

STUDENTS' PERCEPTION TOWARDS THE APPLICATION OF SOCIAL MEDIA INSTAGRAM AS AN INSTRUCTIONAL MEDIA

Eilien Ivana laksono ¹, Ellyana Damayanti ², Iman Santoso ³

¹ IKIP Siliwangi

² IKIP Siliwangi

³ IKIP Siliwangi

¹ Eilienivanalaksono@yahoo.com, ² Ellyanadamayanti96@gmail.com, ³ Cempaka4643@ymail.com

Abstract

In teaching learning, teachers can use a lot of instructional media for students. Instructional media in teaching learning is very significant. In this technological age, the use of social media began to be used in all fields of life, including education. One of the most popular social media for students is instagram. Nowadays everyone has instagram accounts, including students. The students usually use it to share their personal information, such as uploading their pictures or videos and writing instagram captions about their activity. Therefore, this study aims to find out students' perception towards social media instagram as an instructional media for students of Smk TI Pembangunan Cimahi. In this research, the researchers used qualitative descriptive method, the data was obtained from questionnaire and interview. The participants of this study were 30 students in SMK TI Pembangunan Cimahi at X Rpl A. The results of this study is social media instagram has high potential if it is used as an instructional media in vocational school. Because it can use for consulting with teacher, share material, giving announcement, media for quiz and for discussion. On the point of that, based on interview and questionnaire can be known 80,7% of students agree and strongly agree that socaial media is used as an instructional media.

Keywords: *Student Perception, Instagram, Instructional media*

INTRODUCTION

Teaching is guiding, facilitating, enabling students to learn and setting the condition for learning. In other words, teaching is transferring what the teachers' know and teachers' skill to learners for helping students to learn about a subject by giving lessons. In teaching learning, teachers can use a lot of instructional media for student. Harmer (2007) states that there are several types of instructional media that can be used by teacher: the student themselves, realia, pictures, course book, board and computer-based presentation technology. Instructional media has two vital componen they are hardware and software. When using hardware intructional media, teacher can use computer and LCD projector while software can use application.

In this technological age, the use of social media began to be used in all fields of life, including education. Every people are very close with social media especially student, because social media can involve networking online and socializing through words, pictures and videos. Lindani, (2012) mention that social networking media is a site where people communicate with their friends, whom they know in the real world and cyberspace. Besides that, Handayani, (2017) also says that the most common platform of social media known by people are Facebook, Twitter, Path, Pinterest, and Instagram. These platforms provide users a lot of activities for interaction among people, where every body can share, exchange,

comment, discuss and create information and knowledge in a collaborative way. By using social media, people can create personal pages and connect with friends to share content. For those reasons, social media has been popular to be used by people especially students for recent years.

One of the most popular social media for student is instagram. The students usually use it to share their personal information, such as uploading their pictures or videos and writing instagram captions. Alhabash, S., and Ma, (2017) state that instagram is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself. Instagram has over 400 million active monthly users who shared over 40 billion pictures. A study conducted by Markplus insight titled shows that of the 2,150 Nitizen surveyed, instagram applications are new applications that are quite popular among young people. As many as 5.9% of respondents aged 15-22 years accessed instagram which as a place to exchange image and also can upload video Darmawan, (2012). Instagram social media can also be used as instructional media that allows students to be more interested in learning to use picture or video. Picture or photo is an excellent tool for the situation of the outside world into the classroom and utilizes interest to see picture that make student more focused or interest in learning Alkhalim, (2013). Teacher can use Instagram for announce homework creatively, share experiences with students in the class using picture and other things related to education Sentosa, (2014). Watson, (2010) mention that sometimes technology can be a creative media for teacher to deliver material to the students, but that does not mean the teacher must leave textbooks, because technology will be better used as a proponent odd teaching activities. According to Farohah, Setiani, and Santoso (2018), perception is more important than reality because perception can change someones' behavior.

Therefore, this study aims to find out students' perception towards social media instagram as an instructional media for students of Smk TI Pembangunan Cimahi, especially Instagram social media as an instructional media to present material and sharing between teachers and students. This study aims to know about the student perception and make students not only utilize social media only for personal interests, but also can utilize it more maximally in the field of education by making it as intruactional media.

METHOD

In this research, the researcher used qualitative descriptive method. According to Sugiyono (2017), "qualitative research method is a research method based on postpositiveme philosophy, used to examine the condition of natural objects where researchers are as a key instrument." The purpose of a qualitative approach is to illustrate an explanation with certainty. This research procedure is collecting data from questionnaire and interview. Semi structured interview was used to collect in-depth responses from the respondents and to set clear limits of questions in avoiding wider students' responses Heigham and Croker, (2009), cited in Apsari & Satriani, (2018). The participants of this study were 30 students in SMK TI PEMBANGUNAN CIMAHI at X Rpl A. According to Sugiyono, (2017), data collection is a very important step in research method. in this study the researchers perform data collection through questionnaire and interview. The researcher used close ended questionnaire based on Lindani, (2012). The Interview was conducted to 9 students representing each category of achievements: low, middle, and high achiever students. The researcher would try to analyze the data and make a description about the student perceptions towards the use of Instagram social media as an instructional media.

The data collection procedures of this study were as follows: 1) Making the questions for close-ended Questionnaire and interview, 2) Giving the questionnaire to 30 students in X RplA, 3) Asking the participants to fill in the questionnaire, 4) Collecting the questionnaire that had been answered, 5) interview 9 students. After the data collection procedures had been completed, the data were analyzed in order to answer the research question.

The instrument is used to collect research data which can be seen in the following table:

Table 1. Questionnaire test grid using social media instagram

Variable	Indicator	Sub Indicator	Question
Access Instagram	Instagram in Teaching Learning	Instagram for learning	1. Instagram to discuss school assignments 2. Instagram for consulting with teacher 3. Instagram to share material 4. Instagram to give an announcement 5. Instagram to make simple quizzes or test 6. Instagram as a learning media
Total			6

Adapted (Lindani, 2012)

The data obtained from the questionnaire were analyzed to get answers to the research questions. Quantitative data obtained from questionnaires are processed into percentage forms using the following calculations :

$$P = F/N \times 100\%$$

Information:

P = Percentage

F = Frequency of respondent's answers

N = total of respondent's\

To Determine the criteria of the presentation, the following steps need to be taken:

- Determine the highest percentage = 100%
- Determine the lowest percentage = 0%
- Calculate the percentage range = 100% - 0% = 100%
- Determine the interval class = 5
- Calculate interval = 100% : 5 = 20

Based on the above calculation, the criteria in table 2 generated

Table 2. Assessment criteria

Number	Interval	Criteria
1.	81% - 100%	Very High
2.	61% - 80%	High
3.	41% - 60%	High Enough
4.	21% - 40%	Low
5.	0% - 20%	Very Low

RESULTS AND DISCUSSION

Results

The researcher has conducted a close-ended questionnaire based on Lindani, (2012). In this research the writer presents the finding and discussion based on what the researcher got from the close ended questionnaire and close ended questionnaire that have been given to the students.

Table 3. Instagram to discuss school assignments

Alternative answered		N	F	%
a.	Strongly Agree	30	23	76,6%
b.	Agree		7	23,4%
c.	Doubt		0	0%
d.	Disagree		0	0%
e.	Strongly Disagree		0	0%
Total		30	30	100%

Table 3 show that 76,6% students strongly agree instagram to discuss school assignments, 23,4% students agree. It means instagram have high potential to discuss school assignments.

Table 4. Instagram for consulting with teacher

Alternatif answered		N	F	%
a.	Strongly Agree	30	6	20%
b.	Agree		19	63,3%
c.	Doubt		3	10,1%
d.	Disagree		2	6,6%
e.	Strongly Dissagree		0	0%
Total		30	30	100%

Table 4 show that 20% students strongly agree instagram for consulting with teacher, 63,3% students agree, 10,1% doubt, and 6,6% students dis agree. It means instagram have high potential for consulting with teacher.

Table 5. Instagram to share material

Alternatif answered		N	F	%
a.	Strongly Agree	30	11	36,6%
b.	Agree		17	56,6%
c.	Doubt		2	6.6%
d.	Disagree		0	0%
e.	Strongly Dissagree		0	0%
Total		30	30	100%

Table 5 show that 36,6% students strongly agree instagram to share material, 56,6 % students agree, 6,6% doubt. It means instagram have high enough potential to share material.

Table 6. Instagram to give an announcement

	Alternatif answered	N	F	%
a.	Strongly Agree	30	8	26,6%
b.	Agree		18	60,1%
c.	Doubt		0	0%
d.	Disagree		4	13,3%
e.	Strongly Dissagree		0	0%
	Total	30	30	100%

Table 6 show that 26,6% students strongly agree instagram to give an announcement, 60,1% students agree, 13,3% students disagree. It means instagram have high potential to give an announcement.

Table 7. Instagram to make simple quizzes or tests

	Alternatif answered	N	F	%
a.	Strongly Agree	30	6	20%
b.	Agree		13	43,3%
c.	Doubt		8	26,6%
d.	Disagree		2	6,6%
e.	Strongly Dissagree		0	0%
	Total	30	30	100%

Table 8 show that 20% students strongly agree instagram to make simple quizzes or tests, 43,3% students agree, 26,6% doubt, and 6,6% students disagree. It means instagram have high enough potential to make simple quizzes or tests.

Table 8. Instagram as a learning media

	Alternatif answered	N	F	%
a.	Strongly Agree	30	14	46,7%
b.	Agree		12	40%
c.	Doubt		0	0%
d.	Disagree		4	13,3%
e.	Strongly Dissagree		0	0%
	Total	30	30	100%

Table 9 show that 46,7% students strongly agree instagram as a learning media, 40% students agree, 13,3% students disagree. It means instagram have high enough potential as a learning media.

Discussion

This study found the results that students who answered strongly agreed and agreed that instagram was used as an Instructional media as much as 46,7% and 40%. The rest of students answered disagree if instagram was used as an Instructional media it means that Instagram

have high enough potential as a learning media. Because instagram can be use for several ways.

1. Instagram to Discuss School Assignment

Based on the data from table 3, it was found that 76,6% students strongly agree instagram to discuss school assignments, 23,4% students agree. It means instagram have high potential to discuss school assignments. It supported by students interview. The result of interview about instagram to discuss school assignments can be seen in the following except.

I think, instagram can be use for discuss because we can use various kinds of media to discuss including instagram. also make the students get more idea because the material in instagram so interesting.

(S3) (Interview, Translate Version)

2. Instagram for consulting with the teacher

Another Instagram Features that can be use for consulting with the teacher is Comment column and Direct Message. Based on the data from questionnaire in table 4, it show that 20% students strongly agree instagram for consulting with teacher, 63,3% students agree, 10,1% doubt, and 6,6% students disagree. It means instagram have high potential for consulting with teacher. It supported by student interview can be seen in the following except.

It is a new experience for me to consulting with teacher, but it help full and easy because when the teacher share the material through instagram I can ask about the material in the comment column or in DM (direct Message).

(S2) (Interview, Translated Version)

3. Instagram for Sharing Material

Besides utilising the features of upload videos, picures, direct message and comment column for discussing, teacher also take advantages of sharing and caption features for sharing material. Based on table 5, can be known 36,6% students strongly agree instagram to share material, 56,6 % students agree, 6,6% doubt. It means instagram have high enough potential to share material and supported by student interview can be seen below.

Im agree if teacher share material through instagram because a lot of animation or interesting video so made student enthusiastic about learning.

(S5) (Interview,Translated Version)

From the result of questionnaire and interview, the student perceived that they liked learning with social media instagram because can be media for sharing interesting material. Sometimes technology can be a creative media for teacher to deliver material to the students Watson, (2010)

4. Instagram to give an announcement

Based on the data from table 6, it was found that 26,6% strongly agree, 60,1% agree, and 13,3% disagree for Instagram to give an announcement. Beside for sharing material,consulting with the teacher and discuss about assignment, instagram can share information an give an announcement to student . It means instagram have high enough potential to share material and supported by student interview can be seen below.

Im agree if the teacher share announcement through instagram because nowadays instagram is appropriate social media for this era and everyone has instagram account including student.

(S23) (Interview,Translated Version)

It is supported by Sentosa, (2014) that teacher can use Instagram for announce homework creatively, share experiences with students in the class using picture and other things related to education.

5. Instagram to make simple quizzes or test

The data from table 7 show that 20% students strongly agree instagram to make simple quizzes or tests, 43,3% students agree, 26,6% doubt, and 6,6% students disagree. It means instagram have high enough potential to make simple quizzes or tests it is supported by student interview.

Features in instagram is very interesting and im agree if quizzes or test through instagram because instagram is a popular social media.

(S14) (Interview,Translated Version)

The data from interview is relevant with Handayani, (2017) that the most common platform of social media known by people are Facebook, Twitter, Path, Pinterest, and Instagram

6. Instagram as a learning media

From table 9 show that 46,7% students strongly agree instagram as a learning media, 40% students agree, 13,3% students disagree. It means instagram have high enough potential as a learning media. Beside for sharing material,consulting with the teacher, discuss about assignment, give an announcement to student,and quizzes or test it is conclude that instagram can use as a learning media.

It is very agree, im as instagram user and student waiting this media for discuss and get material.

(S15) (Interview,Translated Version)

From the interview, student excited if instagram used as learning media. It is related with Watson (2010) mention that sometimes technology can be a creative media for teacher to deliver material to the students, but that does not mean the teacher must leave textbooks, because technology will be better used as a proponent odd teaching activities.

CONCLUSION

Based on the data obtained from the questionnaire and interview have been analyzed, it can be concluded that social media Instagram as one of the social media that is very popular nowadays. Social media instagram has high potential if it is used as an instructional media in vocational school. Because it can use for consulting with teacher, share material, giving announcement, media for quiz and for discussion. On the point of that, students have

instagram account and based on students perception and questionnaire can be known 80,7% of students agree and strongly agree that socaial media is used as an instructional media.

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