

## **CHAPTER II**

### **REVIEW OF LITERATURE**

The literature review includes four important parts, namely: previous study, some pertinent ideas, conceptual framework and hypothesis. The following is a more detailed explanation of these parts:

#### **A. Previous Study**

To avoid assumptions of similarity with this research, the researcher lists several relevant previous studies. Previous research aims to obtain comparison and reference materials. There are 5 previous studies as follows:

(Auly et al., 2019) conducted a study with the title “The Effectiveness of Instagram Filter to Improve Students’ Vocabulary” found that Instagram filters are quite effective as a medium for enhancing vocabulary comprehension among students. The N-gain score was 58.72%, indicating moderate effectiveness, with the average score reaching 86.33, categorized as good. Overall, the findings suggest that Instagram filters can successfully serve as a teaching medium to improve students' understanding of vocabulary.

(Students & Man, 2023) conducted a study entitled “The Effectiveness Of Jago Bahasa's Video On Instagram Towards Students' Vocabulary Acquisition At The Second Grade Students Of Man 1 Jember”. The researcher concluded that the use of Jago Bahasa videos on Instagram is effective in improving students' vocabulary acquisition. Hypothesis testing showed a significant difference in post-test scores between students taught with videos and students taught without videos (Sig. 0.000

$< 0.05$ ), indicating the effectiveness of this learning media for second grade students of MAN 1 Jember. This means that the use of Jago Bahasa video on Instagram as learning media for second grade students of MAN 1 Jember is effective.

(Dewi & Ramendra, 2023) conducted a study entitled “Leveraging Instagram To Enhance The Eight Grade Students' Vocabulary Mastery In Junior High School” found that the use of Instagram as a learning medium significantly improved the vocabulary acquisition of grade 8 students at SMP Negeri 4 Kubutambahan. Independent t-test analysis showed a significant difference between the post-test scores of the experimental group and the control group ( $t = 3.148$ ,  $p < 0.003$ ). Overall, the use of Instagram is effective in improving students' vocabulary mastery.

(Siti Nurhakiki, 2024) conducted a study with the titled “Benefits Of Instagram Usage And Its Effectiveness In Teaching English: A Systematic Review” found that utilizing Instagram in the classroom is very effective for improving various language skills, including writing, speaking, reading, and listening. The systematic review analyzed 25 selected articles from a total of 106 collected, revealing that Instagram significantly enhances vocabulary acquisition and boosts students' interest and motivation to learn English. Additionally, Instagram's features provide effective feedback to students, further supporting its use as a beneficial tool in English language teaching.

(La et al., 2024) conducted a study entitled “Exploring the Influence of Instagram Usage on English Education Students' Vocabulary Acquisition at UKI Toraja” found that the use of Instagram has a very high impact on vocabulary learning among English Education students at UKI Toraja. With a total index

percentage of 76.7%, it is categorized as “Very High” according to the Likert Scale, which shows an impact range of 76-100%. The researcher concluded that Instagram significantly improved vocabulary acquisition in these students.

Based on the five studies above, there are some similarities and differences with this study. The similarity is the use of social media, from the five studies above the research uses social media, especially on the Instagram application as a medium for the learning process and discusses the improvement and mastery of vocabulary. The difference from the author's research is the specific method, from the five titles above although mentioning the Instagram application, but none specifically explores the use of Instagram through the Reels feature as a medium for vocabulary learning. Meanwhile, this study emphasizes the use of Instagram Reels as a specific media in improving students' vocabulary learning. Overall, this study focuses specifically on the use of Instagram through the Reels feature in the context of university-level vocabulary learning, while other studies cover different levels of education and different teaching methods.

## **B. Some Pertinent Ideas**

### **1. Vocabulary**

#### **a. Definition of Vocabulary**

Vocabulary is what is used on a daily basis. And learning vocabulary is the main capital for a person to be able to compose or create new sentences and also help master other fields. According to KBBI, vocabulary is a word treasury. According to experts, vocabulary lessons are materials that discuss words. Words are different from other linguistic units such as phrases. Words can stand alone and still have

meaning. Mastery of English vocabulary is not only about how many words you can memorize and understand. It's also about how you can apply it more broadly (Bloom & Reenen, 2013). Therefore, the more vocabulary we master, the more vocabulary we have. Vocabulary generally develops with age and plays an important role as a means of communication and general knowledge.

#### b. Benefits of Vocabulary

Vocabulary has a range of significant benefits for students and individuals involved in educational settings. The theory of constructivism (Jean Piaget, 1969) encompasses all the benefits of vocabulary acquisition as it emphasizes that learning is an active process in which individuals construct new knowledge based on experiences and pre-existing information. Here are some of the main benefits of mastering vocabulary:

##### 1) Improving Communication Skills

Vocabulary allows one to effectively express thoughts, ideas and feelings to others. By understanding and using the right vocabulary, one can communicate clearly and connect with others.

##### 2) Increasing Knowledge

Vocabulary is the key to acquiring new knowledge. By understanding new words, one can grasp deeper concepts, ideas and information in various subjects.

##### 3) Expression

Vocabulary allows one to express oneself more richly and creatively. By having a greater variety of words, one can express nuances, feelings, and thoughts in a more precise and targeted manner.

#### 4) Improving Reading and Writing Skills

A good vocabulary supports strong reading and writing skills. By knowing many words, one can understand texts more easily and write more fluently and variedly.

In the language learning process, vocabulary acquisition plays an important role as the most important foundation in acquiring effective language skills. A rich vocabulary not only facilitates a better understanding of texts and conversations, but also facilitates the ability to express ideas, emotions and notions more clearly and precisely. Vocabulary mastery or good vocabulary use is an important component of language proficiency, which includes several aspects such as the ability to continuously expand the meaning of words, context of use, and vocabulary. In an effort to improve students' vocabulary acquisition, it is important to take an approach based on strong learning theories. Understanding the theories underlying vocabulary acquisition can help language learners develop effective strategies to improve vocabulary skills.

According to Anderson (2005) in cognitive learning theory, language learning involves complex information processing in the brain, such as retrieving, organizing, and applying new words in different contexts. This process is the basis of vocabulary acquisition, students not only need to memorize words, but also know how to use them correctly in relevant situations. This theory emphasizes the importance of understanding words deeply and relating them to appropriate contexts. Instagram Reels can facilitate this process by displaying words in real-life contexts for example, in videos showing everyday conversations or more formal

situations. By seeing the word in a real context, students can build stronger associations between the vocabulary and its practical use. Therefore, Reels helps students not only recognize passive vocabulary but also use it in active communication.

According to Krashen (1982) in The Input Hypothesis, effective language learning occurs when students are exposed to language as used in its original context, called “comprehensible input”. When words are used in sentences and situations that are familiar or relevant to students, language learning becomes more effective. As a result, vocabulary acquisition is highly dependent on how the words are used in everyday communication. With a visual format based on real-life situations, Instagram Reels is great and relevant for teaching vocabulary in an educational context. For example, students can see how certain words are used in situations such as shopping, working, or talking to friends. This kind of situational learning of vocabulary helps students memorize the vocabulary and use it actively in daily life.

In visual learning theory according to Paivio (1986) in Dual Coding Theory, humans learn more effectively when information is presented through visual and verbal channels simultaneously. This theory states that using a combination of images, text, and audio increases comprehension and retention of information compared to using only text or audio. This means that when learning vocabulary, students remember words more easily when they see pictures and hear the pronunciation of the words. Instagram Reels uses visual (pictures, videos) and audio (music, audio) elements to convey information. When students see a new word in a

video featuring images and scenes related to the word, they associate the word more strongly with the visual context and store it in long-term memory.

In the context of “Utilizing Instagram Reels in Enhancing College Students’ in Improving Vocabulary at SMA Negeri 5 Tana Toraja”, the theories cited indicate that learning vocabulary is not just about knowing common vocabulary, but also about using it in the right context and remembering it in daily life usage.

Cognitive learning theory emphasizes the importance of processing information in the context of communication, contextual language acquisition theory emphasizes the importance of understanding words in real-world situations, while visual learning theory emphasizes that vocabulary acquisition can be further strengthened by using visual and audio elements to convey information. Instagram Reels provides an ideal platform to incorporate these elements into vocabulary learning. It provides understandable input in the form of contextualized videos and can combine visual and auditory elements to enhance vocabulary comprehension and retention. Therefore, the use of Instagram Reels to improve students' vocabulary acquisition is an innovative and relevant approach in modern language teaching.

## 2. Media for Learning Vocabulary

In learning vocabulary, students are often faced with the challenge of understanding complex terms relevant to their field of study. In learning vocabulary, students are often faced with the challenge of understanding complex terms relevant to their field of study. Vocabulary mastery is essential for students' success in various aspects, such as reading texts, writing papers, understanding learning, and

participating in discussions. Therefore, effective and innovative approaches are needed to help students develop their vocabulary.

Information and communication technology has become one of the main tools in supporting this learning. The use of ICT-based media allows for a more engaging, interactive and flexible learning process, thus increasing students' motivation and enriching their learning experience. Here are of the media used in improving students' vocabulary acquisition.

a. TikTok

TikTok has become a very popular platform among college students. Many users create educational videos explaining vocabulary in an interesting and creative way. The short and engaging nature of the videos makes learning vocabulary more fun and memorable.

Students can utilize the Reels feature to create short videos that explain or demonstrate the use of vocabulary. This way, they can be creative while learning, as well as share their knowledge with their friends.

b. Instagram Reels

Instagram is one form of the results of internet advancement and is classified as one of the social media that is quite loved by today's audience, especially among students. Instagram is a media that provides an easy way to share online by photos, videos and also social networking services that users can use to take and share with their friends. Moreover, Instagram often updates its system. Since its appearance in 2010, Instagram has often updated its existing features so that its features are more complete and more interesting. Instagram reels are said to be like social media like



TikTok. This feature was first introduced by Instagram on August 5, 2020 and began to appear on user applications around the world gradually. Instagram reels is an opportunity for users to gain followers, increase the amount of time each person spends on the app each day and establish itself as a video entertainment platform. Using reels allows users to record videos of up to 90 seconds and add popular music, various filters and effects on top. Students can utilize the Reels feature to create short videos that explain or demonstrate the use of vocabulary. This way, they can be creative while learning, as well as sharing their knowledge with their friends. This way users can view other users' reels uploads just like when they get FYP (For Your Page).

In the context of vocabulary learning, Instagram Reels not only provides a fun way to learn, but also allows students to interact with vocabulary in a relevant context. Through dynamic visual and audio elements, students can be actively involved in the learning process, strengthening their understanding of academic terms. The following are some important aspects regarding the utilization of Instagram Reels in vocabulary learning, including interactivity, the use of visual media, and learning through observation.

a. Interactive Learning Media

Instagram Reels is an interactive learning media that enables students to be actively involved in the learning process. With engaging video and audio formats, students can create and share content that showcases the use of vocabulary in relevant contexts. According to Piaget (1976), learning is an active process where students engage with content in a meaningful way. Instagram Reels, with its

engaging and dynamic format, allows students to interact with vocabulary in context, facilitating deeper understanding and retention. The visual and auditory elements present in Reels can cater to various learning styles, making vocabulary acquisition more comprehensible and enjoyable for students (Hikmah et al., 2024).

b. Using Visual Media to Improve Retention

Multimedia Learning Theory (Mayer, 2001) suggests that the use of visual elements in learning can improve understanding and retention of information. Instagram Reels, which combines images, text and sound, allows students to see and hear vocabulary in an engaging context. In this way, students not only memorize words, but also understand their meaning and use in real situations. Research shows that learning involving visual media can significantly improve learning outcomes (Fadhlillah et al., 2024).

c. Learning through Observation and Imitation

Social Learning Theory (Bandura, 1977) emphasizes the role of observation and model in learning. Students can observe how content creators use vocabulary in different contexts. This exposure not only helps in the acquisition of vocabulary, but also encourages students to practice using new vocabulary in their own speech and writing. The interactive nature of social media fosters a community of learners who can share insights and feedback, further enriching the learning experience (Lilis, 2020).

Overall, the use of Instagram Reels as a medium for learning vocabulary among students at SMAN 5 Tana Toraja offers an innovative and effective approach. By

utilizing social interaction, visual elements, and learning through observation, students can significantly improve their academic vocabulary acquisition.

### 3. Utilizing Instagram Reels

Instagram Reels is one of the latest features of the social media app that allows users to create, edit and share short videos of up to 90 seconds in length. The feature was first introduced in August 2020 as a response to the popularity of TikTok, giving users a platform to share creative and fun video content while maintaining Instagram's signature photo and image-based social media feel. Aside from being an entertainment tool, Instagram Reels has great potential in the context of Education especially in multimedia-based learning. With the proliferation of digital technology, social media sites like Instagram are now a great way to get information and teach various concepts in a more fun and interactive manner (Aini & Soegiarto, 2022).

More specifically, the use of Instagram Reels includes the active use of social media platforms that feature short videos to assist in improving language skills, especially in expanding students' vocabulary. Further understanding of how to effectively utilize Instagram Reels in the vocabulary learning process is needed. This involves visual, audio and text interaction to enhance students' understanding of new vocabulary.

To gain a better understanding of the use of Instagram Reels, here are some theories and approaches related to the use of social media in education, especially in terms of language learning and vocabulary. First, social learning theory proposed by Albert Bandura (1997) suggests that individuals can learn through observing and

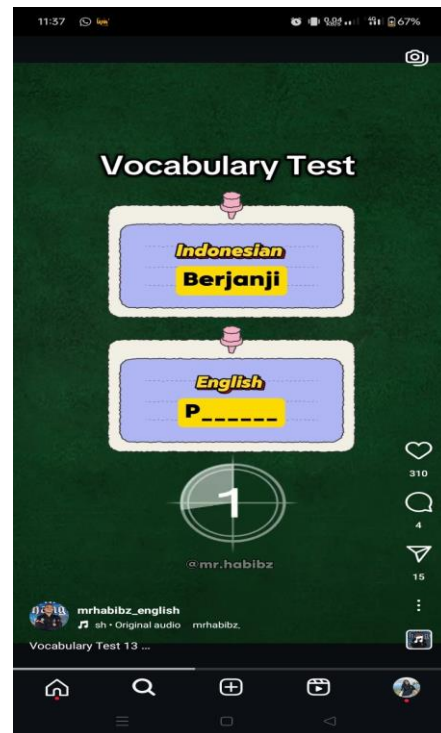
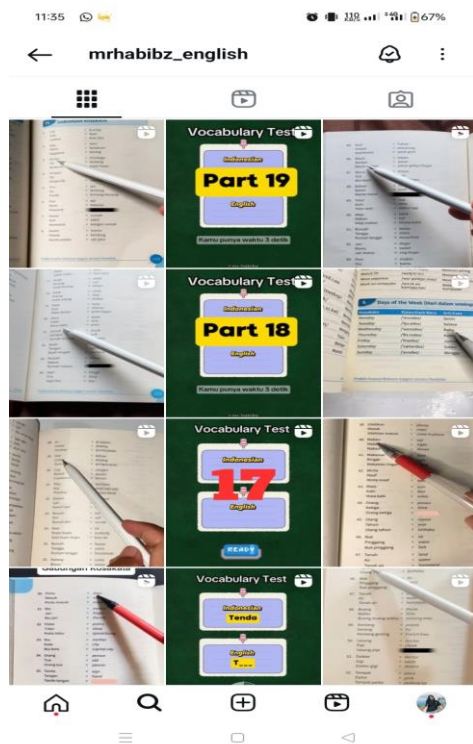
interacting with the social environment, including social media such as Instagram. Students can learn new words by viewing content that shows the use of the word in everyday life, such as through Reels videos. Instagram Reels provide interesting visual content and can help in informal learning through observation, which can improve students' vocabulary comprehension. This theory is important because it shows how important it is to look carefully so that social media can indirectly improve language skills, especially vocabulary.

Second, constructivism learning theory (Piaget, 1997) states that knowledge is constructed through direct experience and interaction with the environment. In this case, in addition to memorizing vocabulary, students deepen their understanding of word meaning through experiences that occur in a multimedia context, such as short videos on Instagram Reels. Interactive learning that involves multiple senses is thought to improve the ability to absorb information, such as vocabulary acquisition. Instagram Reels allows students to learn vocabulary in a more practical context and relate it to their own experiences, deepening their understanding and increasing their ability to apply it in different situations. Furthermore, visual learning theory (Richard E. Mayer 2005) suggests that people understand information more easily when it is presented in visual and auditory formats simultaneously (multimedia learning). Instagram Reels is an appropriate social media platform to apply this principle, as it is a short video-based platform that can combine visual, audio and textual elements to enhance students' understanding of new vocabulary. By observing the use of words in real-life situations, students can assign the meaning of the word to a more specific context and remember it more easily. By using a

combination of images, audio and text, Instagram Reels can improve vocabulary learning in a more engaging and effective way, especially for students who respond more easily to visual media.

Instagram accounts such as @kampunginggrisbdg, @sluggish journey, @glamteacheng, @mr.johnhid, @mrhabibz-english, present video reels content that focuses on vocabulary. The researcher will use the video reels on these accounts to help students improve their understanding and use of vocabulary. With a visual and dynamic approach, these video reels not only facilitate the learning process, but also increase students' engagement in English language acquisition, thus supporting the development of vocabulary effectively.

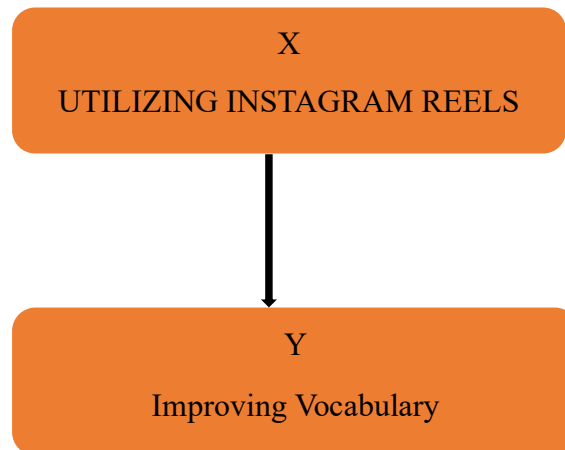




In improving vocabulary comprehension by using Instagram Reels and applying learning theories such as social learning, constructivism, and visual learning. It is shown that using Instagram Reels as a social media can help learn vocabulary effectively. By combining images, sounds and text in an interesting form, students can learn new words and relate them to real situations. This helps them understand and use the vocabulary better.

### C. Conceptual Framework

The conceptual framework on Utilizing Instagram Reels in Enhancing Students' Vocabulary at SMA Negeri 5 Tana Toraja.



The independent variable in this study is utilizing Instagram Reels as an innovative learning media. Meanwhile, the dependent variable in this study is improving vocabulary. The main component of this variable is improving vocabulary which is calculated as a result of the utilization of Instagram Reels. It shows how well students use new vocabulary in speaking and writing and understand vocabulary when reading and listening, as well as retain and use the vocabulary they have learned over time.

From the relationship between these two variables, by utilizing Instagram Reels is expected to have a good effect in efforts to increase student mastery of vocabulary. The theory of multimedia learning supports the idea that the use of a wide variety of media, such as video and audio can improve understanding and knowledge can be learned when a multimedia helps (Mayer, 2001). It can be concluded that, with an audio visually attractive approach through Instagram Reels,

it has the potential to increase student engagement and motivation to learn vocabulary.

#### **D. Hypothesis**

Hypothesis are assumptions proposed as a basis for research, which serve as guidelines in testing the relationship between variables. In this study, hypotheses were formulated to explore the effectiveness of using Instagram reels in improving students' vocabulary acquisition. To this end, two hypotheses were proposed: a null hypothesis (H0) and an alternative hypothesis (H1).

1. Null Hypothesis (H0): Instagram Reels is not effective in enhancing students' vocabulary.
2. Alternative Hypothesis (H1): Instagram Reels is effective in enhancing students' vocabulary.

To determine the hypothesis is accepted or refused, the researcher apply the criteria:

1. If T test higher than T table, it means H1 is accepted
2. If T test lower than T table, it means H0 is accepted.