CHAPTER I

INTRODUCTION

This chapter consist of background, research questions, objective of the research, significance of the research, research methodology, and key terms definition.

A. Background

In the current development of technology, information and communication, social media has become an inseparable part of humanity, especially among students. Students can quickly access various information and learning resources through social media platforms, which helps them in their studies and research (Sains et al., 2024). One of the most popular social media platforms today is the Instagram application. Instagram has recently launched a reels feature where users can share various types of creative and interesting short videos for entertainment. However, Instagram Reels also has great potential in the educational environment, especially in relation to learning materials. Additionally, Instagram Reels has proven effective in reaching a wide audience, especially among college students. This feature allows the delivery of information quickly and interestingly, thereby increasing interest in collaborative learning (Thahir & Wahyuni, 2023). On the other hand, Reels can also be used to create online learning communities, where students can interact with fellow students and strangers.

Although overall students actively use Instagram in their daily lives, the use of Instagram Reels as a learning medium, especially to improve vocabulary, has not

been explored. Vocabulary is an important element in learning a foreign language. If vocabulary is limited then understanding will also be limited. It is impossible to learn a foreign language without mastering the vocabulary, because studying a foreign language like English requires a lot of vocabulary (Lia Puspitasari,2024)**.**

Vocabulary is a collection of words or phrases understood in a language that have an important role in understanding and using words. Everything we say, everything we write, and everything we hear are sentences composed of various vocabulary (Tawali, 2018). Learning a language is definitely inseparable from learning vocabulary, because vocabulary has a very vital role in determining the fluency of communication. Communication can be through various languages, including English. The existence of vocabulary in English is one of the requirements to be able to master English. Mastery of English is improved by mastering vocabulary well because good vocabulary will affect a person's skills in language (Bloom & Reenen, 2013). Having a strong vocabulary is essential for students to understand course materials and produce academic texts such as essays, papers, research reports, and scientific discussions (Mccarthy et al., 2020).

Based on multimedia learning theory (Richard E. Mayer, 2001) suggests that the combination of visual and audio elements can improve understanding and retention of information by using text and images simultaneously, giving students control in the learning process and creating emotional involvement. In short, by utilizing social media platforms such as Instagram Reels, which combines short videos with visual and audio elements, students can learn vocabulary interactively in an interesting and relevant context. Instagram Reels has the potential to be an

effective tool for increasing students' of vocabulary, as well as being a competitive advantage in the world of work, especially in the use of English. They watch and create interactive content that explains academic terms through short videos, combining visual and audio elements to improve recall.

This engaging format also increases engagement, allowing students to learn collaboratively with their peers. In addition, Reels provides real language practice opportunities, helping students strengthen their comprehension and speaking skills in English. Thus, the use of Instagram Reels not only enriches the learning experience, but also provides a competitive edge in the world of work (Liang & Wolfe, 2022). Thus, this allows students to easily remember and apply it in real life.

Instagram Reels is used by students as a medium to express themselves, share personal information, and enhance creativity. The use of Instagram Reels among students is not only limited to entertainment, but also includes educational and social aspects that are important in the world of education (Meifilina, 2021). The increasing use of social media, especially the Instagram Reels platform among students, makes it very important to conduct research on the utilization of Instagram Reels in improving students' vocabulary. This research not only focuses on exploring the extent to which the utilization of Instagram Reels contributes to improving students' vocabulary but can also be a motivation to understand the use of Instagram Reels in the context of learning and can be a suggestion for the development of relevant online learning methods for students and lecturers. Therefore, this research with the topic "Utilizing Instagram Reels in Enhancing Students' Vocabulary at SMAN 5 Tana Toraja" is expected to make a great

contribution to higher education, especially to students of the English education study program.

B. Research Question

Based on the research background that has been described previously, the researcher's question from this study is "Is the use of Instagram Reels effective in enhancing students' vocabulary at SMA Negeri 5 Tana Toraja?"

C. Objective of the Research

The purpose of this study is to explore the effectiveness of using Instagram Reels in enhancing students' vocabulary at SMA Negeri 5 Tana Toraja.

D. Significance of the Research

The data collected from this study will be useful for:

1. Students

This research expected to provide insight for students on how Instagram Reels can be utilized as a social media platform to increase improving vocabulary.

2. Lecturers

This research is expected to provide new insight into the understanding of how Instagram Reels can be used as an entertaining and creative learning media in vocabulary.

3. Future researchers

This research can be a reference for future researchers who will explore the utilization of social media in the scope of education.

E. Research Methodology

The research method used by researchers in this study was a quantitative method with an experimental approach. The quantitative method focuses on collecting and analyzing numerical data to understand certain phenomena. The purpose of this method was to measure the effectiveness of using Instagram Reels in improving vocabulary acquisition among university students. Data collection in the study is was conducted pre-test and post-test, which data were analyzed statistically.

F. Key Terms Definition

1. Vocabulary

Vocabulary is all the words in a language, the wealth of words owned by a writer. A person's vocabulary is all the words in a person's memory, which will immediately cause a reaction when heard or read.

2. Media for Learning Vocabulary

Vocabulary learning media are tools or resources used to assist students in learning, understanding and mastering new vocabulary. It can take many forms, both physical and digital, designed to enhance the learning process and facilitate understanding of academic or general vocabulary.

3. Utilizing Instagram Reels for Vocabulary

Utilizing Instagram Reels for vocabulary refers to the use of Instagram Reels application as a learning media in improving understanding and mastery of vocabulary. Instagram Reels is one of the social media platforms that can be utilized

by users to share interesting and creative entertainment videos, as well as English

learning materials that can improve students' vocabulary.