

# **BAB 1**

## **INTRODUCTION**

### **1.1 Research Background**

Speaking is an oral communication in a two-way process between speaker and listener which involves productive speaking skills and receptive comprehension skills (listening with understanding) (Gunada & Wayan, 2017). Speaking is defined as developing a relationship between the listener and the person speaking. The main aim of speaking is to create communication by expressing it through creative forms. Speaking is one of the abilities in English to argue, comment, and reject other people's opinions if these opinions do not match ours. Speaking is also the ability to ask and answer questions. The ability to master speaking skills is needed in the current situation of progress. The current era, with the existence of the Asian economic community, which means meeting people with different origins and languages, requires the ability to master speaking to be able to communicate and interact with others. Some people say that speaking is the most difficult skill part of the 4 skills in English. They say that understanding speaking is easy but preparing it to speak is difficult. Hearing people speak English may be understandable, but starting to speak English is difficult. This is because when they want to speak something they think about using the right word and the right sentences. So that when they speak, they will focus on using the correct sentences, this makes it difficult for them to speak well, and consider speaking to be the most difficult part among the 4 existing skills.

Many students feel not confident speaking English. They are not confident in speaking English because they find it difficult to use the correct sentence and they are afraid of making mistakes when speaking. Because they are not confident and afraid to speak making their ability not increase.

The problem of not increasing the ability to speak English is due to a lack of confidence, and fear of making mistakes in grammar and pronunciation, some students want to speak English but are hampered by a lack of confidence for fear of speaking incorrectly.

Confidence is a feeling of belief in the abilities that exist in oneself. This feeling of confidence gives them the ability to feel free to do things as they wish and to be able to take responsibility for their actions. Students with high confidence will speak or communicate in any situation both inside and outside the classroom (Syafitri, A., Yundayani, A., & Kusumajati, 2019).

Instagram is a social media that is used to share photos or videos by applying several filters and captions. Instagram was founded in October 2010 by Systrom and Krieger it released an Android version on April 3, 2010, and was launched on October 6, 2010; designed for users in taking photos on their mobile phones and then uploading instantly by using an Instagram application (Herman J., 2014)

The digital era makes social media a new way of communicating, it is also considered as a medium for self-expression. The need to exist in the digital world (social media) seems to be a major need besides clothing, food, boards, and plugs (Joy Roesma and Nadia Mulya, 2018). With Instagram, it can help increase self-confidence and the ability to speak English.

There are several features found on Instagram, namely followers, Instagram stories, and upload photos and videos. Followers are users who follow your account and constantly view every photo you publish in your feed. The number of followers is related to the content we upload on Instagram, most of those with followers over 1000 will think more about the photo or video they want to post because many people will see it. In this case, people with more than 1000 followers will be different from people with less than 1000 followers. Instagram story is a daily photo and video sharing that can be viewed once every 24 hours and will not be displayed on the user's profile grid.

Instagram stories provide features such as boomerang, and rewind, and you can live your activity for up to one hour. Using Instagram stories increase your self-confidence to appear seen by many people. Those who have thousands of followers will have an impact on the owner to be able to present good and fun photos or videos. Of course, this can increase self-confidence. Uploading photos and videos is the main usage on Instagram. Users can immediately upload photos after taking photos using the Instagram camera or taking photos in the gallery on their cellphones. The uploaded video will show the activities that we are doing, and we will start talking in the video. Those who have thousands of followers will try to speak properly and correctly. If this is done continuously, it will certainly improve speaking skills.

## **1.2 Research Problem**

What is the effect of Instagram's popularity in increasing students' confidence in speaking English?

## **1.3 Research Objective**

This study aimed to investigate the use of Instagram to improve student's confidence in speaking English. The use of Instagram influences students' self-confidence when they upload their videos. When making videos they will talk and if done continuously it will improve their speaking skills. Especially those who have thousands of followers will try to speak properly and correctly. If this is done continuously, it will certainly improve students' confidence in speaking English.

## **1.4 Significance of the study**

The results of this study are expected to make students who are not confident in speaking English confident with the media Instagram, which is of course easy and fun.

The researchers hope this study is useful for obtaining information about English learning media using Instagram and that students can use Instagram as a learning medium well, and the development of students' speaking ability is getting better with the use of Instagram as a learning medium.

### **1.5 Scope and Limitation**

The scope of this study focused on the use of Instagram popularity to enhance the student's confidence in speaking English. This research is limited to UMM students in English department year 2020 with more than 1000 followers.

### **1.6 Definition of a key term**

1. **Speaking:** Speaking is one of the abilities in English to argue, comment, and reject other people's opinions if these opinions do not match ours. Speaking is also the ability to ask and answer questions.
2. **Confidence:** Confidence is a feeling of belief in the abilities that exist in oneself. This feeling of confidence gives them the ability to feel free to do things as they wish and to be able to take responsibility for their actions.
3. **Instagram:** Instagram is a social media used to share photos or videos by applying several filters and captions. That provides several features found on Instagram, namely followers, Instagram stories, and upload photos and videos.