



## Perception and Motivation of Students on EFL Learning Through Instagram

Ahmad Saputra<sup>1</sup>, Zaitun Qamariah<sup>2\*</sup>, Imam Qalyubi<sup>3</sup>

<sup>1,2\*,3</sup>TBI, Jurusan Pendidikan Bahasa, FTIK, IAIN Palangka Raya, Indonesia

Email: <sup>1</sup>ahmadsaputra309@gmail.com, <sup>2</sup>zaitun.qamariah@iain-palangkaraya.ac.id,

<sup>3</sup>imamqalyubi@yahoo.com

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### Abstract

Globalization is emerging in a digital era, making it easier to access information, share, and exchange things via social networks, such as Instagram. The purpose of this study is to analyze students' perceptions of Instagram as a platform to motivate EFL learners. The researcher assumes Instagram is an easy platform and can be used to learn English anywhere and anytime without time restrictions. The research was conducted on the students of IAIN Palangka Raya. Researchers used quantitative methods to solve research problems and employ questionnaires and interviews as data-gathering instruments in this study. For the English Study Programs at IAIN Palangka Raya, a research sample was chosen by purposive sampling in which the sample should be the third-semester students who were also active users of Instagram and active followers of accounts that teach English. This study found that 76% of TEFL students are motivated to learn English using Instagram due to its attractive and easy-to-use application design, fun activities, and improved English vocabulary, writing, speaking, and listening skills.

### Abstrak

Globalisasi mengantarkan kita pada era digital, sehingga memudahkan untuk mengakses informasi, berbagi, dan bertukar hal melalui jejaring sosial, seperti Instagram. Tujuan dari penelitian ini adalah untuk menganalisis persepsi mahasiswa terhadap Instagram sebagai platform untuk belajar bahasa Inggris. Peneliti berasumsi bahwa Instagram merupakan platform yang mudah digunakan untuk belajar bahasa Inggris dimana saja dan kapan saja tanpa batasan waktu. Penelitian dilakukan pada mahasiswa IAIN Palangka Raya. Penelitian ini menggunakan metode kuantitatif untuk memecahkan masalah penelitian dan menggunakan kuesioner dan wawancara sebagai instrumen pengumpulan data yang valid dan reliabel. Sampel penelitian dipilih dari mahasiswa semester tiga program studi Tadris (Pendidikan) Bahasa Inggris di IAIN Palangka Raya, dengan kriteria mahasiswa tersebut merupakan pengguna aktif Instagram yang mengikuti akun atau konten yang mengajarkan Bahasa Inggris. Hasil penelitian menunjukkan bahwa 76% mahasiswa termotivasi untuk belajar bahasa Inggris melalui Instagram karena desain aplikasinya yang menarik dan mudah digunakan, beragam konten yang menyenangkan, dan meningkatnya kosa kata bahasa Inggris, keterampilan menulis, berbicara, dan mendengarkan.

**Kata Kunci:** Persepsi, Motivasi, EFL, Instagram, Platform

### 1. INTRODUCTION

Instagram develops both descriptive language and cultural awareness and competence (Lomicka and Lord, 2009). Habitually, information just available in the form of print media in the form of books, magazines, and newspapers. At present all of that is available and easily obtained through digital technology. Furthermore, sharing and exchanging lots of things through social networks is simpler. One

social network that provides a place for that is Instagram. Based on the preliminary study, the university students in English Education Study Program are not interested in reading English books in the library, discussing some topics in English with their friends, or learning English through other media like watching TV or watching educational videos. However, the fact showed that most students in this major like to use their social media such as Facebook, Twitter, Instagram, and Youtube to find some English words and sentences so that they can use the word.

One of the social media that is often used for learning activities is Instagram. This platform allows students to get new information in the form of photos and videos. Instagram Press reports that there are 40 billion photos and videos posted on Instagram every day. It is becoming increasingly popular for individuals to record their behaviors or actions and upload them to a social network (Okada, et al., 2017). Students may access some materials to educate themselves whenever they need. Instagram is a new form of communication using the medium of pictures and videos. With its many features, users find it fun to be able to create, filter and share live videos of themselves with their friends locally or internationally. For the reasons, it will increase their motivation to learn English all they want. Hence, Instagram is an appropriate teaching tool for motivating EFL students. Most students showed highly positive perceptions of using Instagram in their learning since the social network Instagram influenced their motivation, engagement, and attitudes. Besides, motivation can be defined as “to be moved to do something...someone who is energized or activated toward an end is considered motivated”.

There were some advantages of using Instagram as a teaching and learning platform. The study conducted on university students' perception of the use of Instagram in motivating EFL students found that it was mobile and accessible through gadgets making it applicable for continuous exposure to the language. Instagram also promotes socialization in a community via communication beyond the classroom context (Ayuni Akhilar, Al-Amin Mydin & Shaidatul Akma Adi Kasuma 2017). Moreover, Kurniawan and Kastuhandani (2016) stated that students are given the freedom in generating ideas for captions and uploading pictures to complete writing tasks. It automatically creates a personalized learning environment for the students. Therefore, through past studies, Instagram is used as a learning platform for motivating EFL students to be a successful language teaching tool.

The purpose of this study then was to analyze students' perception of Instagram as a platform to motivate EFL learners, students' perception of English content on Instagram more interest in learning English. In short, the researcher assumes Instagram is an easy platform and is often used to learn English anywhere and anytime without time restrictions. Therefore, the researcher wants to know “The Students' Perception on Instagram and EFL Learning Motivation in IAIN Palangka Raya”.

There are some reasons to choose the topics. The first is perception. Most students showed a highly positive perception of using Instagram as mobile learning. For the second is Instagram. Instagram is useful as a learning platform. Students are more interested to learn English through new forms such as pictures and videos including English education content. The third is motivation. Features of Instagram are relatively easy to use, convenient, and can be accessible at any time. It will increase student motivation to learn English as they want. Fourth is IAIN Palangka Raya has an English study program. The students are classified as EFL. Considering the tendency of many students and even IAIN Palangka Raya students who use Instagram as a learning platform. Even in previous exposures, it is known that there are teachers who use Instagram as a learning platform. This makes researchers interested in studying the perception of students' motivation in using Instagram as a medium of learning.

## 2. RESEARCH METHODOLOGY

This study has been conducted with a quantitative method which involves the processes of collecting, analyzing, interpreting, and writing the results of a study. to get the data, the researcher has been used a survey study which was suitable for the purpose of this study. The subject of this study is EFL students in semester 3. Teaching English as a Foreign Language (TEFL) students have been given a questionnaire, and 10% of students have been selected as interviewees based on the result of the questionnaire.

The main instrument of this study is a questionnaire. The role of the researcher is to observe and interview the subjects. They were Instagram user students who included 3 semesters at IAIN Palangka Raya. The researcher selected Instagram users in the Teaching English as Foreign Language (TEFL) class as subjects in this study by tracking down their accounts and interviewing them to find out their perceptions and motivations when using Instagram as a medium for learning English. For more explanation, these procedures might be discussed as follows. The researcher observed what the subject followed to learn

English through Instagram. Then, the researcher has been observed the account followed by the subjects to know what teaches English accounts they follow. To know how the students motivated, the researcher observed how often they use Instagram to view and listen to English learning accounts. In this study, the data needed is data to support the questionnaire in answering research problems about the type of account preference by students that motivated them to learn English through Instagram.

In this research, the questionnaire is also having functions to select the students who are known as Instagram users. It helped the researcher to know who has become the sample of the data and the findings of the study even the first and second research questions. The questionnaire is presented on a Likert scale.

In addition, the Likert scale is the most commonly used question format for assessing participants' opinions of usability (Dornyei, 2010, p, 20). Likert scale in this research is strongly agreed (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD) presented the sample that used 1 - 5 points. Below are the items of the questionnaire. Each statement from the questionnaire would be labeled with each own score. There are five predetermined answers with a scale 1 – 5 suggested by the Likert Scale. These are the indicators and items from questionnaires of students' perceptions of use of Instagram to motivate EFL students.

**Table 1. Questionnaire Item Specification**

Indicators	Items
Positive attitude of students perception about Instagram as learning media platform.	1
The language skill gained by students through Instagram.	2
Students goal of using Instagram in learning English.	3
Students problem when using Instagram while learning.	4
Students frequency in using Instagram.	5

This is a blueprint from questionnaires of students perceptions on the use of Instagram to motivate EFL students. Researchers provide five alternative answers: Strongly Agreed (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). The researcher use closed-ended questionnaire and the respondent gives a checkmark (✓) in the answer field.

**Table 2. Blueprint of students' perception and motivation in using Instagram**

No.	Statements	SA	A	U	SD	D
1.	Instagram makes learning English easier.					
2.	Instagram is a good platform to improve the English grammar knowledge					
3.	Instagram increases my motivation to read English materials.					
4.	Instagram makes me spend excess internet quota					
5.	I use Instagram every day					

*Adopted by Talip Gonulal (2019)*

In this research, the interview conducted with select students who are classified as Instagram users. It has helped the researcher to answer both of the research questions which want to explore deeply their perception (perception) about Instagram for motivating EFL students.

The Interview has been used open-ended questions which allow the respondents to express an opinion without being influenced by the researcher. The reason why this research uses open-ended questions is that the researcher wants to know deeply how Instagram users students perceive the use of Instagram to motivate EFL students.

The Researcher analyzes the data using computer programs for processing questionnaire data. Numerous static software packages can be used to process quantitative questionnaire data. Personally, use SPSS (Statistical Package for the Social Sciences) which is the market leader category for the process analysis close-ended in this survey, the researcher used SPSS 20, because the process analysis of this program makes it possible not only to provide statistic-based on the method. Besides, because it is strongly linked with the statistic modules of software data management for analysis importing and exporting the text-based result becomes easier.

1. The researcher collected the main data
2. The researcher arranges the collected score into the distribution of the frequency of the score table.
3. The researcher calculates the mean using the formula, Medium, and Modus.

### 3. RESULT AND DISCUSSION

#### Research Findings: Student Perception and Motivation in Using Instagram as EFL Learner

##### Result of Questionnaire

Calculation of the percentage of questionnaire results on Student Perceptions of Instagram and EFL Learning Motivation is described in the table:

**Table 3. Result of Questioner**

No	Statement	Number & Percent	Scale					Total
			SD=1	D=2	N=3	A=4	SA=5	
	Instagram is suitable for educational purposes	Number	0	2	6	49	16	73
		Percent	0%	2,8%	8,5%	70%	22%	100%
	Instagram makes learning English easier	Number	0	0	5	50	18	73
		Percent	0%	0%	7,1%	71%	25%	100%
	Instagram makes learning English more interesting	Number	0	0	3	48	22	73
		Percent	0%	0%	4,2%	68%	31%	100%
	Instagram increases my motivation to read English materials	Number	0	0	3	50	20	73
		Percent	0%	0%	4,2%	71%	28%	100%
	Instagram increases my motivation to write in English	Number	0	1	6	49	17	73
		Percent	0%	1,4%	8,5%	70%	24%	100%
	Instagram is a good platform to learn new words in English	Number	0%	0%	3	43	27	73
		Percent	0%	0%	4,2%	58%	37%	100%
	Instagram is a good platform to develop English communication skills	Number	0%	0%	6	48	19	73
		Percent	0%	0%	8,2%	65%	27%	100%
	Instagram is a good platform to improve English	Number	0	0	2	45	26	73

	grammar knowledge							
		Percent	0%	0%	2,8%	64%	37%	100%
	Instagram makes me enjoy learning English	Number	0	0	4	41	28	73
		Percent	0%	0%	5,5%	56%	40%	100%
	I use Instagram every day	Number	0	9	11	36	17	73
		Percent	0%	12%	4,2%	49%	24%	100%
	I use Instagram at least three times or more for every week	Number	0	1	8	31	33	73
		Percent	0%	1,4%	11%	42%	47%	100%
	Instagram encourages me to spend more time learning English	Number	0	1	11	46	15	73
		Percent	0%	1,4%	15%	65%	21%	100%
	Spend excess internet quota when using Instagram	Number	1	0	5	28	39	73
		Percent	1,4%	0%	7,1%	40%	55%	100%
	Instagram makes me addicted to exploring many things rather than learning	Number	1	1	29	18	24	73
		Percent	1,4%	1,4%	41%	25%	34%	100%
	Instagram makes me more focused on learning English than other content	Number	0	0	6	44	23	73
		Percent	0%	0%	8,5%	62%	32%	100%

Questionnaires were used by researchers to collect the main data, namely, there were 15 questionnaire items as instruments to collect data. The questionnaire was adopted from Talip Gonulal (2019).

Results of Student Perceptions about Instagram and EFL Learning Motivation were obtained by using a questionnaire as the main instrument to collect data. The questionnaire consisted of responses, central tendency (mean, median, mode), and standard deviation. There are 73 English Language Education students in the 2020 academic year in semester 3 students who were selected as the sampling objectives in this study.

Note :

SD	: Strongly Disagree	MN	: Mean
D	: Disagree	MDN	: Median
N	: Netral	MO	: Modus

A	: Agree	SD	: : Standard Deviation
SA	: Strongly Agree		

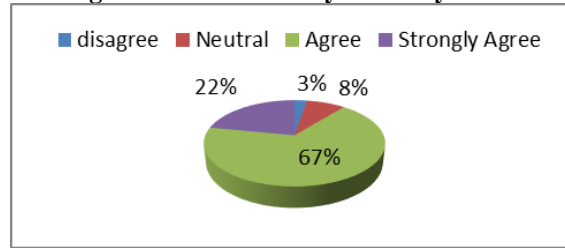
**Table 4 Descriptive of Questioner**

Item	Number percent	Scale					MN	MDN	MO	SD																																																																																																																																																																																																																																									
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Based on the table above. The resulting questionnaire describes the mean there is a highest score of 4.42 on item number 13 and a minimum score of 3.84 on item 10, the median is the highest score of 40 on items 1-15. The mode there is 3, 4, with a maximum score of 4 and a minimum score of 3 on item 14, and the standard deviation there is the highest score of 0.947 on item 14 and a minimum score of 0.514 on item 4. Analyzed the results of the questionnaire consisting of 15 questionnaires items. The detailed data was illustrated below

Dealing with Item 1, “Instagram is suitable for educational purposes”, the student’s response way follows.

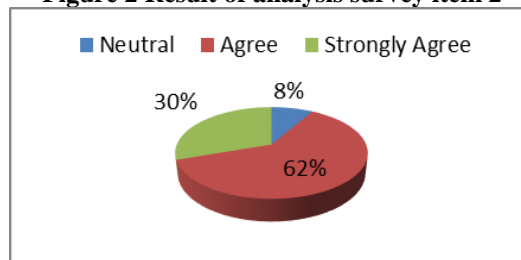
**Figure 1 Result of analysis survey item 1**



There were 2 students who chose the option to disagree (2,7%). 6 students chose option Neutral (8,2%). 49 students chose the option Agree (67,1%). And 16 students chose option Strongly Agree (21,9 %) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 2, “*Instagram makes learning English easier*”, the student’s response way follows.

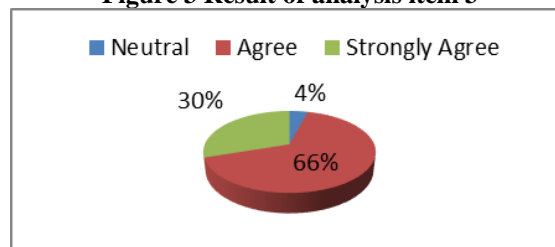
**Figure 2 Result of analysis survey item 2**



There were 5 students who chose option Neutral (6,8%). 50 students chose the option Agree (50%). And 18 students chose option Strongly Agree (24,7%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 3, “*Instagram makes learning English more interesting*”, the student’s response as follows.

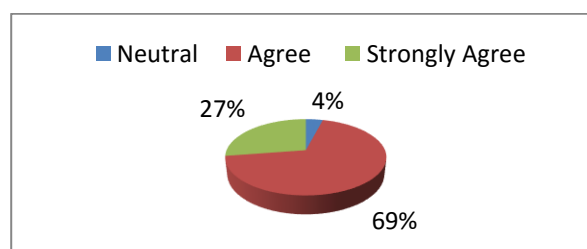
**Figure 3 Result of analysis item 3**



There were 3 students who chose option Neutral (4,1%). 48 students chose the option Agree (65,8%). And 22 students chose option Strongly Agree (30,1%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 4, “*Instagram increases my motivation to read English materials*”, the student’s response as follows.

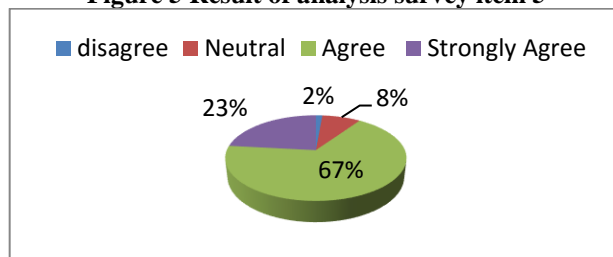
**Figure 4.4 Result of analysis survey item 4**



There was 3 student who chose option Neutral (4,1%). 50 students chose the option Agree (68,5%). And 20 students chose option Strongly Agree (27,4%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 5, “Instagram increases my motivation to write in English”, the student’s response is as follows.

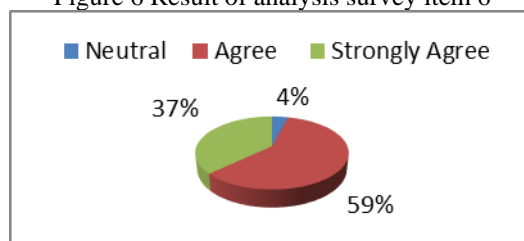
Figure 5 Result of analysis survey item 5



There was 1 student who chose to disagree (1,4%). 6 students chose option Neutral (8,2%). 49 students chose the option Agree (67,1%). And 17 students chose option Strongly Agree (23,3%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 6, “Instagram is a good platform to learn new words in English”, the student’s response is as follows.

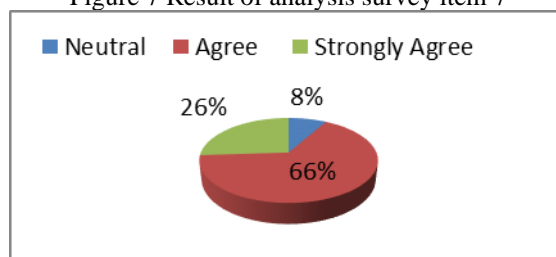
Figure 6 Result of analysis survey item 6



There were 3 students who chose option Neutral (4,1%). 43 students chose the option Agree (58,9%). And 27 students chose option Strongly Agree (37,0%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 7, “Instagram is a good platform to develop English communication skills”, the student’s response is as follows.

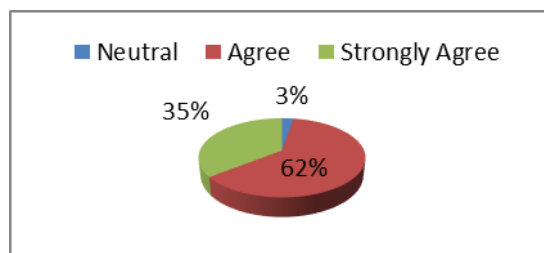
Figure 7 Result of analysis survey item 7



There were 6 students who chose option Neutral (8,2%). 48 students chose the option Agree (65,8%). And 19 students chose option Strongly Agree (26,0%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 8, “Instagram is a good platform to improve English grammar knowledge”, the student’s response way follows.

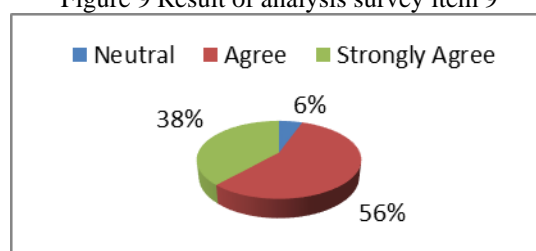
Figure 8 Result of analysis survey item 8



There were 2 students who chose option Neutral (2,7%). 45 students chose the option Agree (61,6%). And 26 students chose option Strongly Agree (35,6%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 9, “*Instagram makes me enjoy learning English*”. the student’s response is as follows.

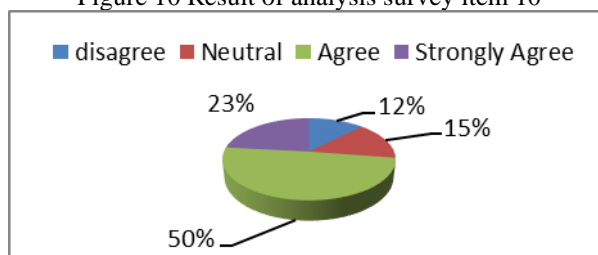
Figure 9 Result of analysis survey item 9



There were 4 students who chose option Neutral (5,5%). 41 students chose the option Agree (56,2%). And 28 students chose the option Strongly Agree (38,4%). as illustrated above it can be concluded that the majority of students have agreed.

Dealing with item 10, “*I use Instagram every day*”, the student’s response is as follows.

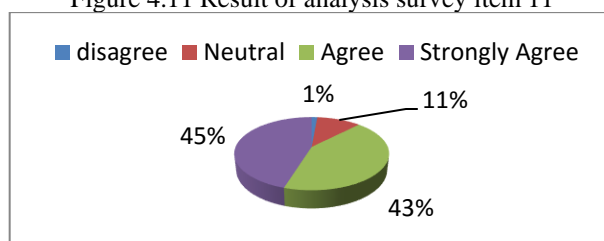
Figure 10 Result of analysis survey item 10



There were 9 students who chose option disagree (12,3%). 11 students who chose option Neutral (15,1%). 36 students chose the option Agree (49,3%). And 17 students chose option Strongly Agree (23,3%) as illustrated above it can be concluded that the majority of students has agree.

Dealing with item 11, “*I use Instagram at least three times or more every week*”, the student’s response is as follows.

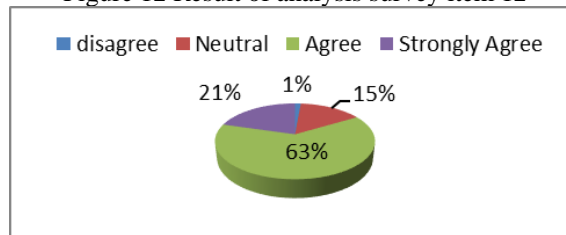
Figure 4.11 Result of analysis survey item 11



There was 1 student who chose the option to disagree (1,4%). 8 students chose option Neutral (11,0%). 31 students chose the option Agree (42,5%). And 33 students chose the option Strongly Agree (45,2%) as illustrated above it can be concluded that the majority of students strongly agree.

Dealing with item 12, “Instagram encourages me to spend more time learning English”, the student’s response is as follows.

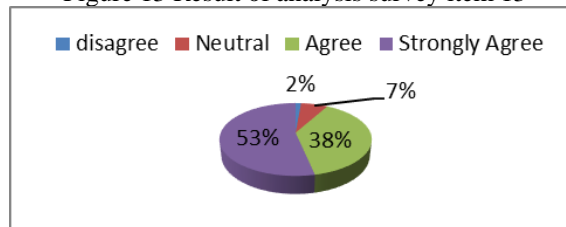
Figure 12 Result of analysis survey item 12



There was 1 student who chose the option to disagree (1,4%). 11 students chose the option Neutral (15,1%). 46 students chose the option Agree (63,0%). And 15 students chose the option Strongly Agree (20,5%) as illustrated above it can be concluded that the majority of students agree.

Drawing with item 13, “Spend excess internet quota when using Instagram”, the student’s response way follows.

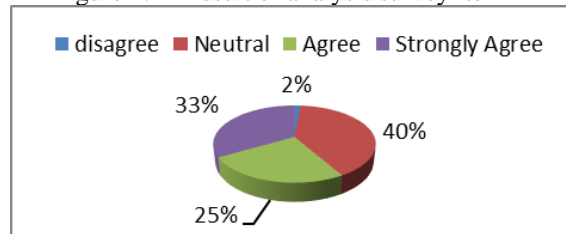
Figure 13 Result of analysis survey item 13



There was 1 student who chose the option Strongly disagree (1,4%). 5 students chose option Neutral (6,8%). 28 students chose the option Agree (38,4%). And 39 students chose the option Strongly Agree (53,4%). as illustrated above it can be concluded that the majority of students strongly agree.

Dealing with item 14, “Instagram makes me addicted to exploring many things rather than learning”, the student’s response way follows.

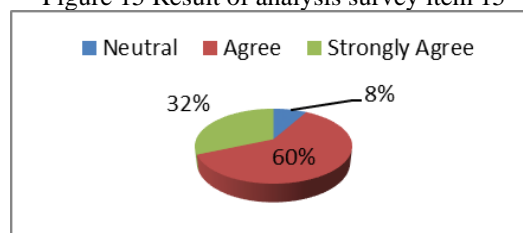
Figure 4.14 Result of analysis survey item 14



There was 1 student who chose the option Strongly disagree (1,4%). 1 student who chose the option disagreed (1,4%). 29 students chose option Neutral (39,7%). 18 students chose the option Agree (24,7%). And 24 students chose the option Strongly Agree (32,9%) as illustrated above it can be concluded that the majority of students have neutral.

Dealing with item 15, “Instagram makes me more focused on learning English than other content”, the student’s response is as follows.

Figure 15 Result of analysis survey item 15



There were 6 students who chose option Neutral (8,2%). 44 students chose the option Agree (60,3%). And 23 students chose option Strongly Agree (31,5%) as illustrated above it can be concluded that the majority of students has agree.

To sum up, the result of the questionnaire was as follows.

**Table 5 Final Result Of Questioner**

No.	Score	Categorized
1.	74	Agree
2.	76	Agree
3.	77	Agree
4.	77	Agree
5.	75	Agree
6.	79	Agree
7.	76	Agree
8.	79	Agree
9.	79	Agree
10.	70	Agree
11.	78	Agree
12.	73	Agree
13.	80	Strongly Agree
14.	70	Neutral
15.	77	Agree

Based on the results of the questionnaires, the perception of students' motivation to learn English as foreign language learners in using Instagram shows a highly agree perception. The number of questionnaire items consists of 15 questions with a final result of 76% and is in the Agree category. And there are 24% of students' perceptions in the Disagree category.

Based on all of the data above, the researcher conclude that there were several related factors behind the motivation to learn English. As they love to learn English through apps, one of which is Instagram. The students are able to understand most of the texts in English if students continue to study it, students also find learning English very interesting by using Instagram, and lastly, students are motivated because Instagram is very helpful to learn English.

In addition to the disclosure of the questionnaire above, the researcher also used several interview questions related to the factors behind the motivation to learn English. In this study, the researcher conducted interviews with several English learners with 10 people on December 20<sup>th</sup>, 2021.

#### **Result From Interview**

An interview was used to support, and explain the reasons for Instagram and EFL Learning Motivation. In this study, the researcher found some similarities in using Instagram for their motivation which had been selected in the questionnaire for 10 students as the sample to be interviewed. All interview data explained related to the question.

Dealing with the question “Are there any obstacles when you use Instagram to learn English?”, the students gave the same responses.

*“Sometimes Instagram has interesting posts, it’s influenced the focus on learning also the down network would be problems”*. (Interview with SH, interviewee, conducted on, December 22, Palangka Raya)

*“The problem with using Instagram when studying English is the loss of signal and the Instagram application is very wasteful of quota”*. (Interview with A, interviewee, conducted on, December 22, Palangka Raya)

Dealing with the question “What are the benefits that you have when you use Instagram to learn English?”, the students gave the same responses.

*“It’s improved my English skills in writing, speaking, vocabulary, and listening”*. (Interview with AAB, interviewee, conducted on, December 22, Palangka Raya)

*“Instagram is an easy tool for access, and the feature saved would help to see the content anytime”*. (Interview with RAZ, interviewee, conducted on, December 22, Palangka Raya)

Dealing with the question “Can using Instagram increase your motivation in learning?”, the students gave the same responses.

*“Learning English with Instagram is more fun because the explanation or material are more colorful or more attractive and it gives me a different atmosphere when learning English language using Instagram and it so motivated”*. (Interview with MA, interviewee, conducted on, December 22, Palangka Raya):

*“By Instagram display, many designs and variety learn English would be interesting and I’ll be more motivated”*. (Interview with AF, interviewee, conducted on, December 22, Palangka Raya)

Dealing with the question “What is your perception as an English learner of the existence of Instagram?”, the students gave the same responses.

*“Instagram is an easily accessible application. There is a lot of English learning content there that I can see and hear in an interesting style. This is very helpful in learning English”*. (Interview with TS, interviewee, conducted on, December 22, Palangka Raya)

*“Of course, this is positive for English learners who don't want to be rigid and out of date. Instagram provides a lot of varied and very interesting content, with a more enjoyable learning style”*. (Interview with SS, interviewee, conducted on, December 22, Palangka Raya)

Dealing with the question “How was your experience after learning English through Instagram? ”, the students gave the same responses.

*“With Instagram learning is more fun and enjoyable. Even with its unique features. We are able to save learning materials to study again whenever we want”*. (Interview with GNF, interviewee, conducted on, December 22, Palangka Raya)

*“Learning content on Instagram that is very interesting and fun certainly make us more motivated to learn even more”*. (Interview with IN, interviewee, conducted on, December 22, Palangka Raya)

#### **A. Discussion**

Based on the findings of 73 students in the Teaching English as a Foreign Language (TEFL) class as participants, the results of this study showed that students' perceptions of using Instagram as a medium for learning English as EFL were 76% motivated, it was included; (1) students are motivated to learn English using Instagram because the application design is attractive and easy to use, English learning activities were fun with a more attractive presentation. (2) students had positive perceptions of using Instagram because Instagram gave them the mobility to learn English anytime they want and improved their English vocabulary, and skills in writing, speaking and listening.

#### **4. CONCLUSION**

Based on the research that's been carried out about The Students' Perception and Motivation in Using Instagram for EFL learners at IAIN Palangka Raya showed that 76% of students have been motivated, including Students who are motivated to learn English using Instagram. because the application design is attractive and easy to use, more fun with a more attractive presentation and Students had positive perceptions of Instagram. It's suitable for educational purposes, makes learning English easier and students more interested. Increases motivation to write in English, learn new vocabulary, develop their English communication skills, and improve English grammar knowledge.

This research has provided evidence that the students got benefits from learning English with Instagram. The students will not only imagine the benefits of using Instagram but they will have a fun activity to learn English. The students will try to understand and implement the benefits of learning English with Instagram inside and outside the classroom. In addition, the students can use it as the way they learn the language in their daily life. It is because the benefits themselves will enrich them with knowledge and it makes them understand learning foreign languages. The researcher hopes that the students in IAIN Palangka Raya can obtain the benefits through Instagram to learn English so that they will learn foreign languages with more pleasure.

The researcher recommends that future researchers improve and have deeper research related to the implementation using Instagram to encourage the student's motivation to learn English. In this research,

the future researcher can elaborate on methods and gather the data for this specific research or another implementation that uses Instagram as the main subject. In case, the future researcher can focus on improving English skills such as listening, speaking, reading, and writing through Instagram apps or other elements.

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