AN ANALYSIS OF STUDENTS' PERCEPTION TOWARD INSTAGRAM USING IN LEARNING WRITING OF TENTH GRADE STUDENTS AT SMK PGRI 2 GIRI BANYUWANGI IN ACADEMIC YEAR 2021/2022

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ABSTRACT

Writing is a form of communication between the writer who express the idea and the reader who comprehends what they read. However writing is a very difficult and complex process. It requires some important skills to make the sentence which clear and acceptable. Nowadays, the use of social media for learning is a new phenomenon. One of the social media is Instagram. Instagram is a social network based on sharing pictures and videos which can be posted to other social media sites. Instagram has also many features that can be useful for students. This research aimed to analysis students' perception toward Instagram using in learning writing. The research design was descriptive qualitative. The respondents were 20 students in SMK PGRI 2 Giri Banyuwangi which determined by using purposive sampling. The data were taken by using questionnaire and interview. The data from questionnaire analyzed Likert Scale, while the data from interview by interviewed. The respondents for questionnaire were 20 respondents, while interview were 3 respondents. The data analysis was determined based on theory of five indicators. The percentage results of indicator are sharing information (66%), social interaction (66%), communicative utility (68%), self-expression (69%), and entertainment (66%). Analysis of interview by 3 respondents by English teacher, they agree that Instagram become media for support learning writing. Based on the result above, it was concluded that students and also teacher agree using Instagram for learning writing.

Keywords: *writing; social media; instagram*

A. Introduction

Language has four skills to be mastered. The four skills are listening, speaking, reading, and writing. Those four skills are linked to each other, but many students argue that writing is the most difficult skill to be mastered because of its complexity. However, students must realize the essential role of writing skill. Writing is used when the spoken communication cannot be done in a certain situation. Writing communicates our thought or ideas to be understood by someone else. Martha (2005) stated that writing is a tool for pouring a fact and idea implemented by someone. Therefore writing

means that a form of communication between the writer who pours the idea and the reader who comprehends what they read.

Most of them have difficulties in writing the texts correctly. Their low interest in learning writing, difficulty in getting ideas, teaching method, the role of media and many more aspects are some problems they face in writing. Those problems become a hindrance when they cannot produce written texts correctly. On the other hand, with the advancement of applications in mobile phones, teachers use social media as a medium in teaching. Social media as communication mediation is not only to set our profile but also it can be interacts with other content such as your friends or other users (Carr & Hayes, 2015). Using social media on mobile phone has benefits for students in learning process. There are many social media that popular in nowadays, such as Facebook, WhatsApp, Twitter, Instagram, etc.

One of social media that is mostly used by students is Instagram. Nowadays, the use of Instagram as teaching and learning media is a new phenomenon English language teaching. The students can freely express their ideas accompanied by pictures and they do it by themselves. Almost all of them have their own smartphones makes them easily express their ideas through the social media.

B. Research Method

This chapter will discuss about the research design, research area, research respondent, data collection method, and data analysis method. Each of them will be explained in the following part.

1. Research Design

This research present an analysis of learning writing using Instagram application as media learning. This research is applying descriptive qualitative research. According to Best & Khan (Umi, 2019, p.16) stated that the descriptive research design is used to define the current situation, perceptions, research requires, or emerging patterns. The researcher uses descriptive qualitative design because the researcher wants to analyze student's perception toward Instagram using writing ability.

2. Area Determination Method

The researcher applies purposive sampling method as a research area. Purposive sampling is the process of sample collected data for a specific purpose (Sugiyono, 2009). The research area of this research is taken on SMK PGRI 2 Giri Banyuwangi. This school is located at JL. Mawar No.16, Penataban, Giri, Banyuwangi. The researcher chooses this school because it is one of the private technical vocational schools in Banyuwangi where the majority of students lack of interest in English but they are excited to learn it.

3. Respondent Determination Method

In this research, the researcher applies purposive sampling method. According to Sugiyono (Umi, 2019) stated that purposive sampling is a data collection method that takes into consideration a complex list of conditions. The subject of this research is students of tenth grade at SMK PGRI 2 Giri Banyuwangi and their English teachers.

4. Data Collecting Method

Data collection method is a method for selecting the sample for a research. The data of this research collect by questionnaire and interview which explained in the following part.

a. Questionnaire

A questionnaire is a written instrument used to gather information, facts, or opinions that consists of statements to be tried to answer or concerns to be answered by the respondent (Latief, 2011). The researcher uses questionnaire to take the data about students' perception toward Instagram using in learning writing. The researcher uses close form questionnaire for this research. In this research the students of X 1 AK SMK PGRI 2 Giri Banyuwangi will be given questionnaire with 20 questions and they will answer it by giving check mark in reasonable choice based on their real perception.

The researcher in this study used a Likert scale to determine the level of questionnaire. The Likert scale is a psychometric scale that is commonly used in questionnaires which is the most commonly used measure in survey research. They are strongly agree, agree, disagree, and strongly disagree. As for the measurement formula using:

$$\text{Index \% } = \text{N/Y x 100}$$

Index %   =   Percentage of Level

N   =   Total Score

Y   =   Maximum Score

The totals of statements are 20, which divided into positive and negative statements. The questionnaire data was analyzed by using Likert scale. The respondents were given four answers choice, "Strongly Agree", "Agree", "Disagree", and "Strongly Disagree".

Table 3.2 Score of Positive Statement

No	Percentage (%)	Score	Answer
1	76-100%	4	Strongly Agree
2	51-75%	3	Agree
3	26-50%	2	Disagree
4	0-25%	1	Strongly Agree

From the example above then processed by multiplying each answer point with a predetermined weight with a weighted value table. Then the Results of Calculation of respondents' answers as follows:

1) Respondents who answered strongly agree (4) = 4 x a = 4a

2) Respondents who answered agree (3) = 3 x b = 3b

4) Respondents who answered disagree (2) = 2 x c = 2c

5) Respondents who answered strongly disagree (1) = 1 x d = 1d

Total score: 4a+3b+2c+1d =4a3b2c1d

Table 3.3 Score of Negative Statement

No.	Percentage (%)	Score	Answer
1	76-100%	1	Strongly Agree
2	51-75%	2	Agree
3	26-50%	3	Disagree
4	0-25%	4	Strongly Disagree

From the example above then processed by multiplying each answer point with a predetermined weight with a weighted value table. Then the Results of Calculation of respondents' answers as follows:

1) Respondents who answered strongly agree (1) = 1 x a = 1a

2) Respondents who answered agree (2) = 2 x b = 2b

4) Respondents who answered disagree (3) = 3 x c = 3c

5) Respondents who answered strongly disagree (4) = 4 x d = 4d

Total score: 1a+2b+3c+4d =1a2b3c4d

b. Interview

The second method is Interview. An interview is a meeting between two people with the purpose of exchanging information idea via questions and responses, resulting in interaction and coordination construction of meaning in relation to a specific topic (Esterberg in Sugiyono:2015). This method would be conducted in a structured face-to-face interview. In this study, the researcher will interview an English teacher who teaches writing to students, who will participate as the research respondent.

5. Data Analysis Method

The researcher used Miles and Huberman's qualitative data analysis method, as cited in Sugiyono in this research (2014). There are steps for analyzing data using Miles and Huberman's qualitative analysis, these are data reduction, data display, and conclusion drawing/verivication. The steps are designed to make it easier for the researcher to analyze the data.

a. Data Reduction

The first step is data reduction. According to Umi (2019) the data reduction process involves summarizing data, selecting main data, focusing on important details, and finding the topic and its pattern. As a result, the data will provide a clear representation and make it possible for the researcher to collect the next data.

b. Data Display

The second step is data display. The process of arranging data collected is used for display. Displaying data also allows researchers to develop a better understanding of the field situation. Furthermore, the form of data presentation is narrative text.

c. Conclusion Drawing and Verification

The last step is conclusion drawing and verification of data analysis method. This stage aims to explore the meaning of the data collected by looking for relationships, similarities, or differences in order to draw conclusions as solutions to existing problems.

C. Research Finding and Discussion

This research aims to find students' perception toward Instagram using in learning writing on tenth grade students at SMK PGRI 2 Giri Banyuwangi. To collect the data, the researcher conducted a survey on 24th June 2022 by giving a questionnaire to 21 students from tenth grade of AK class, and interviewing 3 English's teacher of SMK PGRI 2 Giri Banyuwangi.

1. The Result of Questionnaire

The questionnaire was used to decide student's perception using Instagram in learning writing by students on tenth grade AK at SMK PGRI 2 Giri Banyuwangi. The statement in questionnaire consisted on five indicators of using Instagram. Each indicator has five questions and the totals of questionnaire were 20 questions which divided into positive and negative statements. The result of questionnaire presented in the following part.

Table.2 The result of questionnaire toward Instagram using in Learning Writing at SMK PGRI 2 Giri Banyuwangi

INDICATORS	KIND OF STATEMENTS	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	Total Likert Scoring
Sharing Information	Positive	5	37	15	3	164
	Negative	3	6	11	0	48
Social Interaction	Positive	18	28	11	3	181
	Negative	4	11	5	0	31
Communicative Utility	Positive	13	32	12	3	175
	Negative	4	9	7	0	43
Self-Expression	Positive	13	31	12	4	173
	Negative	5	10	4	1	41
Entertainment	Positive	6	31	17	6	175
	Negative	2	13	3	2	53
Total						1084

Based on Likert scale, index percentage of Instagram using in Learning Writing was measured by the following formula:

Index % = N/Y x 100
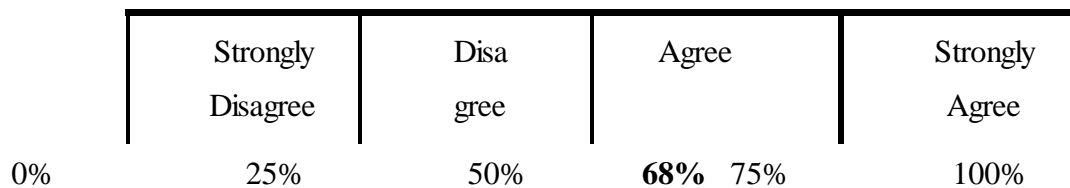
Index % = Percentage of Level

N = Total Score

Y = Maximum Score

$$\frac{1084}{1600} \times 100\%$$

= 67,75% or **68%**

From the index percentage above, the researcher determined the level toward Instagram using in learning writing by using interval scale as follow:

	Strongly Disagree	Disa gree	Agree	Strongly Agree
0%	25%	50%	**68%** 75%	100%

Based on the interval scale, the student's perception toward Instagram using in learning writing is Agree with using Instagram as media for learning writing.

2. The Result of Interview

The interview was conducted by asking 3 respondents, they are a teacher of SMK PGRI 2 Giri Banyuwangi. The teachers are Ms.Fida, Mr.Nanang, and Mrs. Ari Fitri. The researcher used interview to the follow up the questionnaire about Instagram using in learning writing.

Based on the data from 3 respondents, they have positive perception about using Instagram in learning writing. They thought that using Instagram as media for learning writing can help students in teaching process.It can be concluded that using Instagram for learning writing has benefits for students and the teachers. Therefore, these benefits can be used for learning with their features.

D. **Conclusion**.

The result of the analysis 66% in sharing information, 66% social interaction, 68% in communicative utility, 69% in self expression, and 66% in entertainment. All the percentage show that the level of students' perception toward Instagram using in learning writing is in ''agree'' choice. Based on the result explain that respondents are agree for using Instagram as media for learning to help students in process of learning

writing. For teacher, Instagram can help them for teaching with using some features on Instagram media that can be used for learning writing.

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