

STUDENTS' SOCIAL BEHAVIOR, MOTIVATION AND INTEREST IN USING ENGLISH ON INSTAGRAM AT BOSOWA UNIVERSITY

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ABSTRACT

The objectives of the research were (1) to find out the influence of Instagram on social behavior in using English of under graduate students (2) To find out the influence of Instagram on student's motivation in using English and (3) To find out the students interest in using English on Instagram. The researcher applied mixed method namely triangulation mixed method design (QUAN-QUAL). The population of this research was the students of English Language Education Program FKIP Bosowa University Makassar. This research used purposive sampling. The sample of this research consisted of 40 students; 10 students from first semester and 10 students from third Semester, 10 Students from fifth semester and 10 students from seventh semester. The research data were collected by questionnaire which was analyzed by descriptive statistic through SPSS version 16 for windows program. The result of data analysis shown that College students had on social networking like Instagram may affect their social behavior. Instagram can encourage the students' motivation and attitudes towards learning English, and also increase interaction between teachers, students and others. Students' interest in using English on Instagram. In using Instagram, the students are required to be active in using English to improve their ability

Keywords: Instagram, social behavior, motivation, interest

Introduction

There are many kinds of media that can be used to improve students English skills, such as social media like Facebook, twitter, Instagram, path, etc. Those media are one of the parts of ICT (Information and Communication Technology). ICT is an extended term for information technology (IT) which stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information.

The use of ICT (information and communication technology) in language learning has many advantages for both students and teachers. Herrington (2002 in prinzessinnadia; 2013) mentioned several advantages which are: (1) technology

facilitates exposure to authentic language; (2) technology provides the access to wider sources of information and varieties of language; (3) technology gives the opportunity to people to communicate with the world outside; (4) technology allows a learner – centered approach; (5) technology develops learner's autonomy. ICT helps people in order to get information and to communicate each other in wider range.

There are many methods of using technology in the classroom that teacher can choose as a tool in teaching English which can be appropriate for each particular task, context, and learners' need for example video, PPT, LCD, the World Wide Web, Microsoft Word, song, CALL, social media like Facebook, Line, BBM, Edmodo, Instagram and so forth.

Based on the preliminary observation conducted at English Department FKIP Universitas Bosowa Makassar, the researcher found that the several of students' use Instagram as their favorite social media. Most of the students use Instagram to find the information, to give comments, to text with other people and to socialize among them. In fact, only a few of the students could comprehend what they have posted in Instagram by using English. It might be caused by from several factors, such as the students lack of learning English, less background knowledge related to the something or someone in Instagram, and interest to Instagram.

The use of Instagram can influence the social behavior and motivation of students in learning English. Instagram is an online, mobile phone photo-sharing, video-sharing, and social networks service (SNS) that enables its users to take pictures and videos, and then share them on other platforms (Frommer, 2010). Researcher found that in Instagram, most people post some quotes, photos and videos using English. English in Instagram is commonly used to share or to post something which it can motivate students to study about English and to give responds of the quotes, photos, and videos posted. So, it can be said that by using Instagram, students will motivate in studying English and participating in giving comments or responds (social behavior).

Social behavior is an act that someone get influence from someone or something, or get addict to someone or something. According Krech, Crutch (1982) in Rusli Ibrahim (2011), the social behavior of a person's looks in the response pattern represented by the interrelationships interpersonal behind. Researcher would like to find out how the students get influenced by act when they do Instagram in learning English.

Motivation influences someone's work, both its process and result. Someone's success in a task is due to the fact that he or she is motivated. So do, motivation has important role in learning. Weiner (in Elliot et al, 2000: 332) defines that motivation is an internal state that arouses us to action, pushes us in particular direction, and keep us engaged in certain activities. The features in Instagram such as photo, videos, or quotes can make the students interest to use it. When the students open the Instagram, they will find a lot of photo, video or quotes using English. To get involve into the conversation, the students must know English to

avoid misunderstanding.

Considering the problems above, the researcher is interested to find out the influence of Instagram in solving the students' problem of learning English. The researcher will choose students in the second, fourth, sixth, and eighth semester as the sample of this research.

METHOD

The researcher applied mixed method namely triangulation mixed method design (QUAN-QUAL). The population of this research was the students of English Language Education Program FKIP Bosowa University Makassar. This research used stratified random sampling. The sample of this research consisted of 40 students; 10 students from first semester and 10 students from third Semester, 10 Students from fifth semester and 10 students from seventh semester. The research data were collected by questionnaire which was analyzed by descriptive statistic through SPSS version 16 for windows program.

Finding Dan Discussion

Findings

The Influence of Instagram on Social Behavior in Learning English of Under Graduate Students.

This section deals with the presentation and the elaboration of data from questionnaires and interviews about the influence of Instagram on social behavior in learning English of under graduate students. The purpose of the questionnaires distribution and interviews were to the influence of Instagram on social behavior in learning English of under graduate students. The questionnaire was distributed to the students at first semester, third semester, fifth semester, and seven semesters. All of the questions were answered individually based on their opinion. All five options of the responses were given values differently. The scoring of the questionnaires was analyzed statistically based on the application of Likert Scale. The result shows the influence of Instagram on social behavior in learning English of under graduate students based on students' opinion. This is indicated by the percentage of the students' questionnaire shown in the following:

The questionnaires about influence of Instagram on social behavior in learning English of under graduate students consist of six main parts, confidence using English on Instagram, interact by using English with their friends, Instagram has impact to daily life, spend all time using English on Instagram, up to date with English on Instagram every day, and Instagram change social behavior in using English.

Table 1 The Influence of Instagram on Social Behavior in Learning English of Under Graduate Students

Item	Classification									
	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
Students' confidence using English on Instagram	7	17.5	26	65	7	17.5	-	-	-	-
Students Interact by Using English with their Friends on Instagram	8	20	10	25	22	55	-	-	-	-
Instagram has Impact to Daily Life	20	50	7	17.5	13	32,5	-	-	-	-
Students Spend all time using English on Instagram	5	12.5	7	17.5	15	37.5	13	32.5	-	-
Students up to date with English on Instagram every day	2	5 %	13	32.5	15	37.5	10	25	-	-
Instagram Change Social Behavior in using English	5	12.5	17	42,5	18	45	-	-	-	-

Influence of Instagram on student's motivation in learning English

In this research had demonstrated the positive influence of the Instagram on students' motivations, which always lead to improvement in learning outcomes (Chabert et al., 2006; Wang & Towey, 2012; Xie et al., 2015). The rationales partly lie in the highly interactive environments provided by the Instagram which satisfy the characteristics of students in current schools, also known as 'digital natives' who consider technology as their basic lifestyle (Gu et al., 2013). Another reason as revealed by Gu and Zhang (2014), parents and students have much expectations in classroom innovations. Thus, when taking Instagram, students tend to have high motivation to use it. However, on one hand, few research has focused on how students' perceptions towards the Instagram affect their learning achievements. We can see the student's motivation from the result of questionnaire about Instagram motivates in using English below:

Table 2 Influence of Instagram on student's motivation in learning English

Item	Classification									
	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
Instagram motivate the Students in using English	10	25	17	42,5	13	32.5	-	-	-	-

Easiest to know English by Instagram Friends on Instagram	10	25	17	42,5	13	32.5	-	-	-	-
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The Students' Interest in Learning English using Instagram

Effectiveness of Instagram in learning English can be seen from students' interest about this Application. The result was based on students' interest to using Instagram in Learning English at part three questionnaires. The percentage of the questionnaire shown in the following:

Table 3 The Students' Interest in Learning English using Instagram

Item	Classification									
	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
Students Interest in Using English on Instagram	15	37.5	14	35	11	27.5	-	-	-	-
Students Interest on Instagram to Enrich Student's English Ability	10	25	22	55	5	12.5	3	7.5	-	-

Discussion

The researcher discusses some research findings concerning with the influence of Instagram on social behavior in learning English of undergraduate students. In order to justify the research finding, the researcher discussed it with the other relevant references.

Participants in this study indicated that they update the most was Instagram. As found in research done by Sheldon (2008) and Quan-Haase and Young (2010), majority of college students visited their social networking sites several times a day, and this shows that the extent of usage of social media sites is frequent. Several reasons were given as to why college students were using social networking. The most important reason given was to communicate with family and friends. Entertainment and boredom were also prominent reasons for use social networking sites. These findings are supported by Sheldon (2008) who found that students use Facebook and other websites to pass time, be entertained, and maintain existing relationships with others. It seemed that college students were using social media sites to communicate with others as well as to occupy free time when they were bored.

Social networking sites have made it much easier for students to communicate with friends and family. Like Baym et al. (2007), the current study found that with so many people having busy lives or having friends and family that live far away, these sites have helped to maintain contact with those individuals that students

rarely saw. Results also showed that social media has helped maintain contact with people who the students saw more regularly.

Students in this study reported were using status updates to communicate with others, however, they did not use them that frequently. Another interesting finding from the current study was that 78% of college students did not use social networking websites to impress others. Unlike previous research such as Jiang et al. (2011), this current study found that most college students were not interested in impressing other users. They posted pictures and tell others about what is happening in their lives, but they may not be trying to impress others with this information.

The relationship between social media usage (Instagram) and social behavior was also an interesting finding. Liu and LaRose (2008) had found negative effects on self-esteem by using social networking. The current study found that college students either believe that social media affect their self-esteem positively or neither positively or negatively. Only two participants in this study reported negative feelings due to use of social media. This gives implications that other users' comments to students on these sites does influence students' self-concepts or students do not think about whether social networking sites affect them.

Motivation has been considered as one of important factors influencing the success of second language learning. About its definition different scholars hold different ideas, form different perspectives. Gardner (1985) defines motivation as the combination of effort plus desire to achieve the goal of learning the language plus favorable attitudes towards learning the language.

It is obvious that Instagram program is accepted as an appropriate program for learning outside the classrooms as it is available on smart phones and can be kept logging in all the time. Outside activities can help students have more understanding in English language. Students have to search for the correct answers; and by this way, they have gained more understanding in English grammar. Moreover, learning activities in Instagram were perceived positively from the students. For them, Instagram program is enjoyable and easy accessed. Students were satisfied in using and learning from the program. Instagram is also a convenient program for them to communicate with their teachers outside classrooms.

Instagram can encourage the students' motivation and attitudes towards learning English, and also increase interaction between teachers, students and others. Students reported more interaction among them concerning out-of-class activities. It might be a possible learning tool in a large class with mixed-ability students.

The interest of the students was dominantly classified as interesting. From this fact, it points out the way of teacher or lecturer to use this application. Because in using Instagram, the students have better skills in learning English. English teaching is not a piece of easy work. Especially, many students are losing their interest and showing negative attitude towards English learning. Teachers are always complaining that it is hard to improve students' scores and the students are too lazy to learn the words, recite the dialogues and finish the exercises. To some degree,

the effective way to make the English teaching and learning go smoothly is to improve student's interest in English learning. Einstein once said "Interest is the best teacher." Interest is a kind of direct motivation to push students' studies. That means interest plays an important part in English learning. As to the teacher, it is worth-while to improve students' interest. It can make the students concentrate on what they are learning and think actively. English learning is quite different from other subjects' learning. It is a foreign language and there is not a good environment for them to learn. Relatively writing, English learning is rather dull. Especially learning so many new words by heart is a hard nut to crack. As a result, a lot of students are afraid of it. So it is teachers' duty to motivate them to learn actively. Teachers should spare no efforts to arouse the students' interest.

Conclusions

College students had on social networking like Instagram may affect their social behavior. Instagram can encourage the students' motivation and attitudes towards learning English, and also increase interaction between teachers, students and others. Students' interest in using English on Instagram. In using Instagram, the students are required to be active in using English to improve their ability.

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