BAB II

REVIEW OF RELATED LITERATURE

This chapter reviews some related literature related to this research. This research is related to Instagram's popularity and motivation in confidence.

2.1 Instagram

According to Handayani (2016), Instagram is a social media network that allows users to upload timed photos and videos (15-second videos). According to Instagram (2017), Kevin Systrom is the CEO (Chief Executive officer) and co-founder of Instagram. Instagram was launched in October 2010 and began to be released in April 2012. Instagram is a new social media that aims to help users share their daily activities by easily uploading pictures and videos (Hu et al., 2014). In 2013, it was estimated that Instagram had 100 million users, and approximately 4 billion photos were uploaded and displayed (Abbott et al.) (in Ting et al., 2015) in a more recent estimation, it is reported that around 75 million people are using Instagram daily, and approximately 16 billion photos are uploaded and shared with other users (Smith, in Ting et al, 2015). Herman (2014) stated that Instagram facilitates users to publish their moments.

Seeing the benefits of using Instagram, Ting (2015) argues that Instagram has several functions for users as follows; a) Share daily activities, b) Find interesting places easily, and c) Share photos and videos via Instagram feed and Instagram story. There are so many benefits that Instagram users get. Instagram is currently the most interesting social media in all walks of life. Al-Ali (2014) revealed that Instagram provides several facilities that can be used: create accounts, post content in the form of photos and videos, apply filters, add text, tag users, add locations, add hashtags, like photos uploaded by other accounts, add comments, browse, and follow other accounts, check out the feeds generated by the followed accounts.

On Instagram, there are several features to share, control accounts, or interact with other people. Some of the features available on Instagram are posts, Instagram stories, Instagram live, Direct Messages (DM), Instagram TV (IGTV), Instagram Reels, Instagram Shop, and Activity.

2.1.1 Followers

Followers are sometimes called Instagram users who follow other Instagram users (Herman, 2014). It means your friends follow your account so you can share your photos and videos with your friends. Followers are user accounts that follow other Instagram accounts and can see updates including posted pictures and videos, reply to stories, give likes to comments, give likes to posted pictures or videos, and leave comments in the Instagram comments column.

2.1.2 Instagram Stories

Instagram story is a feature that displays the latest information and is shared with other users, the ease of use of Instagram stories makes this features the most widely used today. Supported by Bradford (2018), started that Instagram stories are accessed by more than 250 million users every day. Instagram stories allow users to share photos and videos for about 24 hours then they don't show up in the grid or profile feed.

2.1.3 Direct Messages

This feature is used to connect one person with another person. Just like other chat applications, this feature is used to share messages and can be used as a group, chat conversation, and private chat. This feature can share posts and profiles from the feed directly to users. So, users can send photos, and videos or chat with their friends, and it's private.

2.1.4 Uploading Images and Videos

This feature is the main feature of Instagram. As the main feature of Instagram, we can upload and share via the Instagram camera or photo album on a mobile phone. However, sharing photos is a basic function, and is also pushing to improve the quality of the features in it. In January 2016, the Instagram app changed the limit on video length from 15 seconds to 60 seconds. According to Herman (2014), there are two options for uploading pictures or videos: (1) Instagram provides a camera to take pictures and videos to take videos. (2) camera on the device, taken from the gallery on the device.

2.1.5 Editing Photos

This feature can be found automatically before uploading. Over time, Instagram provides forty types of editing tools to improve the quality of pictures or videos to make them more interesting. There are many types of filters offered by Instagram, some of which are Clarendon, Gingham, moon, Lark, Reyes, and others. This feature provides adding multiple effects or cropping sizes in photo editing.

2.1.6 Captions

This feature provides information regarding the posted photos/videos. The caption functions as a description of the photos/videos uploaded and interactions with other users. Before users upload videos or photos, users can write captions based on the user's feelings. Captions can be serious, funny, inspirational, simple, long, or short and must reflect the image being executed (Herman, 2014). Captions are used to convey the message behind the picture; why it was taken or why it inspired the photographer. There will be considerations where users are inclined to know someone's whereabouts, where someone needs to be immersed to get there while others will still form social comparisons to increase their popularity (Davenport et al., 2014; Lup et al., 2015). Instagram captions consist of 4 parts: emoticons, aroba (@), hashtags (#), and verbal expressions.

2.2 Motivation in Speaking

      Motivation has an important role in the success of students in the learning process. Students who have a high interest will have high motivation to appear confident. Motivation is something that energizes, directs, and sustains behavior, it gets students moving directs them in a certain direction, and keeps them going. Students' motivation in learning can be influenced by two factors: internal and external factors.

2.2.1   Internal Motivation

    Internal motivation is a driving force that comes from within students which makes them carry out learning activities to be active or function without the need to be stimulated from the outside because in each individual there is an urge to do something, an example of internal motivation is someone likes to read so no one needs to tell him to do something Suprihatin, (2015).

2.2.2   External Motivation

    This external motivation arises from outside the individual, as opposed to internal motivation, which originates from within the individual. Suprihatin, (2015) External motivation is usually defined as a tendency to engage in activities to obtain some kind of external reward. External motivation is best applied in situations where students have little interest when starting an activity or in cases where basics are lacking. These rewards should be kept to a minimum and should be tied directly to performing a particular behavior. An example of external motivation is parents. As we know, motivation has a great influence on students in the teaching and learning process.

2.3   **Confidence**

    According to Brown (2015), several factors affect students' speaking abilities, such as anxiety, nervousness, and insecurity.

Many students are not confident in exploring ideas through speaking. Even though they are good at listening, reading, and writing, it doesn't guarantee they can speak fluently. Confidence is one of the success factors for students to speak English. Confidence is the ability to convince and self-assess in carrying out a task and choosing an effective approach. This includes confidence in facing an increasingly challenging environment and confidence in their decisions or opinions. Students with high self-confidence will speak or communicate in any situation both inside and outside the classroom (Syafitri, A., Yundayani, A., & Kusumajati, 2019). Confidence is a factor that plays an important role in determining the willingness of learners to communicate speaking skills (Utama et al, 2013). Confidence is a very important part of speaking skills because it can give enthusiasm, courage, and stimulation to students. If students have high self-confidence, they will achieve the best performance in fluent speaking skills. Students with high self-confidence are not afraid to explore their potential. They are usually successful in class and aren't afraid to make learning mistakes.

According to Hendriana (2014), building students' self-confidence is needed to actualize themselves. Confidence can be one of the things that can provide satisfaction for us, meaning that people who are not confident may not achieve their goals or never even try to get what they want because they lack confidence. However, people who have achieved their goals, not because they have the ability but because they have self-confidence. This is also found in students. Some students have high self-confidence because they think it can help them get something new or something that can provide knowledge for them. For example, students feel confident when they ask the teacher about the materials, they have not understood without feeling embarrassed. Therefore, this confidence is important for all students in improving their speaking skills, especially when they speak in front of the class. Jamila (2014) argues that unmotivated students who lack self-confidence and have high levels of anxiety cannot achieve their goals in speaking skills. Thus, self-confidence is the key to achieving goals in encouraging speaking skills.

Self-confidence is the belief that a person can overcome a problem in the best situation and can provide something that will please other people (Ghufron, 2010: 34). Lauster (1992) also suggested that self-confidence is obtained from life experience. Self-confidence is an aspect of personality in the form of belief in one's abilities so that they are not influenced by other people and can act according to their wishes, be happy, optimistic, quite tolerant, and responsible. Lauster (1992) added that self-confidence is related to the ability to do something well. This kind of assumption makes individuals never become people who have true self-confidence. However, human abilities are limited to several things that can be done well and several abilities that are mastered (Ghufron, 2010: 34). Anthony (1992) believes that self-confidence is a person's attitude towards oneself who can accept reality, develop self-awareness, think positively, have independence, and can have and achieve everything that is desired. Kumara (1998) states that self-confidence is a personality trait that implies richness in one's abilities. This is in line with the opinion of Agustin and Andayani (1998) who state that self-confidence is an aspect of personality that contains beliefs about the strengths, abilities, and skills one has (Ghufron, 2010:34). Mastuti (2008: 13) believes that self-confidence is a person's mental attitude in assessing themselves and the objects around them so that the person has confidence in their ability to be able to do something according to their abilities. Based on the explanation above, it can be concluded that self-confidence is the belief to do something in the subject as a personal characteristic in which there is confidence in one's abilities, optimistic, objective, responsible, rational, and realistic. Self-confidence is an attitude that shows a person sure about something. A person can have good self-confidence if that person can convey opinions to other people and can show a confident attitude to other people. Self-confidence is developed by thinking deeply when an individual faces something, asking oneself what to do and how to convey self-confidence to others. In every situation, self-confidence states that someone is responsible for their actions (Mastuti, 2008). This self-confidence is manifested by looking at other people when speaking, not folding both hands as if they are cold when talking to other people, not looking away when talking to other people, and listening quickly. rather than talking.

A confident attitude is formed by continuing to learn, not being afraid to make mistakes, and applying previously known lessons (Mastuti, 2008:33-34). Drajat (1995:25) also believes that self-confidence is believing in yourself which is determined by the experiences you have had since childhood. People who believe in themselves can overcome all frustrating factors and situations; perhaps even mild frustration will not be felt at all. On the other hand, people who lack confidence in themselves will be very sensitive to various stressful situations. Self-confidence arises when every obstacle or obstacle can be faced successfully. The success achieved will bring joy, and joy will grow self-confidence. Furthermore, self-confidence will cause people to be optimistic in life, problems and problems that come will be faced with a calm heart so that the analysis of the problem can be resolved.

According to Rahmat (in Amyani, 2010:25) self-confidence is belief in one's abilities. Self-confidence is an aspect of human personality that has an important function in actualizing one's potential. Without self-confidence, many problems arise in humans.

Based on the opinion above, it can be concluded that self-confidence is an attitude or feeling of confidence in one's abilities, so that the individual concerned can actualize their potential which is characterized by positive feelings towards themselves, being able to act independently in making decisions and having the courage to express themselves. opinions optimally without fear, anxiety and nervous.

2.3.1 Factors influencing self-confidence.

Loekmono (in Asmadi Alsa, 2010) also stated that self-confidence is not formed by itself but is related to a person's personality. Self-confidence is influenced by factors originating from within the individual, family norms and experiences, traditions, habits and the social environment or group to which the family belongs.

Factors that influence other self-confidence according to Angella (2003:4) are as follows:

a. Personal ability: Self-confidence only arises when someone does something they can do.

b. A person's success: a person's success in getting what they have always hoped for and aspired to strengthen the emergence of a sense of self-confidence.

c. Desire: when someone wants something, that person will learn from the mistakes

    they have made to get it.

d. Strong determination: the feeling of self-confidence that comes when someone has a strong determination to achieve the desired goal.

Self-confidence is also influenced by several factors which can be classified into two, namely internal factors and external factors (in Ghufron, 2010:24-27):

a. Internal factors, including:

1) Self-concept

    The formation of self-confidence in a person begins with the development of a self-concept obtained from social interactions with a group. According to Centi (1995), self-concept is an idea about oneself. Individuals who have low self-esteem usually have a negative self-concept, whereas individuals who have low self-confidence will have a positive self-concept.

2) Self-esteem

    Self-esteem is an assessment made of oneself. Individuals who have high self-esteem will evaluate themselves rationally and correctly for themselves and will easily establish relationships with other individuals. Individuals who have high self-esteem tend to see themselves as successful individuals who believe that their efforts are as easy to accept others as they are to accept themselves. However, individuals who have low self-esteem are dependent, lack self-confidence usually encounter social difficulties, and are pessimistic in relationships.

3) Physical condition

Changes in physical condition also affect self-confidence. Anthony (1992) said that physical appearance is the main cause of a person's low self-esteem and confidence. Lauster (1997) also argues that physical disability can cause a marked sense of low self-esteem.

4) Life experience

Lauster (1997) said that self-confidence gained from disappointing experiences is most often the source of low self-esteem. Especially if the individual has insecurities, lacks love, and lacks attention.

b. External factors include:

1) Education

Education influences individual self-confidence. Anthony (1992) further revealed that a low level of education tends to make individuals feel under the authority of those who are more intelligent, whereas individuals with higher education tend to be independent and do not need to depend on other individuals. The individual will be able to fulfill life's needs with self-confidence and strength by observing the situation from the perspective of reality.

2) Employment

Working can develop creativity, independence, and self-confidence. It was further stated that self-confidence can arise from doing work, apart from the material obtained. Satisfaction and a sense of pride can be obtained from being able to develop one's abilities.

3) Environment

The environment here is the family, school, and community environment. Good support received from the family environment, such as family members interacting well with each other, will provide a sense of comfort and high self-confidence. Likewise with the community environment. The more people can meet the norms and be accepted by society, the smoother self-esteem will develop in the community, hence sem (Centi, 1995).

Based on the description above, it can be concluded that there are two factors that influence an individual's self-confidence, namely internal and external factors. The first is internal factors which include self-concept, self-esteem, physical condition, and life experience. The second external factors include education, work, and the environment.