tasks (Ryan & Deci, 2017).

2. Instagram

Instagram is a social media platform that allows users to publish videos and images. The media can also look up other people's Instagram profiles, tag other people in their images and videos, and like and comment on submitted images and videos. Instagram also a networking platform that facilitates the sharing of pictures and 15 second videos that may be posted to other websites (Utomo & Bastiar, 2020). In this study, Instagram as a platform where students may produce and share the content, the content is in the form of images.

