
THE ROLE OF INSTAGRAM IN ENGLISH SPEAKING LEARNING DURING COVID-19 PANDEMIC

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1. Background

In this Covid-19 pandemic that hit the world in late 2019, online learning is one promising alternative to substitute face-to-face learning especially in Indonesia. People are being isolated from anyone outside their houses to decrease the numbers of Covid-19 patients. Many employees are forced to work from their homes. Meetings are scheduled via video calls. Students and teachers are having school from their homes. They try to find ways to make the learning process as smooth and real as the way it is at school. Having internet is one positive solution offered. Having internet makes all connections possible.

Nowadays, internet has become an exploding passion in terms of modern technology. As the world is striking by Covid-19, internet is a prime need in all aspects, including education. Many people are now connected through internet anywhere and anytime through their personal computer or smartphones. Internet shows significant role in education as many today`s classes have many internets based instruments and many educational institutions use internet for their learning activities during the pandemic. Moreover, Internet is getting more popular during the pandemic. For many years, internet is a serious challenge of technology in people`s lives. Through internet, people could text, chat, browse, sell their products, call, and make video call. Hence, there is no more border lies in people`s interaction. That makes people have no necessary to go out from their homes.

One facilities offered in the internet is Instagram. Instagram is photo and video sharing social media site (Herman, 2014). Ting (2014) states that many people have Instagram personal account nowadays. It is a powerful recent social media platform. It was designed for mobile use with the intention that users would take photos or videos on their mobile devices and upload the images `instantly` through the Instagram app (Herman, 2014).

Instagram users are dominated by younger people, and that does not mean middle-aged could not have ones. It was reported that younger people used Instagram more than Facebook ((Solomon, 2013) as in (Ting, Run, Ming, Choo, 2015)). Diamond (2013) stated that in 2012, smartphone users spent more time on Instagram than on Twitter. Instagram has many of what other social medias have including the profile, followers, hashtags, push notifications, location tags, comments, likes, and chats (Wally & Koshy, 2014). As addition, recent Instagram offers more as it already has IG Story, IGTV and Instagram Live. Instagram comes with its simple and attractive performances. There could be millions of photos and videos shared on Instagram that could be about news, events, travelling, business, personal activities, tutorials, and others.

This characteristics of Instagram attract people more to keep in touch. The push notification available offers time to people to be in with any moments. Nowadays, Instagram is mostly used in business area where many people try to market their products online. Instagram offers more interactive ways of marketing. As people could see the product displayed and comment on the purchased product. This create the product selling looks easier. Instagram is also found in other fields such as in academia (Solomon, 2013) and medical industry (Chante et al., 2014).

Instagram is one alternative way of teaching language both in conventional and online classes. Taking into consideration that Instagram provides video tools, it becomes a further tool of teaching and learning media. That could help both teachers and students more in this pandemic era. According to Henich (1996) teachers are expected to be able to translate and channel learning to students through an intermediary or plural called the media and apply it with existing learning models. Instagram is a famous social media among youngsters. The eye catchy and easy use are two good reasons why youngsters fall in love with it. It is the reason why social media like Instagram is good for the teaching and learning process. Firstly, young people need to try to stop their Instagram for personal use. According to Crowley (2015) there are some reasons to use social media in the classroom: (1) Social media provides venues for students to share their stories both within and beyond the classroom, (2) It also grants opportunities for them to hear stories from beyond their school, (3) Social media helps students to recognize the power of personal voice. Moreover, social media is an eye-catchy for younger people.

During the pandemic that has not ended yet, there are many activities that could be done by applying Instagram activity in online classes, those are: reading, listening, writing and speaking activities. These four relates to the fouls skills in language learning. As a matter of fact, the speaking
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skill in learning a language is the one which is usually seen the first as a result. There are several speaking activities that could be conducted by using Instagram, which are: Role Play, Telling Experiences, Monologue (Tutorial, etc), Review, Pronunciation, and many others. Those activities could be done through the Instagram Video, IG Story, IG Live or IGTV.

Speaking is the heart of learning English. Speaking as one productive skills offers a real result for someone who learn a foreign language. It is considered as the most important skill for business and government officers as it is the main communication tool worldwide. Speaking is extremely important when it comes to the output process of learning second language. Moreover, the teaching and evaluating of speaking is somewhat being ignored. It is also absent from the testing in every foreign language classroom since the objectivity of the testing is rather questioned. It should be raters who evaluate or judge the speaking ability of someone. Raters, not the teachers. The goal is the ability of language learners in orally express their ideas. Once speaking goals have been determined, next step consists of questioning how they are going to be achieved.

This study discusses the technical process on how to apply Instagram in learning English speaking during Covid-19 pandemic.

2. Discussion

2.1 Covid-19 Pandemic

Pandemic is an epidemic of an infectious disease that has spread a large region, for instance multiple continents or worldwide, affecting a substantial number of people. A situation is called a pandemic if the disease is contagious to others. Covid-19 stands for Corona Virus-2019 is contagious and still ongoing disease that strikes the whole world, including Indonesia. It is an infectious respiratory disease firstly found in Wuhan, Republic of China. There are many people confirm positive from Covid-19, and a lot more have been confirmed to death related to this virus. This serious disease forces more than 200 cities all around the world to limit their activities. They also force their people who are positive to remain home for several days and not to have intimate access to other people even their families. The uninfected ones are also forced to stay home to decrease the spread of the virus. Numbers of big cities in the world even close their airports and remain locked down.

Covid-19 is also affected the educational world. Many parents feel worry and frighten for the health of their children if they have to send them to schools. They feel unsafe. Teachers and students need to move their conventional classroom at schools into digital classroom or online classes. The educational system has changed. The ministry of education in Indonesia instructed all schools and campuses to temporarily limit their activities and substitute the whole classes into online classroom. It is a hard but possible responsibility to do by the teachers. Teachers need to explore energetic ways to impress their online classroom.

2.2 Concept of Speaking

Speaking is the heart of every foreign language learning. Being able to talk with the target language is the simple output of learning it. Speaking is "the process of building and sharing meaning through the use of verbal and non-verbal symbols, in a variety of contexts" (Chaney, 1998, p. 13). Speaking is crucial and also beneficial. The need of smooth communication skills among the businessman and government officers during summits, for example, is crucial.

Learning how to speak is rather difficult. Speaking requires language learners to learn: grammar, pronunciation, and vocabulary integrated. Speaking also quite force them to understand when, where, why and in what ways to produce language. This process somewhat is being neglected by the language learners. Even these are considered important.

Speaking is about delivering messages from one speaker to other listener orally. Speaking is an interactive process of constructing meaning that involves producing and receiving and processing information (Brown, 1994). Speaking is called an interactive process as it needs students` ability to manage their thoughts, encode the ideas and translate or transfer the code into good response. According to Brown (2001), in all communication or conversation two people are exchanging information or they have a communication or conversation need. Speaking could also be called as multitasking skill. It is the final representation from the final process of learning a language. When a student could give proper response to a conversation by using the language being learnt, speaking process reaches the need.

Speaking is important as it could support the students as language learner to communicate in target language for many of individuals` need in the future. It could only be seen only when the process of conversation among individuals happen. Speaking is also about the ability of individual to express more about him, as it mostly happens during the personal presentation in interview process or in introducing themselves to other people.

The followings are the basic speaking skills that an individual must possess (Setiowati, 2015), including:

1. Speak different sounds clearly so that the listener can tell the difference.

2. Using pressure and tone and clear and accurate intonation so that the listener can understand what the speaker is saying.
3. Using word forms, word order, and appropriate word choice.
4. Using the appropriate register or variety of languages for communications situations, including in accordance with the relationship between the speaker and the listener.
5. Seek to make the main sentences clear to the listener.
6. Seek to propose additional ideas or information to explain the main ideas.
7. Strive for discourse to harmonize in harmony so that listeners easy to follow the conversation.

Brown (2001) says that much of our language teaching is devoted to instruction in mastering English conversation. He (2001) classifies types of oral languages which is as follows:

- a) Monologue, it needs no responses from the audiences or listeners, as in speech, reading aloud, news broadcasting, and lectures.
- b) Dialogue, it needs responses from other people as listener. The listener could only be one or more, such as in: conversation, interviews, debates, and others.

Brown (2001) also provides type of classroom speaking performance, they are as follows:

Imitative

A very limited portion of classroom speaking time may legitimately be spent generating "Human tape-recorder" speech, where for example, learner practice an intonation contour or try to pinpoint a certain vowel sound. Imitation of this kind is carried out not for the purpose of meaning full interaction, but for focusing on some particular element of language form.

- a) Intensive

Intensive speaking goes one-step beyond imitative to include any speaking performance that is designed to practice some phonological or grammatical aspect of the language. Intensive speaking can be self-imitated or it can even from part of some pair work activity, where learners are "going over" certain forms of language.

- b) Responsive

The students' speech in the classroom is responsive short replies to teacher-or-students-initiated questions or comment. These replies are usually sufficient and do not extend into dialogues. Such speech can be meaningful and authentic

- c) Transactional (dialogue)

Transactional dialogue, which is carried out for the purpose of conveying or exchanging specific information is to extend form of responsive language. Conversation, for example, may have more of a negotiate nature to them than does responsive speech e.g.

- d) Interpersonal (dialogue)

Interpersonal dialogue carried out more for maintaining social relationship than for the transmission of the facts and information e.g. The conversations are little trickier for learner because they can involve some or all of the following factors: a casual register, colloquial language, emotionally charged language, slag, ellipsis, sarcasm, and a covert "agenda".

- e) Extensive (monologue)

Students at intermediate to advanced level are called on to give extended monologues in the form of oral reports, summaries, or perhaps short speeches. In this, the register is more formal and deliberative. This monologue can be planned or impromptu.

3.Instagram or IG

Instagram was launched first in 2010. The target market was the social media freaks. Instagram is quiet simple in the application use. In April 2012, Facebook purchased the site for \$1 billion cash and stock and redesigned it into a catchy social media. Instagram is a worldwide online social networking site that provides a platform for people to share photos and videos with others (Ting, 2014).

Essentially, Instagram is a mobile-based application that enables users to take photos or pictures, apply the different manipulation tools to transform the appearance and images, and share them instantly with friends on different social networking sites ((Hochman & Schwartz, 2012) as in (Ting, Run, Ming, & Choo, 2015)). Instagram is freely available on Application Store (App Store) and Google Play Store. It is mostly used in smartphones as it shows simplicity in use and function.

4. Instagram Terminology

The Instagram terminology refers to the terms that mostly appears as using Instagram. There are as follows (Herman, 2014):

- **App** – abbreviation for Application. It is a software application downloaded to a mobile device that provides access to the Instagram site.
- **Feed** - The collection of current posts shared by those you follow. This is designated by the house icon on the bottom navigation panel.
- **Filter** – The editing feature which can be applied to your post to enhance features and colors.
- **Followers** – The people that follow an Instagram user.
- **Following** – The people that an Instagram user follows.
- **Frame** – Certain filters for photos can be further enhanced by adding a border (a frame) to the image.
- **Gallery** – The collection of a user’s Instagram posts.
- **Hashtag** – The # symbol placed in front of key words. Hashtags should be key words or phrases relevant to the description of the Instagram post. Hashtags are searchable on Instagram.
- **Home** – The Home screen is the list of activity of all the users you follow. Also referred to as the feed.
- **IGTV** – The duration of the video uploaded is longer than regular video.
- **Instagramers** – Instagram users. A collective term used to refer to people who use Instagram.
- **Instameet** – A gathering or meeting of local Instagramers to take Instagram photos.
- **Instastory** – A short story in terms of photos or videos posted not in the profile and will be deleted within 24 hours.
- **Instavideo** – Often used to describe the Instagram video feature.
- **Latergram** - Something you post on Instagram at a "later" time.
- **Like** – The measure of appreciation of a post is documented in the number of “likes” it receives. A “like” is represented by a heart on Instagram. Users can like a post by double-tapping the image or tapping the heart below the caption.
- **Post** – Any visual content uploaded to an Instagram profile. Posts can consist of photos or videos.
- **Profile** – This is your account information on Instagram. The profile consists of name, username, profile photo, and your photo gallery
- **Username** – The name a person uses on Instagram to define their profile address. This may be any configuration and does not have to relate to their actual name.

It is not difficult to have Instagram Account. Herman (2014) shows that having Instagram is about becoming a leader in social media activity, and the followings are the ways to get and set it up. They are as follows (Herman, 2014):

- ❖ **Get the App**
Instagram is a mobile device app. Users can not sign up on the computer (though they can access their account after it is active). Head over to the App Store, Google Play, or Marketplace and download the Instagram app. The registration is free.
- ❖ **Register the account**
After the application has been downloaded, users need to sign up. They have to fill in the username and password. The registration needs to fill in the name, email address, and phone number (optional). Other simple way, is to directly sign up as Facebook users since it is automatically could relate one another. Once it has been filled, click register.
- ❖ **Find Friends**
Instagram is going to help you finding friends that already have the Instagram Account. It will direct you to Facebook friends that have registered by clicking the Facebook friends button. This activity could also be skipped on. Before it can be proceeded, a pop-up will come up asking if users want to share their likes on Facebook. By choosing “yes” it means users are at their own risk! By saying yes, every photo being liked and every photo posted on Instagram will show up in users` Facebook feed. If users are active Instagramers, they might annoy the Facebook friends with all the activity. Otherwise, users could choose “no” at this step and still select Facebook friends to connect with.
Instagram will offer users the option to find friends from the device contacts. In order to do this, they will need to give Instagram authorization to send the address book information to their servers (using a secure connection). Depending on the confidence and interest in privacy, users could choose to allow this, or skip this step.
- ❖ **Edit Profile**
Now that users have been registered, they need to fill in their profile information and set up

the profile settings. Click on the right-most icon along the bottom of the screen (it looks like a business card or contact card). The profile will show how many posts (photos and videos) that have been shared, the number of followers have, and the number of people users are following. Just beneath these stat is an arrow to `Edit Your Profile`. Click this field to complete the profile information.

Enter a short biography describing users. Try to keep this information consistent with what the use on other sites. Users have 150 characters to tell the world who they are. Thus, users have to make it good!

❖ **Set the Sharing Settings**

Instagram allows users to share their posts to other social media sites. If users chose not to connect with Facebook during the select friends` section, they may still be connected to Facebook but this is only for sharing simplicity. By connecting the other social media accounts, users could manually choose to share post uploads to any combination of these other sites without needing to re-enter login credentials each time.

❖ **Take Some Photos and Videos**

Instagram photos are all square. All posts will be cropped to fit within this square format. In the feed, images are set to 612 x 612 pixels. However, Instagram will accept a maximum resolution of 2048 x2048 (depending on the device). There are two ways of taking pictures. First, if users want to take photos directly in Instagram, click on the large camera icon in the center of the bottom tool bar. Then make sure that users have the blue camera icon selected – this is to take photos. Or users could click on the video icon to the right to take videos. Second, users could take photos using the regular camera function. After they have taken the photo, users could simply share it to Instagram. The advantage to taking photos from personal camera is that users have more edit-ability within the camera features.

There are several activities that could be done in using Instagram as teaching and learning process. According to Spencer (2012), there are several different activities that could be used by teacher in implementing Instagram in their classes; utilizing digital storytelling, practicing grammar on photo captions, doing photojournalism, creating photo prompts for themselves, finding metaphors within chosen photos, creating photo blogs, finding and documenting context within photos, doing an ethnographic study, sharing art, and exercising creative and artistic expression through taking their own pictures. Those activities are mostly conducted by the use of smartphone to take photos or videos, and have them uploaded on Instagram.

Before using Instagram, the first thing to do is that the teachers should have the account of Instagram. Teachers need to make it simple and eligible for the students. From the account, teachers could share anything related to the field of teaching and learning a language. It should be something good and easy to understand.

5. Ways to Optimizing Instagram for Online Classes

Instagram is rather simple compare to other social media. The viewers could easily find the pictures or video they want to see one with a simple click on it. Furthermore, the description or explanation will screen instantly. However, there are ways to optimize the use of Instagram for teachers and students.

There are several activities that teachers could apply in the language learning class. Handayani (2016) offers the followings as the examples of activities of Speaking skill using Instagram, they are:

- **Capturing field trip memories or other images**
This is started from the `selfie and wefie` phenomenon. Most of people especially students would love to put their activities on Instagram. Teachers could ask them to speak about their experiences or write the caption related to text. It relates to Recount Text and Caption Text.
- **Reviewing a famous person in history**
Teachers could browse materials related to famous people in history. This is posted in Instagram by the teachers, and students could access it. This could be about teaching students about descriptive text. For further assignment, students should make one on their own.
- **Role Playing**
In teaching dialogue or expressions, teachers could ask the students to make short film and upload the videos on Instagram.
- **Pronouncing Plus**
To improve students` pronunciation, teachers could make videos related to word pronunciation so that the students might see it, and be able to pronounce the same.
- **Video Tutorials**
Having video in Instagram is quiet catchy since people could share video clips in their pages. Teacher could make short videos related to the topic and share it publicly to let the students

watch them. The problem is the duration of the video is only 1 minute or under. The more videos uploaded will be divided into several screen on pages.

- Discussion Engagement
Teachers could choose one topic to be discussed online. For instance, by posting a picture. The students then are asked to give their personal thoughts related to the picture. It is going to invite fun for the students. Instagram is an interesting way to do that.
- Instagram Live
Instagram allows the users to start their sharing of live video to let the followers watch what the users show off. Later, the live video will be kept as story. People as followers are allowed to give comments or feedbacks.
- IG Story
It is similar to snapchat stories. Instagram story is a feature that allows the users to share photos and videos that could disappear within 24 hours. To see the stories of someone, the users could easily only click or tap the photo profile.

6. Conclusion

Instagram is very personal and fun in younger people lives. The use of it in online courses would invite students' enthusiasm in learning English Speaking. The simplicity and practicality offered by Instagram could be considered as good things to attract students in learning English speaking. Students will be motivated more in learning speaking by applying Instagram activities during the pandemic. More assignments could be posted in Instagram by the students without even having trouble collect them to their teachers. Teachers are having no problems in checking their students' result of assignments. Covid-19 pandemic is a serious problem infecting the educational world and others. Moreover, people are getting smarter to endure the difficulties.

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