



HOW LEARNERS PERCEIVE THE KAMPUNG INGGRIS LC INSTAGRAM ACCOUNT FOR ONLINE ENGLISH LEARNING

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ABSTRACT

The objective of this study was to assess the way in which learners perceive the Kampung Inggris LC Instagram account as a tool for online English language learning. The research utilized a quantitative approach and employed purposive sampling. A questionnaire, featuring a Likert scale, was distributed to 36 respondents in order to collect data on learners' perceptions of the Kampung Inggris LC Instagram account. Descriptive analysis techniques, such as creating frequency tables, were used to analyze the data and present detailed results. The study provided a comprehensive overview of learners' perceptions regarding the effectiveness of the Kampung Inggris LC Instagram account in facilitating online English language learning. The final results indicated that the use of the Kampung Inggris LC Instagram account had a significantly positive impact on learners' English language skills, with an average positive percentage of 83.8% (strongly agree). These findings are valuable for the improvement of English language learning strategies through online platforms.

Keywords: *Learners' Perception, Kampung Inggris LC, Instagram.*

1. INTRODUCTION

As a global language, English is widely studied for professional or academic purposes and for the ability to interact with individuals from diverse cultural backgrounds. Acquiring proficiency in English enhances communication skills in the language and contributes to cognitive and socio-personal development, benefiting students in academic pursuits and personal endeavours (Blazquez, 2018). Consequently, English ranks as the most prevalent language worldwide following Mandarin Chinese. It serves as both the primary and secondary language in numerous countries, such as Malaysia, India, Singapore, and Pakistan.

There are many parts of English that should be understood and used as the foundation for learning the language. Speaking, writing, reading, and listening are a few of them. Students can gain insight into the English language through printed books found in school or in public libraries. With the development of Internet network technology, communication and information gathering are no longer constrained by place and time. Internet users have unrestricted access to the information they need at any time and from any location (Adri, 2007). Learning English is advantageous for individuals, and in this digital age, students can also pursue online education through the internet, which offers greater accessibility and flexibility in terms of timing and location.

According to Kemp (2022), there were 204.7 million internet users in Indonesia in January 2022 and there were 191.4 million social media users in Indonesia in January 2022. This report shows that the level of internet users in Indonesia is very high, followed by the level of use of social media which is also very high. With the use of social media, students can actively study by locating sources of information, particularly in English. Students are more independent in search of new knowledge from a variety of available media, including the social media platform, such as Instagram. Indonesia has 99.15 million users of Instagram as of early 2022 (Kemp, 2022). There are several Instagram accounts that produce content for learning English with the aim of making it simpler for students to learn the language through uploaded content. Prihatiningsih (2017) stated that Instagram is a social media that is able to fulfil one's needs, namely cognitive, affective, personal integration and social integration needs. According to Rahman (2021), Instagram can be used as an alternative social media platform for learning English, where there are a lot of highly interesting photo postings to convey information about the English language. Furthermore, Instagram can also improve the quality of student learning because it can be coupled with an instructional approach.

Salehuddin et al. (2020) stated that learning assisted by Instagram social media is the most suitable learning model and to achieve knowledge among users of Instagram, creative learning assisted by Instagram social



media is the most suitable one. Min & Hashim (2022), Instagram is one of the social media to increase learning motivation to improve English. Teachers can combine conventional learning methods with current learning methods, because nowadays learners prefer visually attractive items over reading books and Instagram can be one of the social media used to learn creatively and innovatively. With the addition of a few Instagram accounts dedicated to learning English, Instagram has transformed into a social media platform that enhances student proficiency in using English through its caption, video, and photo features (Putri, 2022).

There are numerous accounts on Instagram that give English instructional videos. Due to the large number of accounts in the Instagram application, the researcher chooses Kampung Inggris LC. LC is an abbreviation for Language Center, which is a course institution at Kampung Inggris in Pare. Kampung Inggris LC is one of the most favourite places for English courses, because they provide easy access to learn English through the content provided on their social media accounts anytime and anywhere (Khairunisa, 2020). Kampung Inggris LC is one of the Instagram accounts that has content for learning English and is readily accessible online at any time and from any location.

On Instagram, Kampung Inggris LC usually upload content about English vocabulary, and English slangs that are related to Indonesian terminology, common mistakes, and some advice to help users improve their speaking skills. By July 2023, Kampung Inggris LC had uploaded eight thousand four hundred and thirty posts about learning English and had 1.6 million followers on Instagram. Kampung Inggris LC uploaded and created unique and interesting language learning content so that followers have no difficulty understanding it (Pramesti, 2023).

According to Munawaroh (2022), there are some benefits to learning English through Kampung Inggris LC Instagram account: (1) Improve English skills by uploading various English material content that can increase the knowledge of its followers on Instagram. various kinds of English materials uploaded by them on Instagram; (2) Free access anytime and anywhere via the user's mobile device; (3) Various content materials about learning English uploaded in the form of photos and videos. Not only interesting content, the delivery of material which is very clear also makes Kampung Inggris LC widely followed by Instagram users to improve their English skills.

From the explanation above, the internet is the most likely medium to be chosen or utilized as a source of learning by individuals with independent learning (Juwandi & Widyiana, 2019). This can be concluded that technological developments really help the learning process for students independently and Instagram application is an example of technological developments that present a variety of accounts that make content to learn English. Thus, this research was conducted to see learners' perception regarding:

1. Does Kampung Inggris LC Instagram account help learners to improve proficiency in English?
2. How does Kampung Inggris LC Instagram account help learners to increase English mastery?

2. METHODS

The research uses a quantitative approach with a descriptive method. According to Sugiyono (2012), descriptive research is a study that is undertaken to discover the value of the variable, either one or more variables without drawing comparisons or connecting with other variables. This research was to find out learners' perception towards Kampung Inggris LC instagram accounts to increase their English mastery through online learning, regarding whether Kampung Inggris LC can improve students' English mastery and how Kampung Inggris LC can improve students' English mastery.

The population of this research were all English department students at University of Muhammadiyah Aceh and the students of UIN Ar-Ranniry. The sample were 36 students who have followed or often accessed the Kampung Inggris LC account on Instagram, that sample was determined by using purposive sampling, in which purposive sampling is based on certain considerations such as characteristics that have been known previously (Notoatmodjo, 2010). The researchers use purposive sampling to determine the sample of study that requires specific criteria so that the sample taken is in accordance with the research objectives.

The instrument used in this research was questionnaire. Questionnaire is a data collection technique that is carried out by providing a collection of questions or written statements to respondents to answer (Sugiyono, 2012). The questionnaire was adapted from several studies that had variables that were close in this research. The



questionnaire consists of some statements that were distributed through Google Form. The researcher uses Likert Scale starting from Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

Data analysis in this research was carried out after data from all respondents was collected. The data analysis technique of this research uses descriptive analysis. According to Sugiyono (2012), Descriptive analysis is a method that is used to analyze data by describing the data that has been collected as it is without intending to make general conclusions.

3. RESULTS & DISCUSSION

This section contains a description of the data obtained based on characteristics of quantitative research. The data presented from the result of quantitative data analysis in the form of frequency table. The process of data collection was carried out by distributing questionnaires indirectly to respondents. Indirect distribution is carried out online using Google Form through the WhatsApp application. The data was obtained through 36 respondents from University of Muhammadiyah Aceh and UIN Ar-Raniry. The data was obtained from questionnaire as follows :

Table 1. The Result of Data Analysis.

No.	Question	Frequency	Percentage	Answer
1.	Kampung Inggris LC Instagram account helps me in improving my understanding in English	158	87,7%	SA
2.	I feel Kampung Inggris LC Instagram account is effective in helping me learn English	150	83,3%	SA
3.	I feel Kampung Inggris LC instagram account motivates me to practice learning English	154	85,5%	SA
4.	I feel Kampung Inggris LC instagram account encouraged me to participate in learning English activities	152	84,4%	SA
5.	I feel material presented on the Kampung Inggris LC instagram account improves my ability in English	152	84,4%	SA
6.	I often participate in English quizzes or challenges on the Kampung Inggris LC instagram account	127	70,5%	A
7.	I often access English learning materials on the Kampung Inggris LC instagram account	138	76,6%	A
8.	I can easily understand the English learning material on the Kampung Inggris LC instagram account	157	87,2%	SA
9.	I can easily access English learning materials on the Kampung Inggris LC instagram account	149	82,7%	SA



10.	I feel material presented on the Kampung Inggris LC instagram account is useful for me in learning English	153	85%	SA
11.	I feel teacher on Kampung Inggris LC instagram account explains in detail the discussion material being taught	149	82,7%	SA
12.	I feel material presented on Kampung Inggris LC instagram account improve my vocabulary skills in English	149	82,7%	SA
13.	I feel my speaking skills have improved by learning through Kampung Inggris LC instagram account	145	80,5%	SA
14.	I feel my listening skills have improved by learning through Kampung Inggris LC instagram account	147	81,6%	SA
15.	I feel my grammar skills have improved by learning through Kampung Inggris LC instagram account	149	82,7%	SA
Average		148,6	83,8%	SA

Based on the results of 36 respondents' responses to questions related to learning through the Kampung Inggris LC Instagram account, some general conclusions can be drawn. The result indicated that the majority of respondents responded positively to the presented learning materials on the account, stating that the material was beneficial and effective to enhancing their proficiency in English. The results also showed that most respondents considered learning through Kampung Inggris LC instagram account have a positive impact on their speaking, listening, grammar, and vocabulary skills as seen in questionnaire number 1, 2 5, 10, 12, 13, 14 and 15 that displayed the majority of the respondents expressing strongly agreed and agreed stance on improving of their English mastery and abilities.

The accessibility of the learning materials was also rated highly, most respondents finding it easy to access the learning material. The detailed and comprehensive teaching provided by the instructors on the Kampung Inggris LC instagram account also received a positive response from the majority of respondents. The detailed explanation of the materials makes it easier for learners to understand the content being taught. Furthermore, the quizzes or challenges frequently organized by the instructors on Kampung Inggris LC instagram account also contribute positively to the improvement of learners' English language proficiency. This is evident in questionnaires number 6,7, 8, and 9 and 11 which showed positive results regarding the impact of detailed material explanations on the improvement of English proficiency among learners. Additionally, the Instagram account was seen to provide motivation for learners to learn and use English.

In summary, the analysis findings suggest that utilizing the Kampung Inggris LC Instagram account as a learning tool has effectively improved learners' English proficiency and skills. This is evident from the substantial agreement, with 83.8% of respondents strongly agreeing, as indicated in the survey. These findings align with the research conducted by Husna (2022) entitled "My Body is Not Delicious: Learning English Expressions Through Instagram," which highlighted positive feedback from followers of the Kampung Inggris LC Instagram account



regarding the materials provided for enhancing their English proficiency. Moreover, the results of the previous study indicate that the materials offered on the Kampung Inggris LC Instagram account have indeed contributed to enhancing learners' English language proficiency.

4. CONCLUSION

Based on the findings, Kampung Inggris LC Instagram account was proven to help improve learners' English language proficiency through the English material content presented on the Kampung Inggris LC. Learners have positive perception towards Kampung Inggris LC Instagram account as an online platform and support the view that the Kampung Inggris LC Instagram account positively contributed to enhancing learners' English proficiency. The findings also proved that Kampung Inggris LC Instagram account helped learners in increasing their English mastery through the provision of valuable and accessible learning materials. Additionally, the detailed explanation of the English material and making it easily understandable for learners were highlighted as crucial factors in helping learners improve their English mastery. Thus, it can be concluded that the Kampung Inggris LC Instagram account played a significant role in helping learners improve their English proficiency through online learning.

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