

CHAPTER II

This chapter presents a review of related literature based on relevant theories and previous research findings. This chapter consists of an explanation of digital media, social media, vocabulary and the role of Instagram.

2.1 Digital Media

Digital media refers to the use of digital technology and online platforms as important tools in the teaching and learning process. The following are views regarding digital media in education:

Hattie, J. (2008) Digital media has revolutionized access and flexibility in education by enabling access to educational resources from multiple locations and devices. By integrating digital technology, education can be tailored to students' individual needs, enabling more personalized and inclusive learning. Accessibility and Flexibility: Digital media has enabled wider access to educational resources. Students and educators can access learning materials, online courses, and various educational resources from multiple locations on multiple devices, increasing flexibility in education.

2.1.1 Accessibility

Accessibility in the context of digital media reflects the concept of inclusion and equity in education. This is in line with the theory of inclusive education, which emphasizes the importance of providing access to education for all individuals, including those with disabilities or diverse backgrounds. Digital media can enable accessibility by providing options such as text-to-speech, adjustable image resolution, and disability-friendly interfaces. With easier access to a variety of resources and learning materials, students have more control over their learning. They can choose the resources that best suit their learning style, allowing for more effective learning.

2.1.2 Flexibility

The flexibility of digital media reflects the theory of skills-based learning, where learning focuses more on skill development than just information absorption. Digital media allows for adaptive learning, where students can access materials and exercises that are appropriate to their skill level. The concept of flexibility in digital media is also related to the theory of anytime learning, where students can learn anywhere and anytime according to their schedule and preferences. This contributes to the concept of lifelong learning, which promotes continuous learning throughout life.

2.1.3 Interactivity

Jonassen, D. H., (1999) The use of digital media in education allows the creation of a more interactive and interesting learning environment. Digital platforms, such as simulations and educational games, encourage student engagement and strengthen the learning process through active participation. This interactivity supports active learning theory, where direct engagement with learning material can improve understanding and retention of information. Interactivity: Digital media allows educators to create more interactive learning experiences. This can include the use of simulations, educational games, online discussion platforms, and other interactive tools that motivate students to actively participate in the learning process.

2.1.4 Active Learning Experience

The interactivity of digital media allows students to actively participate in the learning process. They do not only receive information passively, but can also interact with the learning materials. For example, students can answer questions, do interactive exercises, or participate in simulations that require their active participation. This creates a more engaging and effective learning experience because students are directly involved and not awkward. Active learning experiences through digital media allow students to participate directly in the

learning process, facilitating in-depth exploration of the material, Schneider, E. F., & Preckel, F., (2017).

2.1.5 Deep Understanding

Digital media provides instant feedback that helps students assess their progress and improve their understanding quickly. This feedback is a key element in adaptive learning, where learning can be tailored to individual students' needs and learning styles. Nicol, D. J., & Macfarlane-Dick, D (2006). With interactivity, students have the opportunity for deeper exploration of the learning material. They can test their understanding, identify areas for improvement, and seek solutions with the help of technology. Interactivity also allows students to learn in a way that suits their individual learning style, which can enhance their understanding.

2.1.6 Instant Feedback

Digital media often provides instant feedback to students. This means that after answering a question or completing an exercise, students can immediately see the results. This feedback helps students measure their progress, identify errors, and correct their understanding quickly. Thus, the interactivity of digital media enables adaptive learning.

2.1.7 Customization and Choice

Interactivity allows students to choose the materials and learning methods that fit their needs and interests. They can choose the appropriate learning path, access additional materials if needed, and address specific areas that require more attention. This creates more customized and student-focused learning.

2.1.8 Collaboration and Social Interaction

Online collaboration facilitated by digital media enables students to work together effectively despite being in different locations Garrison et al., (2001). In addition to student interaction with learning materials, the interactivity of digital

media also enables social interaction. Students can collaborate with peers through online platforms, share understanding, and solve problems together. These social interactions support the development of social, collaborative, and communicative skills.

2.1.9 Online Collaboration

Digital media facilitates collaboration between students, both inside and outside the classroom. Online learning platforms and collaboration tools such as video conferencing allow students to work together online, even if they are in different locations.

2.1.10 Online and Hybrid Learning

Online collaboration plays a key role in online and hybrid learning, where some or all of the learning takes place through digital media. Students can participate in class discussions, group projects, or other learning activities without having to be in the same physical location. This provides great flexibility for students who may have busy schedules or are located far away.

2.2 Social Media Instagram

Social media platforms like Instagram can provide engaging educational content in the form of images, short videos, and stories. This content covers English vocabulary, grammar, and expressions, allowing students to learn in a relaxed and visually engaging way Vasalou, M., et al., (2008). Here are some ways in which Instagram can play a role in English education:

1. Educational Content: Many accounts on Instagram provide educational content in the form of images, short videos, or stories that focus on English vocabulary, grammar, idioms, and pronunciation. Students can follow these accounts to learn English in a relaxed way.

2. **Visualizing Vocabulary:** Images and videos on Instagram can help students visualize English vocabulary. Accounts that share images of nouns or everyday situations in English can help students understand and remember vocabulary better.
3. **Short Stories:** Students can follow accounts that share short stories in English. This helps students understand the context of using words and phrases in everyday life.
4. **English Challenges:** Some accounts host daily or weekly challenges that require their followers to write, speak, or translate something in English. This motivates students to actively participate in using English.
5. **Discussion and Comments:** Students can participate in discussions and share their opinions on English topics in the comments of posts or stories. This helps in building their speaking and writing skills in English.

However, it is important to monitor the time spent on Instagram and ensure that students are not too distracted by the non-educational aspects of the platform. Additionally, teachers and educators can provide guidance to students on the safe and beneficial use of social media platforms such as Instagram.

Dealing with students who should be using Instagram as a learning medium but instead use it for other things requires a wise and sustainable approach. To maximize the potential of social media as a learning tool, it is important to integrate these platforms with clear educational goals and provide appropriate support and training to students Veletsianos, G., & Kimmons, R., (2012). Here are some steps that can help address this problem:

1. **Clarifying Expectations:** Initially, it is important to ensure that all students understand the purpose of using Instagram in the context of English language learning. Teachers should clearly explain how Instagram can be used as an educational tool and why this is important.

2. **Supervision and Monitoring:** Teachers can monitor students' activities on Instagram. This can be done by following students' accounts or having them participate in special Instagram classes. With monitoring, teachers can ensure that students are using the platform in a way that is in line with their learning objectives.
3. **Open Discussion:** There is always an advantage in opening a dialogue with students. Teachers can talk to students about the productive and positive use of Instagram in an educational context. Listening to their feedback and the problems they face can also help find better solutions.
4. **Motivation and Engagement:** Try to make learning on Instagram interesting and meaningful for students. By presenting interesting and relevant content, students will be more motivated to use the platform in a more productive way.
5. **Use of Additional Tools:** In addition to Instagram, it may be worth considering using additional tools, such as online learning platforms or educational apps dedicated to learning English. This can help distract students from using Instagram for other things.

This approach should create an environment that supports English language learning through Instagram, while also ensuring that students are not unduly distracted by the non-educational aspects of the platform.

2.3 Vocabulary

Vocabulary in English language education refers to the vocabulary or list of words used in the language. Vocabulary is a fundamental element in language skills, including speaking, listening, reading, and writing. Good vocabulary mastery is essential for effective communication and a deep understanding of the target language Nation, I. S. P., (2001). Vocabulary is one of the important components in learning English and other languages, because understanding and using words correctly is a key aspect of communication and language comprehension.

1. **Important Role:** Vocabulary is a key component in speaking, listening, reading, and writing skills in English. Without adequate vocabulary, communication and language comprehension will be limited.
2. **Vocabulary Building and Expansion:** Vocabulary learning begins early, when students begin to recognize basic words in English. Over time, students need to regularly expand their vocabulary to improve their language skills.
3. **Themes and Contexts:** Vocabulary can relate to a variety of themes and contexts, such as everyday words, academic vocabulary, business vocabulary, or medical vocabulary. Relevant vocabulary will vary depending on the student's needs.
4. **Passive and Active Skills:** Students should be able to recognize words (passive skills) and use them in speaking and writing (active skills). Passive skills aid comprehension, while active skills enable students to communicate correctly.
5. **Understanding the Concept of Word Meaning:** It is important to understand that each word can have several different meanings or connotations. Students need to learn how to use words correctly in various contexts.

Understanding and mastering vocabulary is an important first step in learning English. Students who have a rich vocabulary have better communication skills and can be more effective in reading and writing in English. Therefore, educators usually pay special attention to vocabulary development in the English curriculum. By utilizing Instagram as one of the learning media, educators can use it to support better learning, especially in understanding vocabulary.

2.4 The Role of Instagram

Godwin-Jones, R., (2018) Using social media platforms like Instagram allows students to practice expressing their thoughts, feelings, and ideas in English. This interaction helps students build confidence and expand their vocabulary in real contexts. Instagram is a social media platform that can improve students' vocabulary in several ways. Here is an explanation of how Instagram can contribute to improving students' vocabulary:

1. **Expression in English:** Students can use Instagram to express themselves in English. In posts, stories, and comments, they will feel more confident in expressing their thoughts, feelings, and ideas in English, which will help them practice and enrich their vocabulary.
2. **Visual Vocabulary:** Instagram is a visual platform. Students can upload photos, images, and videos that reflect their activities, hobbies, and interests. By including descriptions in English, they can hone vocabulary related to their areas of interest.
3. **Interacting with Native English Speakers:** Following native English speakers and participating in English-speaking communities on Instagram allows students to see and hear English being used in real contexts. This helps them understand the appropriate pronunciation and style of language.
4. **Vocabulary Challenges and Projects:** English teachers or instructors can design vocabulary challenges on Instagram. For example, students can be asked to create posts that use certain words in relevant contexts. This encourages them to search for and use a wider vocabulary.
5. **Understanding Idioms:** Students can learn idioms and phrases used in English through posts on Instagram. This helps them understand meaning in context, which is important in understanding and using vocabulary correctly.

6. **Following Educational Accounts:** There are many accounts on Instagram that are dedicated to English education and learning. Students can follow these accounts that provide new vocabulary, facts, and useful information in English.
7. **Searching Hashtags:** Students can search and explore various hashtags that are relevant to their interests. This allows them to explore vocabulary related to a particular topic, such as #travel, #food, or #technology.
8. **Participation in Comments:** Students can actively participate in comments on other people's posts, giving opinions, asking questions, and interacting in English. This helps them practice speaking and writing correctly.
9. **Cultural Understanding:** Through Instagram posts, students can understand the culture, traditions, and events related to English-speaking countries. This will enrich their understanding of the context in which English is used.
10. **Involving Family and Friends:** Students can invite family and friends to support their efforts in learning English through Instagram, by giving feedback and participating in vocabulary challenges or projects together.

2.5 Instagram Reel

Instagram Reel is a short video sharing platform that can be used to provide vocabulary education to users. The short video format allows for quick and engaging information delivery. Short videos like those on Instagram Reels can present new vocabulary in a concise and engaging way, helping to make learning more effective Hwang, G. J., & Chen, C. H., (2017). Here are some ways Instagram Reel plays a role in providing vocabulary education:

1. **Short and Engaging Videos:** Instagram Reels limits videos to 60 seconds or less, allowing for short and concise content. In this short duration, users can gain new information about new vocabulary or words in a quick and engaging way.
2. **Visuals and Audio:** Instagram Reels allows users to combine text, images, audio, and visual effects. This allows creators to present words and phrases

in a creative and engaging way. For example, users can show images or animations of words along with explanations of pronunciation and meaning.

3. **Contextual Explanations:** Instagram Reels can be used to provide context regarding the use of words in real-life sentences or situations. This helps users understand how words are used in everyday conversation, which is an important aspect of learning vocabulary.
4. **Video Series:** Creators can create a series of Reel videos related to a particular vocabulary or language topic. This way, users can follow a series of videos that focus on developing their vocabulary over time.
5. **Interaction and Support:** Instagram Reels allows user interaction in the form of comments, likes, and shares. This allows creators to interact with users and provide additional support in understanding vocabulary.
6. **Content Popularity:** If the vocabulary education content on Instagram Reels is of high quality and interesting, it can become popular and be followed by many people. This will expand its impact and help more people improve their vocabulary.
7. **Integration with Other Resources:** Instagram Reels also allows creators to include links to other educational resources such as online dictionaries, language learning apps, or relevant websites. This allows users to dive deeper into the vocabulary being taught.

With a creative and effective approach, Instagram Reels can be a useful tool to provide vocabulary education to users in a more relaxed and engaging environment. It can be a great addition to traditional methods of learning vocabulary and expanding vocabulary.

From the explanation of the concepts and theories that have been discussed in Chapter 2, we will now proceed to Chapter 3 which will explain the research methodology used in this study.