THE IMPACT OF FOLLOWING INSTAGRAM ACCOUNTS ON THE USERS' LANGUAGE ATTITUDE

Thesis

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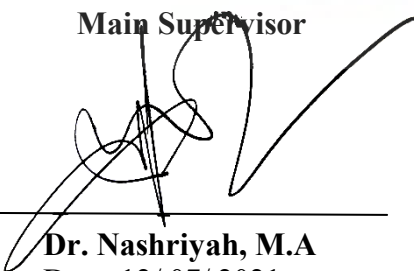**Bachelor Degree of Education in English Language Teaching**

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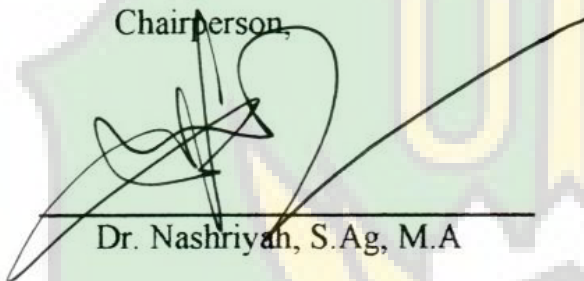for the Bachelor Degree of Education in English Language Teaching

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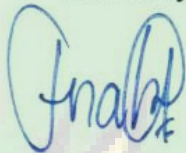17 Zulhijah 1442 H

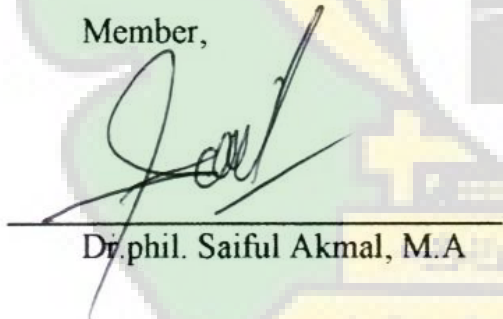In Darussalam, Banda Aceh

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Adalah benar-benar karya saya kecuali semua kutipan dan referensi yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan didalamnya, maka akan sepernuhnya menjadi tanggung jawab saya. Demikian surat pernyataan ini saya buat dengan sesungguhnya.

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ABSTRACT

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The increasing population of internet users also increases the use of social media. Instagram considers as the fifth biggest social media that is used. The language is used on Instagram varies. It is caused by the multilingual users who have different language. However it can be an opportunity to the non native of a language to master other language by connecting to the native speaker. They can create and pick their language environment by following other accounts on Instagram. This study was conducted to identify the language attitude of Instagram user toward the impact of following Instagram accounts. This research was designed in qualitative study. The data collection technique of this research was semi-structured interview that was conducted to five participants. They had met the qualification as the participants of this research. The research finding indicated three impacts of Instagram toward the language users. There are language exposure, language environment and vocabulary enrichment. The positive attitude toward English and language variation had been indicated on this research, while negative attitude of this research was indicated toward local language.

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CHAPTER I

INTRODUCTION

A. Research Background

Social media becomes a crucial part of human life in these days. People create a lot of interaction, communication, and meeting using social media. The spreading of corona virus supports the use of social media as alternative way to communicate, work, study and entertain at distance. According to We Are Social, internet users have been rapidly increased up to 4.57 billion since April 2019 to April 2020. 3.18 billions of internet users are active in using social media. The use of social media is not only limited to communication and entertainment in this day and age. The development of social media raises the possibility of interaction between people with various backgrounds and various goals (Jimma, 2017). Instantly, social media is also used as a medium for learning, marketing, building a business and also used as a self-branding medium for some users today.

Social media is the effect of technology advances. There are many social media platforms have been generated. Whatsapp, Tiktok, Facebook and Instagram are some examples of social platform of online. Statista, an online statistics site, presents the most popular social network worldwide based on their active user in January 2021. It is ranged Facebook as the first one, is continued by You Tube, Whatsaap, Facebook Messenger and Instagram in fifth. These social platforms are

able to operate in Smartphone in order to be accessed easily by the users. These platforms have different superiority and always get improving.

Instagram, the fifth biggest social media platform, provides many features to operate. It has been lauched in 2010. The recent report shows that it has more than sixty billion users based on Napoleon Cat in January to May 2020. This platform was created to connect people in virtual. They can share photoes with caption on their accounts. Instagram get improvement in stories feature in 2013 (Al-Ali, 2014). It limits the post that can only be viewed in 24 hour, for stories post only. This feature can build the connection between the user and their friends. The user can update about their friend's activity every day. This will drive the user close to the way of how their online friends communicate something to the followers. More over this feature is supported with video and audio. It can be a language environment of the user, they might respond to those communications style of the following Instagram account.

When someone chooses to use a social media platform, they can decide to make their circle. It might be based on their interest, passion, work life, ability and also the people in real life. If the users decide to follow people on Instagram based on their interest, they might find many people with the same interest, but with different social background, like age, academic, or job. In Addition, by using social media people can easily share and get content with higher visibility (Boyd, 2014). Communicative content that is posted in written or oral, video for instance might treat the users of Instagram account to generate new attitude of a language.

People will involve to a society by constructing a communication in written or oral. They come with their own language and will generate the new one from the other. According to Nölle (2020), environment aspect can emerge the language habitation. This occurs to the internet and social media users. Such as Instagram users, they may produce a new variation of language online. This platform has many features to support communication both in written and verbal. However the various background and territory of the users can lead them to a new variation of language use. This situation forms another perspective on the language users. They consider language as a tool for communication and unconsciously construct different point language. Hence the attitude of a language may change. It is also caused by being aware on language varieties.

Oksialviyanti (2018) has conducted a research in the language attitude of Instagram followers. This study was conducted among Dian Pelangi's followers, which focus on Instagram caption of Dian Pelangi. The participant of her research gave different reaction toward the mixing and switching language on writing a caption that is used by Dian Pelangi. There will be a distinct opinion about it, but the consideration of the use of language varieties can influence her follower to gain another writing model and enrich the vocabularies.

However this research will be focused on how the user of Instagram reacts toward English language and vernacular languages in Indonesia that is found from their Instagram following. It takes Instagram platform as language environment. Previous study was focus on caption feature, but this study will be not only focus on caption. This also takes into account the video content on feed, video story,

picture story with caption and reel video of their following. The language focus of previous study is about language varieties, code mixing between Indonesia and English language. Meanwhile this study uses the user as the case study. It studies the attitude toward English and local language which may have some variation on Instagram users' language attitude.

B. Research Questions

1. What are the impacts of Instagram toward language users?

2. How do following Instagram accounts give the impact on Instagram users' language attitude?

C. Research Aims

This research has two objectives according to the research problems, they are;

1. To identify the impact of Instagram toward language users.

2. To identify how following accounts on Instagram has impacted the language attitude of the users.

D. Significance of The Study

Instagram as one of the biggest social media with a lot of active users can be one the source of language development and a media for spreading information. Regarding the various background and zone, that the users are belonged to, this social media platform will provide many impacts to enrich the language of the users in verbal or written. Hence this study will present the impacts of Instagram

and the language attitude of the users. The benefit of Instagram features to the users and how the users' opinion about Instagram in their language usage.

E. Terminology

In avoiding misunderstanding of the research, these following terms of the study will be defined clearly and limited for the research purpose:

1. Language attitude

Attitude in social psychology can be defined as belief, opinions, value, trait, motive and ideology (McKenzie, 2010, p. 19). The perception of a language can be interpreted as language attitude. A speaker might have different reaction toward another language, language varieties, grammar or structure. However the circle of the speaker can create another opinion of a language. According to Fishman (1970), attitude is influenced by the linguistic behavior of people around and the user experience, as cited in Saidat (2010). Despite the language environment of the speaker come with an ideology toward a language, the speaker can have the different one. As it presents language attitude of the language users can be negative attitude or positive attitude based on their personal opinion. The negative attitude is a bad response on language from the speakers, while a positive response toward a language is meant positive attitude.

According to Crystal (2000), different people have different attitude toward a language, it is called as positive and negative attitude toward language, as cited in Ginting (2018, p. 126). The attitude of language users can relate to how they treat a language. The feeling of happiness in practicing a language will be

considered as a positive attitude. Having a positive feeling on applying a language in daily or be enthusiastic in learning a new language also mean as positive attitude. It is dissimilar to have feeling of difficulty on accepting a language. It cannot be expressed well or difficult to understand. It means negative attitude of a language. This research will focus on how the following Instagram accounts impact on the users' language attitude and its role to the language user.

2. Instagram

Instagram is video and photo sharing platform. This application is used to connect the users with their friends by online. As a social media, on Instagram people can share many things in video and photographs version with a caption. In the other hand, this application can provide the users to do two ways communication in comment, like and direct message features, as stated in Handayani (2017, p. 23). In addition Instagram also have two tabs feature to build an interaction, are following and follower tab. The accounts they follow is allocated in following list, meanwhile the acc ounts follows them on Instagram is called as follower.

This study will focus on the aspect of following instagram account. Its feature can affect the wall of Instagram user. The following feature on intagram can be found easily close to the follower feature and profile picture. It includes in profile section on the Application. This tab shows clearly the number of accounts that are followed by the user. The only one who can add the following list is the owner of the account. Users can decide who to follow based on their interest, background and other reason.

CHAPTER II

LITERATURE REVIEW

In this chapter will present a literature review of the topic in this research. It will provide some study related to the topic in the same areas and some previous research that have been conducted by the other researchers.

A. Social Media Monitoring in Sociolinguistic

The intensive communication of the users in social network create an opportunity of how should an online social platform be used. This becomes a modern life of society. The daily life of us can be known and updated from anywhere and anytime by media social (2017, p. 1). Because a lot of interaction occurs in social network, the purpose of using social media is varied. As a marketing expert try to create another benefit of social media, sociolinguist, an educator, learner and other experts have the same chances.

In academic purpose, Bosch (2009) stated 'Although there is not much study considering the academic use of Facebook, educators are becoming aware of the possibilities for reaching students with learning materials via Facebook', as cited in Eren (2012, p. 292). The popular of social media help the academic process and create a new model in teaching. The implementation of social media as medium of teaching can assist the educator in delivering and gaining the material for teaching. It is also complete another essential of language learning, to reach native speaker from the language is belonged to due to introducing a reality of language used.

Social media plays importance impacts in sociolinguistic development. Multilingualism and bilingual communities are easily found, it detects due to the massive users of social media. They stand with different area and spread different languages. In connected each other they might use a language that is understood among the users. This is how people are leaded to their online friends, mostly is unknown people from other countries or cities. Instantly, twitter makes use of English as lingua franca, which the multilingualism and bilingual users has an importance role to monolingual users, they can still communicate to other people whose different language (Kim, et al. 2014). In addition social media is also a part of language process, such as shifting process of language, this might occurs immediately after group shifted in social network (P. 244).

On the other hand, the using of multilingual on social media can increase the metalinguistic awareness among the users as it is useful for linguistic and language user, especially in English. The ability in understanding the meaning of English word beyond its meaning can be included in metalinguistic awareness, where the language users have a higher level to indicate the implicit meaning of a word or phrase (Dovchin, 2020). Nonetheless shortening term of English perhaps occurs in social media, it brings a new history of making short term of words, which come out with the different style of spelling, again it also expand the meaning of the words (Abbasova, 2019). This is investment in developing sociolinguistic, by getting wider of the meaning and model of shortening term.

In another research, the language environment on social media is indicated as polycentric. The practicing of language is contrary to reality rules, is caused by

different linguistic orientation of social media users, Facebook (Staehr, 2014). The use of language without any concerning of the lack ability in written and spoken is as the language standard in the environment. To have an encounter among other user or to let other user from different place reach them in social media, they decide to use the language as they can.

However the phenomena of sociolinguistic present another role of social media. The existence of social media's users creates an environment of language practice. This might invite the people to spread the closest phenomena of language to their online environment. The growing of using Indoglish for example, this is one of communication model by pursuing code mixing or switching between Indonesian and English (Saddhono & Sulaksono, 2018,). Alongside the continuity of this communication model, it's also adopted by public figures which they bring it out as a language trend. The use of Indoglish in TV show and their social media account to communicate with fans, create a new insight of a model in using language, more special it is English, as stereotype of people using English in daily conversation is seen arrogant. However the society mainly is in big cities, take it as chance to mastering English in a soft way, to try to insert words or sentences of English in daily conversation and using Indonesian as the main language. The social media carries on this phenomenon to the small cities through the public figure lives in big cities, like actress, influencer, you tubers are took part of this language phenomena.

Anglicized Mongolia is another sociolinguistic phenomenon. This is same as ungrammatical language, which is incomplete language standard. According to

Docvin (2020), the combination of English and Mongolia language is from style and socio-culture source, on facebook as social platform, is also known as peripheralized englishes, the young people of Mongolian posts a written content, in which use the Anglicized Mongolia. This is indicated the social media a vital space in creating creativity and culture acknowledgment, also unstructured of language variation.

Despite the using of social media cannot ignore the language norm in a place. The users of social media platform have to control their politeness in using a language. The occurrence of hate speech on social network is the impact of technological convenience, where the people can connect to everywhere and everyone. In Indonesian, it mostly occurs to public figure, such as politician, actress and influencer. It is often spread in written communication and it delivers with some purpose as expression of negative feeling toward someone, entertainment to other internet citizen, and fulfill of collective intention. It is impoliteness language (Fadhilah, 2018).

After all, it leads social media as the importance tool in the growing multilingual community and the existences of language variation. In which the users as internet citizen have a big role to the encounters of monolingual. Same as the creativity in language variation is found in community. This can be the reason of internet citizen's attitude toward language shift, due to the shifting of social environment.

B. Language Attitude

Language attitude is an opinion of language user toward a language. According to Dragojevi, Giles, & Watson (2012) language attitude can be valued in attending the spoken, signed and the written varieties. The way of someone sees a language is different, including a rejection of using or learning a language. The existence of a circle with highest level of constructing an interaction can spread an effect of how language user belief on a language.

Attitude is affected by social factors, social media as part of society also could give impact on their users language. It was agreed by McKenzie' statement (2010) 'The behaviourist view of attitudes argues that they can be inferred from the responses that an individual makes to social situations.' He mentioned about attitude in two theories, are behaviourist and mentalist. Both of these theories agreed that attitude is not born, but created by environment. His research on language attitude has implied both of theories were adopted as measurement in English speech varieties. He concluded, 'Analysis of the data collected also demonstrated the importance of specific social factors in determining the learners' attitudes towards varieties of English speech.' It have guided, society affected language attitude of language user. In English case, it was value expensive in society, as it impact Indonesian to gain higher position in society. It did not only change social class but also economic level. It proved in Patandean's research (2017), which was shown students' positive attitude toward English advertisement, who were attracted. It also grown they marketing strategy to attract

customer, as it is known English is expensive. Social factors have worked well on creating an attitude.

Ginting (2018) conducted a research on language attitude of seller in traditional market toward Karonese language. The result show that the positive attitude of karonese language was revealed by the reason it is part of their culture, they should preserve the identity of the language. Another result show negative attitude, it is considered Indonesia language as their daily tool to communicate, again their family are not belonged to Karo. This proves, language user will value a language based on their concern.

Armaya Rizky (2020) found that Gayo Lues students who study in Banda Aceh have positive attitude toward their local language. They feel of belonging of the language and it should be preserve. However Rizky was conducted research on language contact and attitude, which the occurrence aspects of language contact among students, cannot affect their attitude toward a language.

However the community of language users and language varieties can be considered as a crucial issue. Speakers' age matter in attitude and would be changed over the time (Saidat, 2010). In Jordan, their vernacular (NSA) and Modern Standard Arabic (MSA) were compared and it shown NSA had higher users from young age than MSA. However the users of MSA were wider in Jordan, by some reasons. There was an affection language user and also the language varieties as its background Which MSA was structured in grammar. Ladegaar, H. J & Sachdev, I. (2018) investigated the language attitude among Danish learners.

They had been tested and acknowledged about British and American accent and culture, but they rejected to adopt American accent. It is caused by their stereotype toward them. Their attitude on accent was good however society opinion could break their good impression on this.

Language is a communication key. The recognition of a language can drive people to reach the interaction purpose. Garet, Couplanf, and Wiliam (2003), are divided language attitude into positive attitude and negative attitude. The language attitude of language user is created due to the variation of language, which someone's attitude toward a language is indicated to the varieties that is used.

1. Positive Attitude

A strong desire on learning and practicing a language is a positive attitude. Leading a language learner in having a good understanding of vocabularies can be used by the perception of the learners itself. It is included their mindset of the language and the attitude they might have (Riyanto Ag, Setiyadi, & Kadaryanto, 2015). The polyglot is an example of positive attitude toward languages. The intention of someone's ability in expressing many languages exposes their good attitude in some languages. Person with positive attitude of a language can provide a good communication skill (Rizky, 2020). Having a positive attitude of a language can make individual more adaptable in society and concern on the norm of how language is used.

Garvin and Mariot (1972) claimed, there are three characteristic of language attitude to be identified as positive. It is involved language loyalty, pride, and the awareness of language norm (Lukman, 2019). In preserving a language among

native speaker and other community count on language loyalty, which put in the same pride to be known and used. This feeling of belong to a language and proud in using it is called language pride. Despite shifted of social community is caused the shifting behavior of using a language, where the language is acceptable in the community. Sometime the variation of language that is used by an individual or community might switch the perception of other language user. Instantly the use of different accent of the same language, it has to concern to be acceptable or unacceptable in community. The changing some meaning and usage of a word can be caused by its variation. Therefore awareness of the language norm can help the language user pick the right word.

To construct positive attitude toward language is important. As known in this world there are many languages, such as Indonesia which has a lot local language used in daily conversation. Because of its reason, the need of constructing a positive attitude toward language is crucial to take into account due to it can maintain the use of language as the identity of the speaker. (Wulandari, 2012). For example, the positive attitude of Javanese that concerns of its native speaker. In daily conversation, the Javanese community interacts and put immense attention in using their local language, but they are able in shifting the language into Indonesian as national language to interact to non- Javanese community.

Holmes (2013) stated the valuable of a language as positive attitude may support the use of minority language. It prevents the pressure of native speaker of language minority on using language majority. The native speaker of Gayo language can express more about their language by using it, more over they also

can make a variation of using gayo language into Acehnese or Indonesian among Aceh community, as an example in supporting minority language.

Attitude toward language is wide. It has role in socio context, culture, economic and multilingualism community. Therefore motivation has strong reason in constructing language attitude (Tódor & Dégi, 2017). Attitude and language are related to each other, because of the positive attitude can help the improvement of language learning, so does motivation. Having strong motivation in language learning can lead the language user of learner to have a good attitude toward a language. Job requirement can be one of feasible motives in improving a language skill, which might change the perspective of a language, mainly foreign language. However popular trend also cannot be avoided as motive of using a language. This trend perhaps leads a positive among the community. This is how attitude and motivation work on leading the language user to higher level.

2. Negative Attitude

The negative attitude is a lack of enthusiasm of using a language. Gavin and Mathiot (1968) stated that 'negative attitude is unwillingness of the community to use language in all domain', as cited in Ginting (2018, p. 127). The opinion of difficulties and unimportant a language can be a motive of negative attitude. It might be in second language acceptance. The feeling of belonging to a language will be tough to build.

The lack of language competence and use are indicated as the factor of negative attitude toward language (Suek, 2014). It often arises in mastering

foreign language, such as English. However it is not impossible occurs toward native language of the speaker, regarding the speaker only mastering the language use in daily only, which is basic part of the language. Another example, capturing to immigrant student, stay distinct place from their native language. They are forced to use the majority language and have less practice of native language, since the native language is only used to interact with their family and the community who have the same native language. This situation might give negative perspective and lose of pride to the native language. Moreover most of the students spend more time in school and outside activities than with family, which less in using their native language. Thus the immigrant students should have support from other community in maintaining their native language (Suek, 2014, p. 299).

In contrary, a research of Sundanese' attitude toward English in Eastern Priangan is indicated negative attitude. Sundanese is a community who lives in West Java province. Eastern Priangan is Part of its province which Sundanese language is their mother tongue who usually communicates by using Sundanese language. English is valuable among them, as foreign language, but has different level to their native that used in everyday conversation (Wati, 2019). This is point of view of native speaker in keep practicing the native language, where the community and the language are belonged to the same place as majority.

In addition language status is a matter. The unknown and unfamiliar language takes into account on perceiving, also include the minority and majority. The language is valued odd, if people are unfamiliar and do not have any prestige

of society. Pidgid language is rarely found, the non-native speakers get it as different level of other language, since it is odd and rarely to be found (Holmes, 2013, p. 88) . Language attitude of language is also influenced by socio-economic status of the speaker. In a study of Paradewari and Mbato (2018), is indicated that people from higher socio-economic status have positive attitude toward English, and have negative attitude toward Indonesia, as people from lower status of socio economic has negative attitude of Indonesia, but adopt positive attitude toward local language.

There are six varieties that is used to categorized attitude of the use of a language and attitude of language users. They are comprehensibility, appropriateness, language treat, education, intelligence, and perception. Intelligence and perception of a language are required in the attitude of language users toward the language. This count on the competences of the language users in mastering a language, it constructs the language user perception of having negative attitude. Such as in south Jakarta, the phenomenon of *Bahasa Jaksel* guides an insight of language users, that *Bahasa Jaksel* is difficult to understand, they have negative perception toward this language model (Reinindra, Muniroh, & Imperiani, 2020).

Accordingly the low motivation causes the negative attitude of language. In which the ability in understanding a language also take into crucial part of language attitude. More over the socio economic background of language user represent the language is judged.

C. Instagram

The integrating of social media platform is a positive effect of social network. Social media user can have their preference on using social platform. The emerging of social network site into a mobile application makes the user easier to run the platform. Hashim (2018, p. 2) stated that connectivity in downloading and uploading and other online activity can occur via mobile technology. For instance, Instagram as a content sharing platform in video or photo version is one the most popular platform, has been chosen as top five list application with active users in We Are Social site. This application not only provides a sharing operation, also the other unique features. Having an instagram App in mobile can help the user to share, entertain, and communicate instantly.

The use of Instagram is not a trend anymore. It is a life for some people. Since there are a lot of activities conducted on this social network site. The implementation of digital technology in many sector of daily life gives a good chance for many people to improve themselves. According to Napoleon Cat site in April 2021, the users of Instagram were approximately 87.8 million Indonesia. The ages 18-24 years were the dominant users. This is an example of the massive users of social media platform.

This social network site reflects the fastest growing social platform in updating the function features (Manovich, 2017, p. 18). Instagram the most popular platform, in function as visual sharing app, challenges people to interact more and creates a chance from their online friends on Instagram. In addition it

provide a big role in linguistic development, the social platform required a lot of interaction, the use of language as tool take it in its development. Al-Ali (2014, p. 1) stated, by being mobile instagram users, people can do some activities, such as post content, like and comment on a content, tag other user, add location and write a caption. Those are another version of communication.

Gonulal (2019) conducted a research regarding the use of Instagram as mobile-assited language learning tool. As a result, Instagram is considered it can be helpful for language improvement. The users of Instagram find their own possibility to look up the ability of language. However Instagram is not recommended as the main platform in formal education.

The performance of mobile learning on social media brings instagram to be part of learning environment. In Akhiar, Mydin, & Kasuma's research (2017) maintains, Instagram take into account on English writing, which Instagram is as medium to express writing skill. This is an impact of fast- growing of Instagram as social platform, which is accessible. The positive attitude toward Instagram as medium in improving writing skill is significance. It proves Instagram has an influence toward language skill improvement. It is agreed by another research of Alfath (2018), Instagram was claim as edutainment, a new style of learning. The finding shows that the following accounts help in improving English vocabularies. The contents are shared on Instagram by the following accounts are found easily to catch more over the video content is a preference.

Instagram is social media app that requires the user to operate an account. The ways of using Instagram as a mediun can guide the users to the purpose (Manovich, 2017, p. 20). To construct the activities, the user can make decision on how or what to do on their account, including decides who to follow based on their interest. The accounts are followed, will be appeared on the users' wall when they post their content. So the users can give some reaction as like and comment.

1. User of Instagram

Instagram one of popular social platform has users from various ages. Background and location are also different. They have opportunity to know each other on Instagram without knowing in reality. However the way of using instagram account of the user might different. According to Fath (2018), gen Z is the adaptable generation on using digital platform, they are familiar with this social media things, and it is possible the use of it as a habit. They are surrounded themselves in this site, and grow with social environment. Since creator content grows as they need, the learners also find their position and making choice the content.

2. Following Accounts

The following account is the list of the account that is followed by the user. They also can follow each other to get closer on Instagram. A user follows an account by some reason, interest, job, hobbies, and the people they know in reality. The accounts are followed to reach large audience can be confirmed by an information tool however it would not work for a personal account (Socialbuddy,

2020). On the other hand, the user can chose what they want to see, to hear, to read. It also let the user to create her social circle on network. However the users are only viewer who can gain something from what they see, hear and read. They can express their thought about what the following account shared to their followers by hitting them on comment or direct message. The following account can give influence to the user.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research had been conducted in qualitative. In which qualitative research can be used to investigate how a topic can be related to each other. It also can be used to identify something in a topic (Copley, 2015). Qualitative research conduct to get the understanding of some topic or phenomena, the research's result will present in words than in number (Brikcy & Green, 2007). This qualitative design was combined with a case study approach. According to Creswell (2014), case study is an explorative research which is a deep investigation on phenomena, activity, process, group or an individual. It can be a phenomena that is around and easily to be found. Refer to Mackey and Gass (2005, p. 171), case study focus for the specific idea in a research. In this consideration, the language attitude of Instagram users was a case study of this research. Due to the language environment was influenced by the accounts that they are following on Instagram.

B. The Role of The Researcher

In qualitative research, the instrument does not define as tool only but also the researcher itself (Nungrahani, 2014, p. 58). The researcher was the main instrument who designed and conducted the research. The researcher must ensure the implementation and conceived the whole process of this study and conceive. After all, the researcher who collected and analyzed the data required the

participant to gain information in the research. In gaining the data, the research had to attract the informant by making them feel pleasurable and trusting. In other hand, the researcher should have good connection with the participant. This could improve the validity and reliable of the result in this research.

C. Research Participant

The representative of information is more crucial in qualitative study. Because of the completeness of data can reach the target of the research. In consequence, population is not needed in enriching the data qualitative as the sample of the research does not represent the population but the information (Nungrahani, 2014, p. 55). Then the sample of this study was determined by the information needed, due to the limited time of conducting this study should be solved, five participants are enough. They could cover all required information in the research. The samples were PBI students of 2017 of UIN Ar-Raniry who had the appropriate qualification to be the sample in this study. The model of this sampling is named as purposive sampling, is included to non-random sampling, which required participant with certain qualification that was set by researcher (Mackey & Gass, 2005, p. 122). The samples were selected by volunteering who qualified to the sample and could complete the information that was required in this research, the qualification should fit to samples are;

1. The samples are active user of Instagram who is following influential accounts (like public figure, actress, singer etc.). Because this research uses Instagram user as the case study, the participants should be an active user of Instagram and they have to follow the influential account

on Instagram to make sure their language environment on Instagram is different to their real language environment.

2. The samples had taken sociolinguistic course. This criteria helped participants to answer the interview question, since they have learned about sociolinguistic and have familiar with the terms that will be used in the list question.

D. Source of Data

The data in this research was collected from the participants as the informants by having interview. The informants have completed the qualifications as the samples and were interviewed by the researcher by answering ten questions about first research problem and ten questions about second research problem. The answers were analyzed by the researcher to get the final understanding of the study.

E. Method of Data Collection

In collecting the data of qualitative research can use some methods, such as ethnographies, interviews, journaling, case study and observational techniques (Mackey & Gass, 2005, p. 167). This study will be collected the data by interviewing.

1. Interview

Interview was the only method used to collect the data in this research. According to Holstein and Gubrium (1995), Interview can be expressed 'a device

for inciting narrative production', as stated in Cropley (2015). In this research, semi-structured interview was set to gain the data. It was processed with guide question that had been prepared (Mackey & Gass, 2005). By using semi-structured interview, the interviewer still could rely on interviewee responses to generate another question to get more understanding of the problem.

In collecting the data, the researcher provided the list of questions according to the research problems. It used exploratory questions to understand of the topic based on opinion of the participants. Moreover it was also supported by the using of Indonesia language in the interview process and conduct around 20-30 minutes to each participant. However the interview process was organized on participants consent and adjusted to their situation, due to pandemic situation. Two participants agreed to do an online interview by phone call and the other participants agreed to do live interview.

F. Instrument of Data Collection

The instrument was the tool or person that is involves in collecting the data in this research. As the main instrument, the researcher prepared another tool in collecting the data. The use of interview method was required some instruments to document the data, such as including the speaking process .In addition, the using of semi-structured interview was needed a guidance of interview. Hence tape recorder, book and a set of list question of interview are required. The list question of interview was designed by the researcher. Some of the question was

developed from previous interview question of Rizky (2020), who had conducted the research about language contact and language attitude.

List of question interview

List Question of Interview	
Instagram	1. What is your opinion about instagram?
	2. What is your favorite activity to do on instagram?
	3. How do you choose a friend/ account to follow on Instagram?
	4. Have you seen or heard any odd vocabularies that is used on Instagram? What do you think about that? Why?
	5. How many languages do you know from Instagram? Are you interested in learning it? Why?
	6. People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

7. Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

8. As a student of English education, do you think instagram could be a potential platform for learning English? Why?

9. How does Instagram play a role in your language development?

10. By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Language Attitude	
Vernacular Language	1. How do you perceive other vernaculars language?
	2. Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to their follower? Have you follow an Instagram account that uses vernacular language on her/his content?
	3. On Instagram, the user can control what they

	want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?
English Language	4. What do you think of English as the most spoken language on Instagram?
	5. In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?
	6. English is known as the International language, do you think the English that you learnt from instagram is the same English that is used in real communication? Why?
Language Variation	7. Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?
	8. What is your perspective about the

phenomenon of code mixing between English and Bahasa on Instagram?

9. Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

10. Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

G. Methods of Data Analysis

Data analysis is the process of summarizing and interpreting the data to put the information in the same composing. These processes imply the meaning of the information in the data, in which had been collected by using some methods (Leavy, 2017, p. 150). The data was analyzed through data reduction, data displays and conclusion drawing and verification. In data reduction, researcher selects the information from the collected data then the clustering is occurred to adjust the data. In the next stage, the researcher makes some categories of data, is organized as it could be drawn as a conclusion. Data displays helps researcher in getting the hang of data. The final stage of data analysis is conclusion drawing and verification. In this stage, researcher makes use the display data that have been comprehended and focus on the data explanation. The researcher plays a crucial role in this research, therefore in dealing to the meaning and interpretation of the

data should be careful. In this stage, the verification is conducted by using data triangulation. The interpretation is addressed by multiple methods and sources of data in development (Mile & Huberman, 1994).

CHAPTER IV

FINDING AND DISCUSSION

Interview was used to collect the data to this research which was used to determine the impacts of Instagram on language users and how did instagram following account give the impact on Instagram users' language attitude. In interviewing, there ten questions should be answered by the participants for the first research problem and the other ten for second research problem. The data was analyzed by the researchers will be discussed in this chapter.

A. Research Finding

After conducting data analysis on data collection of this research, researcher got some understanding of the research questions. The respondent of this research were asked about their opinion of the impacts of Instagram toward language users and the impact of following Instagram account on users' language attitude. They had responded very well, so the researcher could identify some point base on their answers. On the impact of Instagram toward language users, the participants indicated that Instagram had three impacts toward language users on their language development. This research also indicated the language attitude of Instagram users, which shown positive and negative attitude toward English language and other vernacular language.

1. The impacts of Instagram toward language users

The researcher identified there are three impacts of Instagram toward language users on their language development. The answers were given by the

participants presented into language exposure, language environment and vocabularies enrichment. These three points had impacted to help the language users who used Instagram in recognizing many languages, vocabularies, and in mastering the language that they interest in.

a. Language exposure

Sometimes language users only recognized the language that they used in daily or they master in. By getting into language exposure, language users will be aware of other language that they do not use and master. This awareness can bring them to be easier in socializing and acknowledging to the others language.

Such as said by KI:

> In my opinion, we can learn language and culture indirectly. Because on Instagram people post about their activity. Such as we follow people from different country, from their story on Instagram we can familiarize to their activity and culture, it is also how they use their language

Instagram is multicultural and multilingual platform, where people can meet their new friend from different place who have different culture and language. By connecting to the other Instagram users, they could be exposed to the other languages. They knew many languages from the activity that was conducted on Instagram. Such as reading the caption that was written by other Instagram users in their language, during reading it they will get to know about the language. As the participants of this research acknowledge they were following people on Instagram based on their interest. It was confessed by HN and AFL.

HN said:

> I love to read story on caption section, there is an account that I usually read its caption, it is just like narration ….

HN has good interest on reading activity therefore she loves to read the caption that could be written in many languages by other user. This made her realized on the language is used on the caption.

As supported by AFL:

> It depends on my passion or relates to me who the users may have the same thought as mine….

AFL referred to her interest on following people or account on Instagram. She followed people who live in different place but have the same passion or thought as hers, like influencers. The influencer were followed by her are mostly Javanese, which was sometimes they use their vernacular language on their Instagram's contents. She became familiar to the other vernacular language.

Although Instagram users have different intention on using this platform, they are still exposed by other language and its variation. The participants of this research affirm that their intention on using Instagram is also to entertain themselves, but they clarify that often find many different languages which is used by other Instagaram users. Based on the answers of the participants, they are exposed to Javanese language, Sundanese language, Polish, Lithuanian, Russian language, Korean, and Chinese language on Instagram. Meanwhile they usually practice Aceh, Indonesia and English language in daily conversation.

b. Language environment

Instagram can be indiacted as language environment. Because all activities are conducted on Instagram use language, it is one of Instagram role toward language users' development. This actually has been stated by MM on interview process

MM stated:

I grow from people stories (followings' stories). Although I follow fanbase accounts of Korean actress, they update the stories using English language, the caption on the stories is unique, so I get it (English vocabularies) from there, then I google the meaning and I apply it in my conversation, because of it, I don't only use basic vocabularies, so my English skill is getting better.....

She does agree that Instagram was included as her language environment. As English student who learns English and need to master it, this platform can help her to be updated. In her environment, she uses Indonesia and Aceh language, which she is less of practicing English. Another opinion also comes from HN, as she stated people are cannot live without Instagram in which YA support it on her perspective about Instagram.

YA said:

Instagram is a famous platform. I always visit Instagram every day because I think I'm addicted to Instagram

YA admitted that she is distracted if she does not visit Instagram on a day. However she does not really pay attention on other language since her target is to get used to English. She stressed that Instagram is an individual account which

only the users who can control what they want to see and hear from Instagram. Even she is addicted on using Instagram, she want to get something beneficial for herself. By having Instagram as language environment especially for mastering English, she makes her own language environment by following accounts which often practice English on their Instagram contents or following English learning account.

All respondent of this research were identified on using Instagram as their language environment. They make it specific to English environment by following the accounts which promote English on their contents.

c. Vocabulary enrichment

The language is evolved therefore the vocabularies are also rich of meaning. Through Instagram as social media platform, it make use to spread the language and its phenomena. The change of the word meaning, the term based on the context, and other model of word that is used in different place, community and background are imitated by many people. It is caused the use of social media.

AFL commented on this phenomenon:

….Sometimes I understand some Sundasene Vocabualaries because of my following which is a Sundanese….

She is an Acehnese who speaks Aceh language and also speaks Indonesia language to her family and friends. In using Instagram she followed the people from other region and community, most of her followings live in Java. Beside English and Indonesia language, her followings also promote their vernacular language which is Sundanese or Javanese language. She gets used to Sundanese

language because of them. It makes her familiar to some vocabularies of Sundanese language.

MM also has the same experience on it. She claimed that because of her following on Instagram using English, she get her vocabularies improve and she does not use the basic vocabularies after all. Her followings exert English language on their contents, so she can adopt new vocabularies from there and makes use of it on her daily conversation.

There are many variations of words in a language and also the variation of language itself. Slang is also exerted in conversation among Instagram users. This variation is not taught academically, but it spread easily on social media. Therefore the participants of this research mentioned through Instagram they can earn many vocabularies as it is essential in their communication.

2. The impact of following Instagram accounts on users' language attitude

Language attitude is defined as the perception of language user toward a language. Instagram as a language environment is impacted on the users' language attitude. The users can get many reaction based on what they see and hear on Instagram. Therefore their followings have a role on their language attitude

In this research the following Instagaram accounts give the impact on how the users of Instagram value the language, which is focused on English and local Language, it may have some variation on it. The researcher identified that the participants have both positive and negative attitude toward local language and the

language variation on Instagram. However they show positive attitude on English language.

a. Positive attitude

The happiness feeling on practicing a language is indicated as positive attitude on a language. In this research the participants react positively on English language. This foreign language has become the purpose of the participants of using Instagram to create English language environment. YA stated that by using English as the most spoken language on Instagram, its users can connect to worldwide. YA show the loyalty and pride of using English language, which preserve the use of English and create the environment of it (Lukman, 2019). By following the people who speaks English will make the non- English learners also get used to it, as MM's opinion on the interview.

MM expressed:

….For the non- English learners, I think, they will get used to it (English), so they will not take into 'ga bisa bahasa enggres' and can accept English as international language which should be mastered it….

Based on this opinion, the mindset of English that is difficult to learn can be eroded. The instagram users who accidentally follow accounts that promote English will be familiar of using English. This offers an awareness of recognizing English as an international language that is frequently used.

The participants notice the growing of their vocabularies is impacted by their followings accounts. In which there is many English vocabularies or terms

are promoted on Instagram. This is acknowledged from their followings' contents, such in videos, instastories, or caption. This actually has been delivered by all participants on the use of Instagram as medium for spreading the vocabularies or term of English. KI had given an example, which is the abbreviation of 'I don't know' that was oft found her followings, it is 'Idk'. She said many people miss the meaning of 'Idk', but the use of this abbreviation is very often makes it famous. Then the people look for the meaning of it.

The English language, was used by the participants in daily was indicated same as the English language was found on Instagram. They agree in real communication that they speak the same English as on Instagram, because they technically practiced the vocabularies, which they found from their following accounts. This becomes easier to upgrade their vocabularies.

Although all participants expressed a positive attitude towards English, only one had a positive attitude towards the local language. KI has a strong positive attitude toward local language. She does appreciate her following who used local language on their contents on instagram. The use of local language among of her followings could be exposed her to know other local language.

In the variaon of language was occured on Instagram, the participants supported it as it was beneficial to help the people in mastering a language. The language shifting is useful for international community, such as on Instagram. The people can communicate to their international friends using English which is at the same time they speak their mother tongue to national friends. They have same

opinion to the other language variation, like code mixing and switching, these phenomena can help the language users to mastering many language and preserve their first language.

b. Negative attitude

Negative attitude indicate the lack of enthusiasm in receiving a language which is caused by some aspects. In this research, the negative attitude toward local language has strongly identified. Some participants are not aware of the existence of local language on their followings' contents. The interest of knowing the local language that they found on Instagram is almost nothing.

YA commented on how she perceives other local language:

There is nothing special, because we have national and international language to connect us in communication. It is not really important to know

MM also has the same opinion on the use of local language of her followings to communicate with their followers:

….I do not understand this language so I will not look for the meaning or whatever. They are so cool to preserve and promote their vernacular language, but I do not really care.

YA pointed out that the use of vernacular language was not really important for her. She thought on using international and national language to connect different language speaker and to unite the people in the community. HN has the same opinion as YA, she maintained the local language that is found among her

following was not the language she speaks. Meanwhile MM recognize the use of local language on her followings' contents is an effort of preserving the local language, but she does not show positive attitude on it by saying she do not really care of the language usage.

The variation of language occurred on Instagram is valued positive, but there are some opinion that is indicated it to negative attitude. The perspective of conducting language code mixing is valued as language spoiling, this claims as negative attitude of code mixing. Beside language spoiling, MM also stressed to use a language clearly on a conversation.

MM stated:

…I keep thinking when they speak by using code mixing, it is nor Indonesian language neither English language. People should make it clearly whether they want to speak in bahasa or English….

She suggested to select one language in speaking to make its clear. The conducting of code mixing can make her confused on understanding the conversation. It was concluded MM have a negative attitude on Language variation.

B. Discussion

This research was conducted because the intensive use of social media platform. Instagram is one of social media platform and has been use by many people. Consider of many activities has occurred on Instagram, the researcher

made use this research to study about the language attitude on its users. The following Instagram accounts identified as the cause of the language that was valued by the participants. The participants of this research are volunteers who have met the qualification as the sample. They were interviewed to answer the questions about the impact of Instagram toward language users and the language attitude of the Instagram user.

What are the impacts of Instagram toward language users?

This is the first research question of this study. The researcher had interviewed the participants with ten question related to the role of Instagram toward language users. Concluding to the answers of the participants, Instagram has three impacts toward language users.

These three impacts are language exposure, language environment and vocabularies. These impacts were experienced by the participants. However the researcher had expected Instagram impact as language environment and vocabularies enrichment, as stated in chapter II, in which Instagram can be part of learning environment (Akhiar, Mydin, & Kasuma, 2017). Hence language can be learnt in many ways including by following other users on Instagram. It makes Instagram as language environment. In addition, Instagram as edutainment shows following instagram account help in improving English vocabularies (Alfath, 2018). This clearly shows that instagram can be useful to language learning environment.

However this research has shown that Instagram impacted to expose the users to other language. It is beyond the researcher's expectation of the

identification of a language is different from language environment. The recognition of the participants was mentioned that they get to know about a language by following other users. This language exposure occurred without any purpose. The participants were exposed to some language that they did not recognize before. As it is a multilingual platform, this language exposure has possibility to be identified.

The impacts were found according to participants concern on language learning, the unconsciousness of a language could show different impact. The individual concern on using a language is useful to recognize other language and its variation on Instagram.

How do following Instagram accounts give the impact on Instagram users' language attitude?

Based on this research question, the participants were asked their opinion about language attitude in ten questions. The answers shown the participants have positive attitude of English and the language variation, which they have negative attitude of vernacular language.

The participants have positive attitude of English is caused by their intention on making Instagram as English environment. It refers to the status as English education student. They have the loyalty and pride of a language. Their purpose makes a language environment show their enthusiasm in English. This identified as positive attitude by pursuing the characteristic of positive attitude that is claimed in chapter II, language loyalty and language pride (Lukman, 2019).

However their status as English education students causes the positive attitude. It is caused by socio-economic background, which the background of a language users impacted their respond on a language. This can be concluded the status or background can be a factor of the attitude toward a language. (Paradewari & Mbato, 2018). As English education student, the participant was engaged to the use of English. They have to willingness on using and learning English. This background support their attitude to be positive on English language that is used by their following on Instagram.

The negative attitude was indicated on vernacular language. The participants of this research have negative attitude on the local languages they found on Instagram. They stressed these vernacular language is not the language that is used daily conversation. Hence the lack of motivation on receiving a language is claimed as negative attitude toward language (Suek, 2014). This research was conducted among the participant who use Aceh, Indonesia, and English language in their daily. The vernacular language is recognized on Instagram was not used in their conversation, in which they did not have any motivation to enthusiasm on using other vernacular language.

The researcher identified the perception of the participants. They have negative perception toward the vernacular language. Their followings on Instagram sometimes use their vernacular language to express something rude. This caused unwillingness feeling of the participants to know more about the language. According to Reinindra (2020), there are six themes that are used to identify the language attitude. It includes perception of a language and

comprehensibility. The negative attitude of this research is also caused by the perception of participant by considering their following use the vernacular language to spread rude words. It is also to avoid the misunderstanding of practicing other vernacular language because of the less comprehensibility.

Instagram is a multilingual platform. As stated in chapter II, the encounters of multilingual and monolingual language users bring variation of language (Kim, 2014). It includes the language shifting. The researcher found the positive attitude on the language variation on Instagram among the participants. The language shifting was considered good to help the speaker in communicating internationally as Instagram has multilingual community. The users meet many variations on using a language. These variations were drawn to be used in their real communication, like practicing code mixing and switching. They put many appreciation of the language variation among their following.

CHAPTER V

CONCLUSIN AND RECOMMENDATION

In this chapter will present the conclusion, recommendation and limitation of this research. In conclusion it will summary what is the finding of this research. It also will present the suggestion for the future research and limitation of the research.

A. Conclusion

This research was focused on the role of Instagram toward language users and the language attitude of Instagram users toward English and local language among their Instagram followings. This was conducted due the massive users of social media, particularly Instagram. In which the multilingual users are encountered by many reason.

1. Instagram has three impacts toward language users based on the findings of this research. There are language exposure, language environment, and vocabulary enrichment. The encounters among users on Instagram can exposed them to many distinct things, such culture and language. By following the other users on Instagram the users can meet unpredictable things, but they also can set who to follow and what is their intention of using Instgram, They can make Instagram as their language environment, for example in this research the participants make Instagram their English environment. In which by following people who

speak English in their Instagram can help them familiar of it and enrich their vocabularies.

2. Language attitude is a perception of language users toward a language. The findings presented the participants have significant positive attitude toward English and language variation. It is caused they put an intention to follow users who promote English on their Instagram account. The users set to have English environment on Instagram. However the findings also show significant the negative attitude of local languages used among their following. It is caused there is no concern on using the language on their daily.

B. Recommendation

The finding shows only three impacts of Instagram toward language user, the positive attitude toward English and language variation and negative attitude toward local languages are found among Instagram following. This research can be beneficial in acknowledging the language user on using Instagram as media to develop their language, particularly the vocabularies. This research also provide the information of language attitude toward English, local language and language variation. However, this research was conducted qualitatively which cannot represent generalizations from all any population.

C. Limitation

This research was conducted on language user who has used many social media platforms included Instagram. This could cause some bias on this research,

because there are many factors can impact the language attitude of the participants. They can get distraction from any other social media they use.

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APPENDIX A

APPENDIX B

**KEMENTERIAN AGAMA UNIVERSITAS
ISLAM NEGERI AR-RANIRY
FAKULTAS TARBIYAH DAN KEGURUAN**

Jl. Syeikh Abdur Rauf Kopelma Darussalam Banda Aceh
Telepon : 0651- 7557321, Email : uin@ar-raniy.ac.id

Nomor   : B-10510/Un.08/FTK.1/TL.00/07/2021
Lamp   : -
Hal   : *Penelitian Ilmiah Mahasiswa*

Kepada Yth,
Ketua Prodi Pendidikan Bahasa Inggris Fakultas Tarbiyah UIN Ar - Raniry Banda Aceh

Assalamu'alaikum Wr.Wb.
Pimpinan Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry dengan ini menerangkan bahwa:
Nama/NIM   : NURUL SAKDIAH / 170203021
Semester/Jurusan : VIII / Pendidikan Bahasa Inggris
Alamat sekarang : Jl. Lingkar Kampus, Gampoeng Rukoh, Kec. Syiah Kuala. Banda Aceh.

Saudara yang tersebut namanya diatas benar mahasiswa Fakultas Tarbiyah dan Keguruan bermaksud melakukan penelitian ilmiah di lembaga yang Bapak pimpin dalam rangka penulisan Skripsi dengan judul *The Impact of Following Instagram Accounts on The Users' Language Attitude*

Demikian surat ini kami sampaikan atas perhatian dan kerjasama yang baik, kami mengucapkan terimakasih.

Banda Aceh, 06 Juli 2021 an. Dekan
Wakil Dekan Bidang Akademik dan
Kelembagaan,

Berlaku sampai : 16 Agustus 2021	
	Dr. M. Chalis, M.Ag

APPENDIX C

Interview Protocol

Project   : **The Impact of Following Instagram Accounts on the Users'**

Language Attitude

Place   : Banda Aceh

Interviewer   : Nurul Sakdiah

Interviewee   : MM, AFL, YA, KI, HN

This research will conduct to determine the impacts of Instagram toward language user and the impact of following account on Instagram Users' language attitude. Data collection uses in-depth interviews and it will be recorded to the research purposes. In the interview process, you will be asked some questions relate to the of instagram and language attitude. This interview will take some time approximately 30 minutes.

Here are some point will be discussed on this interview

1. The role of Instagram on language user

2. The language attitude of Instagram user

APPENDIX D

INTERVIEW TRANSCRIPT

Participants : PBI students of 2017

Code   : Participant 1

Initial   : MM

Gender   : Female

Interviewer   : Assalamualaikum wr. wb

Interviewee   : Waalaikumsalam wr. wb

Interviewer   : Before we start the interview, Let me introduce myself, I am Nurul Sakdiah, PBI student 2017, now I am working on a research on the impact of following instagram accounts on the users' language attitude. In which I need the participants who is an active user of Instagram and had taken sociolinguistic course. Do you have those criteria?

Interviewee   : Yes, I do

Interviewer   : Do you agree to be my respondent on this research?

Interviewee   : Of course, I do

Interviewer   : Alright, let's start with the first question, because this research talks about Instagram, What is your opinion about Instagram?

Interviewee   : it is a platform to express and to entertain yourself, because there are many videos that can be watched and it is an entertainment platform. For example, reading funny and weird comments is also entertainment for me.

Interviewer   : What is your favorite activity to do on Instagram?

Interviewee   : My favorite activity to do is scrolling (Instagram's) feed, swiping people's reels, watching videos, because… I don't really want to do direct interaction to the people (followings and followers), cause I only love to watch their activity, I love to observe.

Interviewer   : How do you choose a friend/ account to follow on Instagram?

Interviewee   : I don't have any consideration to follow my own friends on instagram, however I follow some account because I think they are qualified to follow, For example the accounts which provide a lot of knowledge, and then have a lot of quotes , which it gives me something when I am scrolling the feeds , like I can get something new. It should give some benefits to me.

Interviewer   : Have you ever seen or heard any odd vocabularies or terms that is used on Instagram? What do you think about that? Why?

Interviewee   : I have, I get that very often. It adds new vocabularies then I can adopt it and sometimes apply it (in my conversation) in my real life. I don't give startled reaction. I use it when I think it is appropriate to the sentence or conversation.

Interviewer   : How many languages do you find on Instagram? Are you interested in learning it? Why?

Interviewee   : I dont find Acehnese language, but I read some comments in Aceh languages on some Instagram accounts that belong to Aceh online news platform. (how about other language?) I find Bahasa,

Korean, English, Chinese language, (how about other local language?) I have, like Javanese language, Sundanese language. (Do you feel interest in learning it?) I don't feel to learn a language because it is a beautiful language, I may learn it because the language is funny, like the vocabularies are funny, only knowing the vocabularies. For learning it (seriously), I don't think so, it may be caused the language is difficult, like Javanese language, I don't understand, I don't care, it may be caused I don't used it in daily and I only know the vocabularies that I often hear.

Interviewer : People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

Interviewee : Indonesia language and also English language. For Indonesia language, it is most in figurative form, I often read poem (on Instagram), it is kond of Indonesia literacy.

I have (the account that I often visit), it use English language on its contents. I also often visit quotes account… which post quotes contents, which relates to the reality that is written uses the figurative language, it's great. It is in English, which help to improve vocabularies, and give new knowledge. It is about poems, women, health, (does it impact to your language?) yes, it is literacy, the language that is used in daily is different with the

language is used in the poems, so I know how to used them from those accounts.

Interviewer : Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

Interviewee : Today instagram accounts are not only belonged to personal like what we said before, it may be one of account which promote some places, When people follow this account, because this account always shows new things which it can be in English or other language, shows some place, so this is the way of promoting language and culture). I don't really aware actually about this.

Interviewer : As a student of English education, do you think instagram could be a potential platform for learning English? Why?

Interviewee : yes, because today there are a lot of accounts to learn English on Instagram, you can find new things, there are some accounts which shows English in fun way, like kampong Inggris, It provides a short and understandable topic, this is the place to learn English concisely, if the user aware of it. They actually (content creator) have created very nice videos by using understandable explanation, so the people can catch it easily. It can be language platform, particularly English.

Interviewer : How does Instagram play the role in your language development?

Interviewee : the role of Instagram on my language? If I use language learning account, my language may not develop. I grow from people stories (followings' stories). Although I follow fanbase accounts of Korean actress, they update the stories using English language, the caption on the stories is unique, so I get it (English vocabularies) from there, then I google the meaning and I apply it in my conversation, because of it, I don't only use basic vocabularies, so my English skill is getting better. It is also caused the language use on the caption is more expressive. Meanwhile the English language that is taught in the school is too formal.

Interviewer : By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Interviewee : Agree, because sometimes I keep using the jargon or phrase or certain word that is used by people on instagram

Interviewer : How do you perceive other vernaculars language?

Interviewee : Those are really cool. Those may have their own dialect, and may be unique, like, the peope may be recognized easily when they speak. Instantly, 'This is Gayonese' or 'she is from Aceh Jaya'. They can be easily to identified from their accent in speaking. That is actually unique.

Interviewer : Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to

their follower? Have you follow an Instagram account that uses vernacular language on her/his content?

Interviewee : Very good, because they conserve vernaculars language. It is actually fine to use vernacular languages, the accounts are belonged to them, so they have the right to do that. However it must be difficult to understand for their followers who do not understand it. Moreover I think, there are many people who do not aware about it. I personally do care. If they use Gayo language instead, I do not understand this language so I will not look for the meaning or whatever. They are so cool to preserve and promote their vernacular language, but I am not really care.

Interviewer : On Instagram, the user can control what they want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?

Interviewee : I have skipped the contents which use vernacular language, why should I watch or see it if I don't know the meaning. For example if the contents are in Javanese language or other vernaculars language except Aceh language, even it is the hottest issue I will skip it, I don't understand. But that is okay for using that language.

Interviewer : What do you think of English as the most spoken language on Instagram?

Interviewee : Personally, It enriches my vocabularies and exposes me to the accent that is used by other people. For the non- English learners, I

think, they will get used to it, so they will not take into '*ga bisa bahasa enggres*' and can accept English as international language which should be mastered it

Interviewer : In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?

Interviewee : Having a startled reaction is not good, but at least they know about the vocabularies or terms. People usually pick the hottest word in their conversation especially for English and Bahasa, it can give them the insight about the word. However the words or terms that have been known on Instagram may be missed the meaning and context by some people. So people need to search it properly on Google to use it in appropriating context and matching to the meaning.

On the accounts that I follow, I often get the quote which only become famous among their followers, it may be another way of spreading the word or term. Like recently quote that is quoted by Jae (Korean singer) on his Instagram's live, 'you are the perfect version of yourself when you are happy with yourself' this quote become famous in my fandom circle.

Interviewer   : English is known as the International language, do you think the English that you learnt from instagram is the same English that is used in real communication? Why?

Interviewee   : Those are same, because I get it from Instagram and bring it to real life. So far what I get from Instagram is same as the English I speak in real communication.

Interviewer   :Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?

Interviewee   : Yes, it is good, because by doing language shifting they can preserve their languages, but if they talk to me it should be in language that I understand.

Interviewer   : What is your perspective about the phenomenon of code mixing between English and Bahasa on Instagram?

Interviewee   : I think, they who use that must be fluent in pronunciation, however they can be wrong in the structured of the language and change the rule of a language. I keep thinking when they speak by using code mixing, it is nor Indonesian language neither English language. People should make it clearly whether they want to speak in bahasa or English. However I also the user of code mixing, even I consider it is bad.

Interviewer   : Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

Interviewee   : yes, it is cool, because it sharpens my brainin processing what someone said, like 'oh it is changed into English then back to Indonesia language', then my brain will automatically translate it.

Interviewer   : Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

Interviewee   : yes, because I hear when they speak, for example I get myself into Australian accent and I practice it in real conversation. For vernacular language, I only get the vocabularies and used it daily.

Interviewer   : Alright, that is last question for our interview session. Thank you so much for giving me this opportunity to exploring your mind on this topic.

Interviewee   : of course, Thank you.

Participants : PBI students of 2017

Code   : Participant 2

Initial   : AFL

Gender   : Female

Interviewer   : Assalamualaikum wr. wb

Interviewee   : Waalaikumsalam wr. wb

Interviewer	: Before we start the interview, Let me introduce myself, I am Nurul Sakdiah, PBI student 2017, now I am working on a research on the impact of following instagram accounts on the users' language attitude. In which I need the participants who is an active user of Instagram and had taken sociolinguistic course. Do you have those criteria?
Interviewee	: Yes, I do
Interviewer	: Do you agree to be my respondent on this research?
Interviewee	: Of course, I do
Interviewer	: Alright, let's start with the first question, because this research talks about Instagram, What is your opinion about Instagram?
Interviewee	: Instagram is social media platform which is used to post videos, photos, where people also use it for entertaining purpose or other like personal branding. I personally use as of one of information source and for entertaining myself.
Interviewer	: What is your favorite activity to do on Instagram?
Interviewee	: I like to watch people stories on Instagram, most of them are influencer
Interviewer	: How do you choose a friend/ account to follow on Instagram?
Interviewee	: It depends on my passion or relates to me which the users may have the same thought as mine. So I follow them who have same sense of humor like joke and also interest.

Interviewer : Have you ever seen or heard any odd vocabularies or terms that is used on Instagram? What do you think about that? Why?

Interviewee : I have, it actually influences my language, for example is slang. It is fine to use slang or terms or other vocabulary. It is fun to use it in communication, because of Instagram, we may know the terms or vocabularies or we may understand how to use the vocabularies or terms.

Interviewer : How many languages do you find on Instagram? Are you interested in learning it? Why?

Interviewee : I follow many influencers from Javanese, so may be after English, Indonesia and Aceh language, I also know Javanese language and Sundanese language. I feel interest in learning Sundanese language, because I like their dialect. Sometimes I understand some Sundasene Vocabualaries because of my following which is a Sundanese. However I do not any partner to speak in Sundanese language.

Interviewer : People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

Interviewee : It is mostly in English or mixing between Indonesia and English. I don't really find my following which use vernacular language intensely on the Instagram contents. I actually like dialect that is

found from vernacular language, so that is find whatever language is used on the contents.

Interviewer : Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

Interviewee : Yes, it can be. If people are active on instastory in daily, they may post about their daily activity, so from there we can see their culture and language is used. Following the foreigner may expose us to their habit and language, for example. So we can compare ours to theirs.

Interviewer : As a student of English education, do you think instagram could be a potential platform for learning English? Why?

Interviewee : of course, like Mr.D, he uses social media particularly Instagram to teach English, as an educational English account. Actually it depends on the users itself, who they follow on Instagram, if they do have any intention in learning English, social media will not influence them. It is why people should be wise in following people on Instagram.

Interviewer : How does Instagram play the role in your language development?

Interviewee : I could say, Instagram play the role on my language development is only thirty percent. Because I don't spend my 24 hours on Instagram, and also on Instagram my followings are majority use

English which is in daily I also speak in Bahasa and Aceh language.

Interviewer   : By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Interviewee   : I am not sure, because communication style is influenced by many factors, like environment, social media. I cannot say social media changes it, because every people have their idiolect. I personally get to be influenced about 45%, because I love to imitate the speaking style of people from capital city in my communication. I use it to speak to my friends who live in the same regions, like using 'Lu-Gue'.

Interviewer   : How do you perceive other vernaculars language?

Interviewee   : It depends on the language, like example sundanese, it is good. It is a soft language which is good to be heard. But there is also language that make me afraid of the speaker, like Batak dialect, it sounds rude which actually is not.

Interviewer   : Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to their follower? Have you follow an Instagram account that uses vernacular language on her/his content?

Interviewee   : It is mostly occurred among Influencers. They should consider their followers which may not use the same vernacular language, if

they want to use it, should be with the subtitle. The followers do not understand what is content about, if the influencers use the vernacular totally in communicating.

Interviewer : On Instagram, the user can control what they want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?

Interviewee : it depends on the contents. I do not pay much attention on the language is used in the contents. Like what I have said about Sundanese language, I like it but I will skip it if the following use the language fully, because I only know a bit. And I will stay if they mix it.

Interviewer : What do you think of English as the most spoken language on Instagram?

Interviewee : it is reasonable, because it is international language. By using English, people get to know easily what do you what to say and deliver through your account.

Interviewer : In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?

Interviewee   : it is great. People can be interested in using English even by using the word which is got from the influencers in two words or more. It enrich their vocabularies.

Interviewer   : English is known as the International language, do you think the English that you learnt from instagram is the same English that is used in real communication? Why?

Interviewee   : Those are same, but it depends on your circle. If you get along the people who have the same interest and background, you can use it.

Interviewer   : Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?

Interviewee   : Yes, as long as people understand that is okay. I also do that in communicating sometimes.

Interviewer   : What is your perspective about the phenomenon of code mixing between English and Bahasa on Instagram?

Interviewee   : it is fine, even it is controversial where it is said broke the language. I think language is used to communicate, as long as she or he can communicate well that is fine. It do not break the language because it is a way of practicing, and sometime there are some words that is difficult to be translated in the context meaning.

Interviewer   : Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

Interviewee   : I have the same opinion about it likes code mixing.

Interviewer   : Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

Interviewee   : Yes, but is not totally, because I don't spend many times on Instagram.

Interviewer   : Alright, that is last question for our interview session. Thank you so much for giving me this opportunity to exploring your mind on this topic.

Interviewee   : of course, Thank you.

Participants : PBI students of 2017

Code   : Participant 3

Initial   : YA

Gender   : Female

Interviewer   : Assalamualaikum wr. wb

Interviewee   : Waalaikumsalam wr. wb

Interviewer   : Before we start the interview, Let me introduce myself, I am Nurul Sakdiah, PBI student 2017, now I am working on a research on the impact of following instagram accounts on the users' language attitude. In which I need the participants who is an active user of Instagram and had taken sociolinguistic course. Do you have those criteria?

Interviewee   : Yes, I do

Interviewer   : Do you agree to be my respondent on this research?

Interviewee   : Sure

Interviewer   : Alright, let's start with the first question, because this research talks about Instagram, What is your opinion about instagram?

Interviewee   : Instagram is a platform that is famous. I always visit Instgram everydah, because I think I am addicted to it.

Interviewer   : What is your favorite activity to do on Instagram?

Interviewee   : Scrolling Instagram feed and watching instastory

Interviewer   : How do you choose a friend/ account to follow on Instagram?

Interviewee   : I follow what and who I like on Instagram, which I think the contents are interesting. It is funny and has benefits for me, like Tasya Kamila, Neelofa etc.

Interviewer   : Have you ever seen or heard any odd vocabularies or terms that is used on Instagram? What do you think about that? Why?

Interviewee   : I have, but I am not updated so I don't really care about that.

Interviewer   : How many languages do you find on Instagram? Are you interested in learning it? Why?

Interviewee   : There are many languages, like Polish, Lithuanian, Russian language, Indonesia, Aceh language and English. I feel interested to learn some of them, depend on the language itself. For example Polish, I have a friend who is native speaker of Polish. She has

introduced me to Polish through her Instagram by switching it into English sometimes.

Interviewer : People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

Interviewee : It may be in English, Indonesia, or Malay. I don't visit an account intensely. But I think that is good to use any language on the contents. I follow them because of the contents not only the language that they use. Like Mira Filazah's sister, her contents on Instagram are so interesting and the English language that is used by her is really good, it makes the contents more understandable.

Interviewer : Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

Interviewee : Yes, it can be. Because there are so many account which use to introduce the culture, like Putri Indonesia Official account, and for language itself, we can do auto translate on Instagram caption.

Interviewer : As a student of English education, do you think instagram could be a potential platform for learning English? Why?

Interviewee : Yes, because there are many accounts that are taught English, which share many vocabularies, language slang, or abbreviation. However personal Instagram is belonged to Individual, whom only

the users can decide their following and create what they want to see, it is same as following English learning account. I personally can also learn English from my followings that regularly use English on their Instagram.

Interviewer : How does Instagram play the role in your language development?

Interviewee : I follow some accounts which are use English on purpose, because the people around me in reality do not practice English very much. As it is suggested by my lecturer find people who speak English to get me familiar on it as English student. However I visit some country and meet their native speaker like Lithuanian and Malaysia, which are still connected to each other on Instagram, so they also give some role in my language ability.

Interviewer : By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Interviewee : disagree, because I do not think so, it will be happen if I do an intense communication to a specific account.

Interviewer : How do you perceive other vernaculars language?

Interviewee : There is nothing special, because we have national and international language to connect us in communication. It is not really important to know.

Interviewer : Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to

their follower? Have you follow an Instagram account that uses vernacular language on her/his content?

Interviewee   : It depends on their follower, if they know what their following talk about they will keep it, because I do not follow something or someone that confuse me.

Interviewer   : On Instagram, the user can control what they want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?

Interviewee   : That is good. They familiarize their culture to the people, but I will skip it if I do not get what they talk about.

Interviewer   : What do you think of English as the most spoken language on Instagram?

Interviewee   : English is international language which Instagram is also social media platform, so if we want to share something widely on Instagram using English is a solution. Their content will be noticed well in English.

Interviewer   : In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?

Interviewee : Instagram can be a learning platform, because there are many content creators who provide a lot of information. It is good for developing language. I also get many abbreviation or shortening word and phrase from my followings and I search the meaning on google.

Interviewer : English is known as the International language, do you think the English that you learnt from instagram is the same English that is used in real communication? Why?

Interviewee : No, because I noticed the people on their personal account using English on their caption or post is different to what they are in reality. It may a quote that they pick from anywhere, like Google. But in learning account that promotes English, there are some slang and word that use in daily communication in my reality circle.

Interviewer : Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?

Interviewee : Yes, like Tasya Kamila. It is good to develop the language and I like it because it influences my language.

Interviewer : What is your perspective about the phenomenon of code mixing between English and Bahasa on Instagram?

Interviewee : I like that, it sounds like Young community in Jaksel, and it sounds cool.

Interviewer : Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

Interviewee : I have heard and seen it, my following also practice it. I do have the same opinion like the conducting of code mixing.

Interviewer : Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

Interviewee : Sometimes, because people keep practicing what is on social media like Instagram, and I do the same like switching the laanguge in conversation.

Interviewer : Alright, that is last question for our interview session. Thank you so much for giving me this opportunity to exploring your mind on this topic.

Interviewee : of course, Thank you.

Respondent s : PBI students of 2017

Code   **: Participant 4**

Initial   **: KI**

Gender   **: Female**

Interviewer : Assalamualaikum wr. wb

Interviewee : Waalaikumsalam wr. wb

Interviewer : Before we start the interview, Let me introduce myself, I am Nurul Sakdiah, PBI student 2017, now I am working on a research on the impact of following instagram accounts on the users' language attitude. In which I need the participants who is an active user of Instagram and had taken sociolinguistic course. Do you have those criteria?

Interviewee : Yes, I do

Interviewer : Do you agree to be my respondent on this research?

Interviewee : Sure

Interviewer : Alright, let's start with the first question, because this research talks about Instagram, What is your opinion about instagram?

Interviewee : Instagram is a platform which we can share our life and our activity. Instagram has a complete package as social media. We can share photo or story and get comment directly from other users. The connection is wider that Whatsapp, on Instagram we can visit any account as long as it is not a private account.

Interviewer : What is your favorite activity to do on Instagram?

Interviewee : To be honest, I love to stalk public figures on Instagram, like someone or something is viral.

Interviewer : How do you choose a friend/ account to follow on Instagram?

Interviewee : I follow the people who I interest in a period of time, like something that is viral at that time. I follow an account which share

viral jokes because I like it at that time, and I will stop to follow it when I feel bored of it.

Interviewer : Have you ever seen or heard any odd vocabularies or terms that is used on Instagram? What do you think about that? Why?

Interviewee : I have, like the word 'ngab'. I think it makes us updated to the new vocabularies.

Interviewer : How many languages do you find on Instagram? Are you interested in learning it? Why?

Interviewee : I am not sure, but Aceh language, Indonesia and English is included. For other vernacular language, I do not really aware of this existence. I do not really interested in learning it, as it is good to know only.

Interviewer : People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

Interviewee : It is English, but I do not have certain account that I often visit for now. As an English learner and have a good understanding of English, as long as I understand about what they write, that is fine.

Interviewer : Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

Interviewee   : In my opinion, we can learn language and culture indirectly. Because on Instagram people post about their activity. Such as we follow people from different country, from their story on Instagram we can familiarize to their activity and culture, it is also how they use their language.

Interviewer   : As a student of English education, do you think instagram could be a potential platform for learning English? Why?

Interviewee   : It depends on the user. For instance, I follow an account which is taught English to efl. Then I only scroll the contents of this account without doing any practices, so it is useless to follow this account. I think the influencer who uses English on their content also cannot influence people to use English, people may have different preference on using a language.

Interviewer   : How does Instagram play the role in your language development?

Interviewee   : It plays a bigger role on my language development than I learn it on purpose, again I often spend my time on social media than on a book.

Interviewer   : By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Interviewee   : Yes, like a dialect of a community, when I follow an account which shares an interesting content and its user talk in her dialect, it distract me to use the same dialect.

Interviewer   : How do you perceive other vernaculars language?

Interviewee : I do appreciate other vernaculars language, by using their vernacular language they let me know their language.

Interviewer : Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to their follower? Have you follow an Instagram account that uses vernacular language on her/his content?

Interviewee : It must be an influencer. For example Syakir Daulay, he is an Acehnese who has so many followers. He also domiciles Java and has many followers from there. If he use Aceh language to communicate to his followers, he let his followers know Aceh language and familiar to the language. I really appreciate it.

Interviewer : On Instagram, the user can control what they want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?

Interviewee : If the contents is interesting and the creator provides the subtitle that is fine. I will not skip it, because I know what the content about.

Interviewer : What do you think of English as the most spoken language on Instagram?

Interviewee : It helps me a lot, because I am an English student who do not use full English in my daily conversation by setting my Instagram using English it helps to enrich my vocabularies.

Interviewer   : In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?

Interviewee   : As the times progressed, the terms and vocabularies in English must be updated. For example, 'idk' it is an abbreviation of 'I don't know', some people do not know this, but by using Instagram they may know what it is stand for and how to use it. I often find it among my following.

Interviewer   : English is known as the International language, do you think the English that you learnt from instagram is the same English that is used in real communication? Why?

Interviewee   : I am not really sure. Because we do non-formal communication in daily while in school we use the formal one, but by having instagram it help me in English communication. For example I get new terms or vocabularies on Instagram, I will use it in my daily conversation.

Interviewer   :Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?

Interviewee   : Yes, they do. It is great in my opinion. It show they can speak English and still preserve their other language.

Interviewer   : What is your perspective about the phenomenon of code mixing between English and Bahasa on Instagram?

Interviewee   : I do practice it, when I write caption on my contents on Instagram, it is great.

Interviewer   : Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

Interviewee   : I do not really aware of it, but I do appreciate it if there is someone who uses it, as long as it is positive.

Interviewer   : Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

Interviewee   : It influences my accent actually.

Interviewer   : Alright, that is last question for our interview session. Thank you so much for giving me this opportunity to exploring your mind on this topic.

Interviewee   : of course, Thank you.

Respondent s : PBI students of 2017

Code   : Participant 5

Initial   : HN

Gender   : Female

Interviewer   : Assalamualaikum wr. wb

Interviewee   : Waalaikumsalam wr. wb

Interviewer   : Before we start the interview, Let me introduce myself, I am Nurul Sakdiah, PBI student 2017, now I am working on a research on the impact of following instagram accounts on the users' language attitude. In which I need the participants who is an active user of Instagram and had taken sociolinguistic course. Do you have those criteria?

Interviewee   : Yes, I do

Interviewer   : Do you agree to be my respondent on this research?

Interviewee   : Sure

Interviewer   : Alright, let's start with the first question, because this research talks about Instagram, What is your opinion about instagram?

Interviewee   : Instagram is not a new things, because before Instagram we have known Facebook which have almost same as Instagram. However Instagram is more interesting than Facebook so far. Instagram have so many impacts to its users, included in language. for example I can easily meet polyglot club through instagram, it actually makes people easier to do positive things.

Interviewer   : What is your favorite activity to do on Instagram?

Interviewee   : I love to read story on caption section, there is an account that I usually read its caption, it is just like narration. I have no interest to photo content only without any caption on it.

Interviewer   : How do you choose a friend/ account to follow on Instagram?

Interviewee   : I follow an account because I like it, I like the story of its users on the contents that are posted on Instagram which attracts me and gives me an impact.

Interviewer   : Have you ever seen or heard any odd vocabularies or terms that is used on Instagram? What do you think about that? Why?

Interviewee   : Yes, I have seen and heard it a lot. I get it from the people that I follow. For example Gita Savitri, she has many friends who are from different country. When she posts something about her friend on Instagram, she often uses the word that is I do not know. Sometime I become so confused about the meaning of the word, because I find the meaning so weird on Google and not relate to the context. By this reason I keep it my mind and I get my understanding of this word from other content or another following which has the same circle as Gita.

Interviewer   : How many languages do you find on Instagram? Are you interested in learning it? Why?

Interviewee   : There is foreign language, like Russian language, Spanish, Thai, and Korean. I do not aware of the using vernacular language, except Aceh and Sundanese language. I feel interested in learning those languages, particularly vernacular language of Aceh. Because Aceh has many languages and every region has different Aceh language, like dialect, vocabulary and even the language itself.

Interviewer : People create and post many contents on their Instagram account, what language do you see often on your following's content? Do you have any account that you always visit? What is your opinion about the language use on her/his content?

Interviewee : It is Sundanese language. I like Instagram account of Jurnalisa, which is the owner of its account is a Sundanese. In Jurnalisa account sometimes posts contents which uses Sundanese language. I think Sundanese language is so boring. Moreover over I had ever heard some gamers who only speak Sundanese language to say something rude. It is bad.

Interviewer : Multicultural background might be a reason of different way of producing a language, what is your opinion about social media can be a platform to learn both culture and language?

Interviewee : it can be, because people are no days without Instagram. So it is beneficial, but it also depend on the users itself how they see it.

Interviewer : As a student of English education, do you think instagram could be a potential platform for learning English? Why?

Interviewee : It depends on individual, if someone who love art and she want to expert on it. She can follow people in the same interest as her, who may be this people is a native speaker of English. Indirectly she can expose to English and get used to it. I personally experience it, I passionate on doing handcrafted. To be expert on it, I should learn from the people who have in different country because I they are

smarter. So I learn from them by the language that is used by them, it is mostly in English.

Interviewer   : How does Instagram play the role in your language development?

Interviewee   : It plays a big role on my language development, because I use it to connect me to the people who have the same passion. They are belonged to different countries which are more creative. So my language develops with my passion.

Interviewer   : By being active user of Instagram you can create different way of communication style. Do you agree? Why?

Interviewee   : No, because Instagram and other social media are same.

Interviewer   : How do you perceive other vernaculars language?

Interviewee   : I have bad experience on receiving a vernacular language, because when I was elementary school I got to be forced on mastering language that I do not speak in daily. However it changes when I get to the university, I get to be exposed to many languages and its variation. If I find other vernaculars language on Instagram, I will skip it, like Javanese, I do not speak this language.

Interviewer   : Instagram is a medium of language development of the users who come from different community, what is your opinion if the users of Instagram use their vernacular language in communicating to their follower? Have you follow an Instagram account that uses vernacular language on her/his content?

Interviewee   : If I recognize to the language, I will give my attention to it. This is actually a good thing, but most of my following use their vernacular language to say something bad.

Interviewer   : On Instagram, the user can control what they want to see, to listen and vice versa. What do you think about some contents that uses vernacular language? Will you skip it? Why?

Interviewee   : It depends on the contents, but it is a good idea. Let's say Aceh language is used on the caption or video. It will make Aceh language is recognized by many people, like its dialect. It also shows the identity of the user.

Interviewer   : What do you think of English as the most spoken language on Instagram?

Interviewee   : I am so grateful, English as the most spoken language on Instagram. Because of using English, I get easier to meet and connect the people widely.

Interviewer   : In Indonesia, English is considered as elite language which is used by certain group, however because of social media, example Instagram, the spreading of many terms in English is easier and it is used in wider society. What is your opinion on this phenomenon? Do your following accounts on Instagram promote some terms in English?

Interviewee : Well, this phenomenon can help the people to acknowledge the meaning and know how to use these terms or vocabularies. Moreover social media is updated every day.

Interviewer : English is known as the International language, do you think the English that you learn from instagram is the same English that is used in real communication? Why?

Interviewee : Sometimes, because language continues to evolve and what we learn from school is different to social media. For instance, the using 'aint', my lecturer said, it is rarely used in now day, but what see on Instagram people use it often.

Interviewer :Instagram has multilingual and multicultural user, the language shifting might be occurred due to different social group. Do your following accounts do language shifting on Instagram? What is your point of view?

Interviewee : Yes, they do. It is beneficial. I have ever found it on my Instagram. Where my following uses Korean language on writing a caption and he gets comment from his follower in English. Then he replies the comment in English too. Because they do language shifting, I know what the caption about. It is really beneficial to the internation language user.

Interviewer : What is your perspective about the phenomenon of code mixing between English and Bahasa on Instagram?

Interviewee : it is great, because so many people think English is difficult in fact they learn English every day. By using the code mixing people can be aware that they know English and can speak English.

Interviewer : Have you heard about code switching that conducted on Instagram? Do your following do that? What do you think?

Interviewee : I have, it help people who have lack of vocabularies and language skill. I have ever seen my following do an Instagram live, she uses English on speaking to the viewers and suddenly she switches her language into her mother tongue, because she has lack of vocabularies of English.

Interviewer : Do you think the variation of English and vernacular language that is occurred on Instagram can influence your language in real communication?

Interviewee : It does, moreover we imitate our followings' speaking style on Instagram.

Interviewer : Alright, that is last question for our interview session. Thank you so much for giving me this opportunity to exploring your mind on this topic.

Interviewee : of course, Thank you.