

BENEFITS OF INSTAGRAM USAGE AND ITS EFFECTIVENESS IN TEACHING ENGLISH: A SYSTEMATIC REVIEW

Siti Nurhakiki *¹

UIN Sultan Maulana Hasanuddin Banten
stnrhkiki4@gmail.com

Yati Nurhayati

UIN Sultan Maulana Hasanuddin Banten
ytinrhyti@gmail.com

Pita Septi Tri Amalia

UIN Sultan Maulana Hasanuddin Banten
vittaseptitriamalia@gmail.com

Naf'an Tarihoran

UIN Sultan Maulana Hasanuddin Banten
nafan.tarihoran@uinbanten.ac.id

Abstract

Recently, social media platform usage in the context of educational settings has changed the way students learn and teachers teach. And one such platform is Instagram. This article aims to explore the benefits of using Instagram in the classroom to teach English and examine its effectiveness in teaching English and improving language proficiency based on previous research. Therefore, this article utilizes the systematic review method. A total of 106 articles were collected through several databases namely Eric, Google Scholar, and DOAJ, and selected until 25 articles were selected to be analyzed. The results of the analysis show that the utilization of Instagram is very effective in increasing all language skills such as writing, speaking, reading as well as listening. Instagram is also effective in increasing students' vocabulary and increasing students' interest and motivation to learn English. Instagram as a learning media is also beneficial to create a learning process that tends to be more interesting and flexible. The content on Instagram is very useful for increasing students' creativity because students can find more ideas on Instagram. In terms of providing feedback to students, Instagram is a very effective application through its features.

Keywords: Instagram, English Language Teaching

INTRODUCTION

Technology in this era has developed fast, there are many benefits from using technology as teaching material. According to (Tarihoran, 2020), it is crucial to acknowledge that students are currently engaged and interested in utilizing technology. Therefore, (Rokhmawati & Mastuti, 2019) stated that the utilization of

¹ Correspondence author.

modern technology in educational activities makes students understand the lesson given more easily.

Computer and smartphone applications usage in classroom has allow teachers to make strategies and approaches that are more innovative in learning process according to (Wahyudin & Sari, 2018). According to (Boyd, 2014), social media means mobile-based technology used for communication, information sharing, and entertainment. According to (Alexandrova, 2011) Social media are not only an enjoyable and communicative tool for people, but also an influential element and have potential in an academic context.

Recently, social media platform usage in the context of educational settings already changed the way students learn and teachers instruct. And one of those platforms is Instagram. Instagram is a very popular social media for teenagers today (Rivera-Lozada et al., 2022). Basically, Instagram is an application to share photos or videos. But recently Instagram has been indicated as a tool that is very promising that can be used in language teaching. In his article, (Nasution, 2023) states that Instagram is a mobile-based language that is very promising that can be used in language teaching because it provides several advantages for language teaching and skill development. Instagram itself has several features. Some of the features contained in Instagram include Direct messages, nametags, Pin-feed, Instagram highlights, Instagram shopping, Instagram stories, Instagram Live, and many more. Therefore, this article will explore the benefits of using Instagram in the classroom to teach English and examine its effectiveness in English language teaching and in improving language skills based on previous research. Hopefully, this article can contribute to developing an innovative and creative English learning atmosphere through the use of Instagram social media.

As explained, this article will answer the following research questions:

1. What are the benefits of using Instagram in English language teaching?
2. How is the effectiveness of Instagram usage in English language teaching?

METHOD

This research used a systematic review or systematic literature review. According to (Klabunde et al., 2017) Systematic literature review is one of the research methods. It collects and concludes the findings of primary research to expose the facts more comprehensively. The data in this study are articles selected from several databases, namely ERIC, Google Scholar, and DOAJ.

In collecting data in this study, there are procedures used by the authors. First, the authors collected data through ERIC, Google Scholar, and DOAJ databases by entering keywords to get relevant articles. Then the authors downloaded articles that were relevant to the keywords. After several articles were downloaded, the authors sorted out the articles with multiple numbers and which articles could be used as research samples.

The article that can be sampled in this study refers to the inclusion and exclusion criteria, namely:

Inclusion criteria:

1. Specifically discusses Instagram in English language teaching
2. Article uses English
3. Not a research with a systematic review method

Exclusion criteria:

1. Does not specifically discuss about Instagram
2. Not related to English language teaching
3. The article does not use English
4. Article with systematic review method

Articles that met the inclusion criteria were used as samples in this study. Therefore, the sample in this research was 25 articles connected to the implementation of Instagram usage in English language teaching and met the inclusion criteria. The details are presented in the PRISMA flowcharts which can be seen in **Figure 1**.

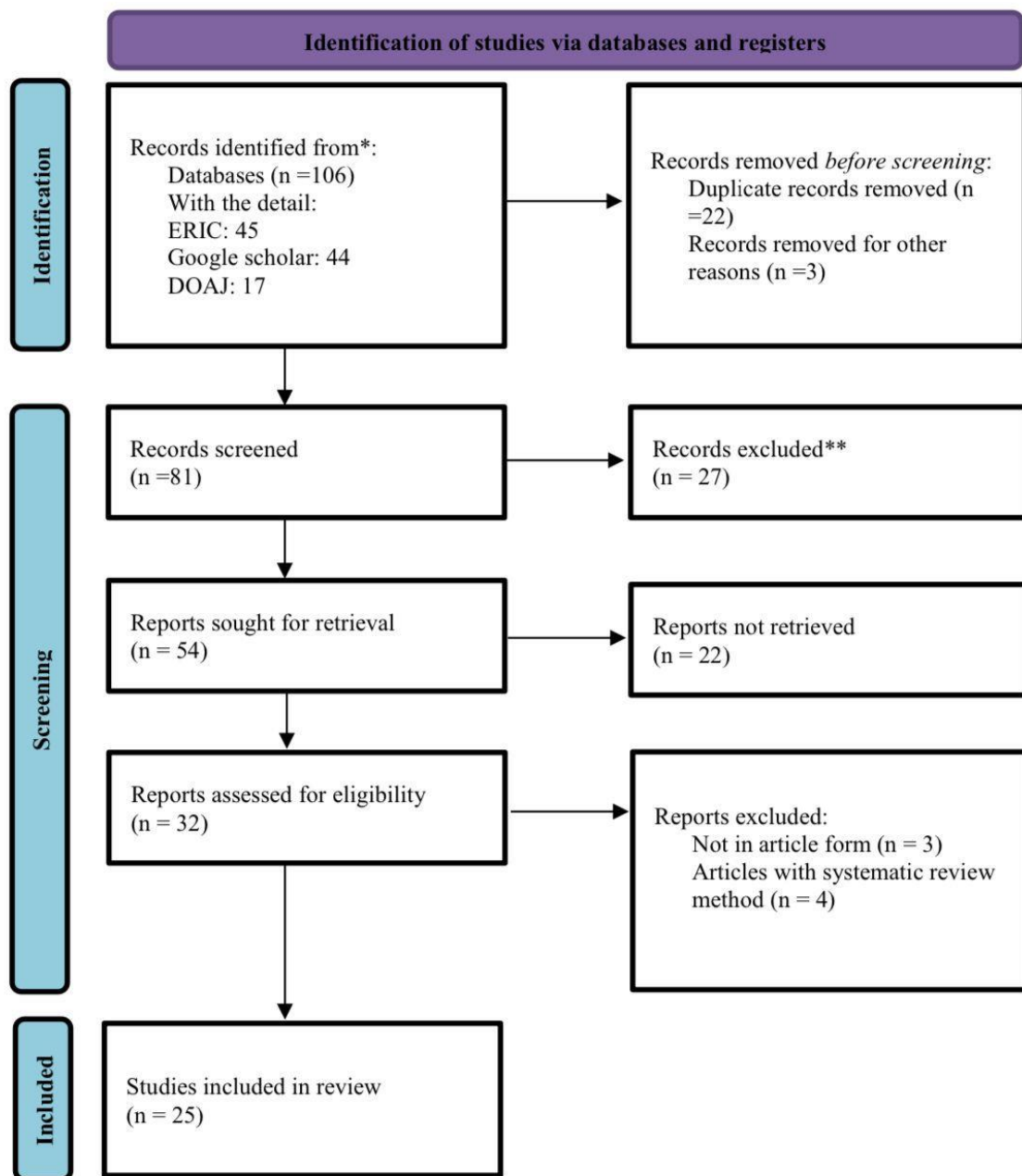


Figure 1 PRISMA Flowchart article selection process

RESULTS AND DISCUSSION

Findings

This part shows the study's discoveries to answer the research problem that has been stated in the introduction, regarding the benefits and effectiveness of Instagram usage in teaching English. The complete findings will be presented in **Table 1**.

Table 1 Benefits and Effectiveness of Using Instagram in Teaching English

No.	Title of article & Author	Findings
1.	The Use of Instagram as a Mobile-Assisted Language Learning Tool (Gonulal, 2019)	<ul style="list-style-type: none"> - Instagram can improve all of the language skills, especially in students' vocabulary and communication skill - Instagram as a MALL tool gave positive experiences to students
2.	Instagram as an Educational Platform for EFL Learners (Erarslan, 2019)	<ul style="list-style-type: none"> - Instagram makes students learn new vocabulary and is a convenient platform for students to communicate using English - Instagram can support formal classes by creating a cooperative and collaborative atmosphere
3.	On The Impact of Teaching Vocabulary through Asynchronous Social Media on EFL Learners' Vocabulary Learning and Retention (Rajayi & Maleki, 2023)	<ul style="list-style-type: none"> - The use of Instagram in vocabulary teaching can raise EFL learners' vocabulary learning and retention - Instagram assists instructors to give their instruction flexibly
4.	Integrating Instagram into EFL Writing to Foster Students' Engagement (Prasetyawati & Ardi, 2020)	<ul style="list-style-type: none"> - Instagram creates a meaningful learning process through its features - Instagram utilization in writing classrooms encourages students' engagement
5.	Investigating The Effect and Students' Perceptions of Using Instagram as a Writing Teaching Tool in Saudi EFL Classroom (Alghamdi, 2022)	<ul style="list-style-type: none"> - There is a very positive effect of using Instagram in a writing class - Instagram is an effective audio-visual application to increase students' writing skill - Instagram has become an effective application for providing feedback
6.	Using Instagram to Raise The Effectiveness of Distance Learning in English: The Experience of Kazakhstani Students (Ramazanova et al., 2022)	<ul style="list-style-type: none"> - Instagram can be a powerful platform to use as a distance learning tool for modern students
7.	Using Instagram Blog for Teaching Writing Skill Descriptive Text on English Tour and Travel Course (Rusmawan, 2022)	<ul style="list-style-type: none"> - Instagram gave some opportunities to the students to explore and develop more idea - Instagram makes students enjoy learning descriptive text
8.	Students' Perspective on Social Media-Based Learning of Writing	<ul style="list-style-type: none"> - Instagram helps students to correct their grammar by their peer feedback

	through Instagram (Rinda et al., 2018)	<ul style="list-style-type: none"> - Students can gain new vocabulary and find more ideas from Instagram post
9.	The Effectiveness of Using Instagram in Developing Students' Descriptive Text Writing (Hilman, 2019)	<ul style="list-style-type: none"> - Instagram increases students' writing descriptive text ability - Instagram has a positive effect to students on their descriptive text writing mastery
10.	Using Instagram to Improve Students' Ability and Interest in Writing Descriptive Paragraph (Renaldi, 2020)	<ul style="list-style-type: none"> - Instagram is effective in increasing students' writing skills, especially in descriptive paragraph - Instagram improves students' interest in writing
11.	Instagram as Social Media for Teaching Writing (Rosyida & Seftika, 2019)	<ul style="list-style-type: none"> - Instagram makes the classroom situation more fun and encourages students to be more creative and able to collaborate
12.	The Utilization of Instagram Social Media to Improve Students' Skills in Writing Descriptive Text (Muliasari, 2021)	<ul style="list-style-type: none"> - Instagram can increase students' writing skills, especially in writing descriptive text - Instagram pictures support the students in expressing their ideas - Instagram has positive impacts as a learning medium
13.	Instagram as a Media to Foster EFL Students' English Writing Skills (Saleh & Muhayyang, 2021)	<ul style="list-style-type: none"> - Instagram become an effectual medium to increase students' writing skills, particularly in narrative text - Instagram increases students' motivation to learn English, particularly in writing activity - Instagram has some advantages for improving students' writing skill
14.	The Effect of Instagram on The Students' Writing Ability at Undergraduate Level (Wahyudin & Sari, 2018)	<ul style="list-style-type: none"> - Instagram has a positive effect on undergraduate students' ability - Instagram can increase students' writing skill
15.	The Impact of Using Instagram for Increasing Vocabulary and Listening Skills (Agustin & Ayu, 2021)	<ul style="list-style-type: none"> - Instagram increases English education students' listening skills as well as their vocabulary
16.	Instagram: How Do Students View on It in Speaking Classroom (Devi et al., 2020)	<ul style="list-style-type: none"> - Instagram can improve students' speaking skill - Instagram increases students' confidence, motivation, and students' interest in speaking English
17.	Embracing Students' Self-Confidence: Bringing Instagram into English	<ul style="list-style-type: none"> - Instagram can build students' confidence in speaking English and aware of their pronunciation and fluency

	Speaking Classroom, Why Not? (Mutiara et al., 2021)	- Instagram creates an interactive atmosphere for learning English
18.	Impacts of Using Instagram to Practice Speaking in English Perspectives of Indonesian Non-English Major Learners (Subekti & Damaryanan, 2023)	- Instagram makes an interesting and flexible learning situation for speaking and motivates learners to develop their speaking fluency
19.	How is Instagram Impelemented in Teaching Speaking (R. & Seftika, 2019)	- Instagram can make fun and collaborative classroom situation - Instagram increases students' communication skills and makes students more creative
20.	Integrative Task-Based Learning: Developing Speaking Skills and Increase Motivation via Instagram (Azlan et al., 2019)	- Instagram with the integration of task-based learning has a constructive effect in increasing students' confidence in speaking English and expressing their ideas - Instagram motivates students to be capable of fluently speaking English
21.	Mobile-Assisted Language Learning in Learning English through Social Networking Tools: an Account of Instagram Feed-Based Tasks on Learning Grammar and Attitude among English as a Foreign Language Learners (Teng et al., 2022)	- Instagram has a significant improvement effect on students' grammar - There are positive attitudes shown in using Instagram as a platform for grammar learning
22.	Arabic Preferences for Instagram English Lessons (AlGhamdi, 2018)	- Instagram become a useful medium in English language learning - Instagram can equip the learners with the new vocabulary
23.	Undergraduate Students' Perceptions toward Blended Learning through Instagram in English for Business Class (Sari & Wahyudin, 2019)	- Instagram as a medium to implement blended learning affects students' confidence and participation level - Instagram as a digital platform increases students' interaction and motivation to learn English
24.	Enhancing English language Learning in Higher Education through Instagram: a design and	- Instagram can boost students' engagement and makes students more interactive in English language teaching.

	development approach (Syakur et al., 2023)	- Instagram can be an effective medium for fostering an interactive and engaging learning environment
25.	Enhancing Non-Specialist Iraqi students' Motivation and Their English Learning by Using Instagram during Covid-19 Pandemic (Taher, 2020)	<ul style="list-style-type: none"> - Instagram can develop learners' reading as well as writing skill - Instagram is a useful medium for student interaction - Instagram become an ideal medium to engage students

Discussion

Based on the research's discoveries, Instagram is a useful medium or tool if used in teaching English. This is evidenced by the many research results that reveal that Instagram has proven effective in increasing learners' language expertise and several other aspects.

First, several articles suggest the results that Instagram was useful in increasing learners' writing skills, especially in the context of writing descriptive paragraphs. (Alghamdi, 2022; Renaldi, 2020) stating that Instagram is an effectual tool in increasing writing skills by collaborating with various forms of assignments such as writing comments on a picture continuously or making pictures with English writing. Then, the content on Instagram is very useful for students because they can explore various kinds of ideas. (Rusmawan, 2022) stated that Instagram provides opportunities for students to explore various ideas. Instagram also makes students enjoy learning descriptive text. Likewise, this opportunity can be utilized by teachers to provide varied teaching materials with the amount of content contained on Instagram that can be used to explore ideas. In (Sari & Wahyudin, 2019), it is indicated that Instagram is useful in enhancing learners' writing skills about blended learning through the posts they make and by revising their writing before uploading the posts. Based on this explanation, many methods can be used by teachers to utilize the Instagram platform as an effective tool in teaching writing, such as through assignments in the form of writing captions, uploading photos with writing, and so on.

Instagram is an application with a global reach. This can make teachers attract native speakers to be able to interact and communicate with students so that students are motivated to hone their language skills, especially speaking skills. (Devi et al., 2020) in their article found the use of Instagram to be effective in teaching speaking. In its findings, students' confidence increased when they spoke in English with the application of Instagram. Students also have a very high motivation to learn to speak English using the Instagram application. In relation to motivation and confidence in speaking English, several articles also show similar results, including (Mutiarra et al., 2021) in this study, even students become concerned about their fluency in speaking English, because they may interact with natives who are certainly fluent in English, so it

makes them care about their fluency in English. And other similar results and opinions are found in (Azlan et al., 2019; R. & Seftika, 2019; Sari & Wahyudin, 2019)

It is not only effective in writing and speaking skills. According to (Erarslan, 2019), students can easily get new vocabulary in English through Instagram usage. Instagram can be said as an effectual tool to facilitate learners to communicate using English. As has been described, Instagram is an application with users spread almost all over the world. The same results were found in research conducted by (Rajayi & Maleki, 2023) that Instagram usage in a nonsynchronous way indicated an effectual method in vocabulary teaching. Meanwhile, (Agustin & Ayu, 2021) suggest that apart from being effective in teaching vocabulary, Instagram has been shown to affect students' listening skills. The feature of adding captions to each uploaded image also gives students a lot of new vocabulary depending on the context or photo uploaded. Instagram is also able to improve students' reading skills through pictures with text uploaded, as well as through captions.

In view of the results, it is possible to indicate that Instagram usage provides a positive experience for students (Gonulal, 2019). Not only that, Instagram also creates a learning process that tends to be interesting and flexible. This means that educators and learners do not have to come to the classroom to learn English because it can be done remotely using the Instagram platform. Flexibility is also related to time, where the use of Instagram is not limited by time. Instagram can even be implemented in formal classrooms to create a collaborative classroom atmosphere (Erarslan, 2019). In relation to instruction, Instagram can be an instructional resource that makes the teachers more easy to give instructions without having to worry about place and time (Rajayi & Maleki, 2023). Then, in this digital era, the students faced by teachers are children or students who have been exposed to technology from an early age. So, indirectly, it shapes the way they interact with digital tools. This makes Instagram a very powerful learning tool for students today (Ramazanova et al., 2022). Teachers can use Instagram as an innovative learning platform and do not have to worry about obstacles such as students will not understand the instructions given through the Instagram platform, because Instagram is a platform that is commonly used by teenagers.

Finally, Instagram is an application with various properties that could be utilized and associated with educational activities. Through properties that can facilitate students to communicate interact and collaborate, Instagram can create a very meaningful and fun learning process (Prasetyawati & Ardi, 2020). With this, teachers can utilize the features on Instagram to create a classroom atmosphere both formal and non-formal that tends to be fun. Through features such as Direct Message (DM), comments, and so on. Feedback can also be given directly to students effectively (Alghamdi, 2022). Teachers can provide feedback on student assignments at that time through the utilization of existing features on Instagram such as Instagram comments so that students are motivated, or through direct messages.

Based on the findings in this study, it is concluded that the utilization of Instagram in relation to English language teaching is effectual in improving all learners' language proficiency. Even Instagram is able to shape self-confidence and make students interested and motivated to learn more about all language abilities. It is due to the discoveries of research (Gonulal, 2019) that Instagram can improve all language skills possessed by students. Thus, Instagram can be said to be an effective tool or medium for English language teaching. These discoveries emphasize Instagram's potentials as an engaging medium for learners.

Teachers can therefore utilize Instagram to arrange exercises based on pictures, and language challenge videos to make a further relevant and interactive academic experience. Instagram reveal its adaptability in aiding English language learning across different contexts by accentuating elements such as vocabulary, writing, speaking ability, and comprehension of particular subject matter.

CONCLUSION

In conclusion, Instagram is a well-liked social media among teenagers which has many interesting features that can be used to learn English. Instagram is very beneficial for improving students' English language skills. Instagram is an effectual media in increasing learners' writing ability, especially in descriptive as well as narrative text, Instagram can also increase learners' speaking skills, Instagram affect students' listening skills as well as reading skills and vocabulary, Instagram increases students' confidence, motivation and interest in speaking English. Through various features available on Instagram, such as Direct Messages (DM), comments, live streaming, Stories, etc., Instagram can be a medium that makes the teachers easier to teach learners. It is also easier for teachers to create an interesting learning process through Instagram without having to worry about time and places. Teachers can directly give feedback on activities carried out by students on Instagram through Direct Messages or the comments column.

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