

## Students' Perception of Learning English Vocabulary Via @Kampunginggrism Instagram Account

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### ABSTRACT

This research seeks to explore students' perceptions of learning English vocabulary through the @kampunginggrism Instagram account and to detail how the platform enhances their vocabulary. The study uses a descriptive qualitative approach, focusing on six eighth-semester students from the English Education Department at Salatiga State Islamic University (UIN Salatiga). Data was gathered via observation, interviews, and documentation. The findings reveal that the @kampunginggrism Instagram account is a highly effective tool for improving students' English vocabulary. It provides an engaging and accessible way to learn, making the experience enjoyable and easy for students. The account is recommended as a valuable resource for other students looking to enhance their English vocabulary. Through features such as quizzes, the platform encourages active participation, helping students to look up unfamiliar words and apply new vocabulary. Overall, the account offers a range of tools that make vocabulary learning fun, efficient, and impactful.

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## Introduction

Language is used by people to communicate their willingness, needs, and intentions. Many languages are utilized around the world as a means of communication. Another of them is fluent in English. English is a worldwide language spoken by people from all over the world (Crystal, 1997). There are numerous materials available for learning English. In addition to spelling, grammar, and pronunciation, vocabulary is regarded as one of the most crucial aspects of language learning (Sari et al., 2023). When students have a larger vocabulary, they perform better in their language (Andeska et al., 2021). Students with a limited vocabulary will struggle to understand English skills (Yulistiani et al., 2020). This supports Langan's (1992) claim that a strong

vocabulary is more important than any other criterion.

English language learning is more effective and efficient when media is used. This is because using media, especially the technological-based such as artificial intelligence (AI) powered, to study will draw students' attention and increase their interest in the course (Hasbi, 2024; Waziana et al., 2024). Teachers can at the very least employ low-cost, high-efficiency tools that, while simple and straightforward, are critical in achieving the anticipated educational objectives (Arsyad, 2011).

Social media have influenced people's approaches to learning English vocabulary. Instagram, as a social media site, also has played a significant and vital part in students' English growth. Simonson thinks that online learning through social media, in this case Instagram, is more suitable for students because students can access it 24 hours without stopping (Simonson, 2000). Concerning the issue discussed in this background, there is an Instagram account that focuses on and gives us additional English knowledge, the account is named @kampuninggrism. @kampuninggrism already has 1M Followers and 718 Posts. In every upload, @kampuninggrism always provides knowledge about, grammar, tenses, vocabulary, how to speak English correctly, etc. in a fun way as if not learning English formally so it gives a fresh experience for English learners.

There were similar studies conducted previously on the matter such as the one by Agustin & Ayu (2021) entitled "The Impact of Using Instagram for Increasing Vocabulary and Listening Skill" The purpose of this research was to determine the impact of using Instagram on increasing students' vocabulary and listening. Then got the results as many as 35% of students agree that Instagram affects their vocabulary, and 45% of students agree that Instagram can affect their listening ability. The second research was conducted by Lailiyah & Setiyaningsih (2020) with the title "Students' Perception of Online Communication Language Learning Through Instagram" The purpose of this research is to delve into students' perceptions regarding their experience in using mobile-assisted language learning (MALL). Then the result indicated that the participants expressed a positive perception of the use of Instagram for learning language purposes. Another study by Liany, et al. (2021) entitled "Persepsi Mahasiswa Terhadap Pengaruh Penggunaan Instagram dalam Pembelajaran Bahasa Inggris" the result showed that university students use Instagram to learn English in many ways since Instagram can be used both as providing teaching resources and an enhanced the learning experience. Moreover, most university students have positive perceptions of the influence of Instagram use in learning English based on the five factors stereotype, selectivity, self-concept, needs, and emotions.

As a comparison, those previous studies mostly analyzed students' perception of mastery of English through Instagram, but this research only focused on English Vocabulary in @kampuninggrism Instagram account. whereas in this research, Students' Perception of Learning English Vocabulary via @kampuninggrism Instagram Account. In addition, all three studies above were conducted at the university, meanwhile, this research took place with 8th-semester students of the English Education Department. thus it impacts a little differently in terms of the target audience. Lastly, this study also looks for alternative solutions to the identified problems which were mentioning the new vocabulary they got from the Instagram account @kampuninggrism.

Perception is defined by Sugihartono (2007) as the brain's capacity to interpret a

signal or process that reaches the organs of the human senses. Everyone is predisposed to perceive things in a variety of ways. Many things contribute to this discrepancy, including experience, knowledge, and perspective. Positive and negative perceptions are like files in our subconscious mind that are properly organized. When a stimulus or an event triggers the file, it will appear right away. The brain's efforts to interpret or analyze what is going on around it results in perception. (Waidi, 2006).

Instagram was founded in October 2010 by Kevin Systrom and Mike Krieger (Burbn, Inc.). The Instagram application has had more than 400 million active users from all over the world. Indonesia itself is one of the countries with the highest number of Instagram users with 89 percent (Prihatiningsih, 2017). Furthermore, each user can interact with the shared photos or videos by commenting and liking them. Instagram can be used to supplement learning, particularly when it comes to mastering English vocabulary (Rokhmawati&Mastuti, 2018).

The central part of language, according to Coxhead (2006), is vocabulary. Students can communicate more meaning in a variety of contexts if they know and can utilize more words. The total quantity of words in a language, as well as a list of words with definitions, are defined as vocabulary by Hornby (1995). Vocabulary is unavoidably important in foreign language learning. To improve students' vocabulary mastery, vocabulary should ideally be positioned as an essential element of language acquisition that must receive a lot of emphasis in TEFL practice (Waziana et al., 2024).

This study focuses on how students who actively use Instagram in their everyday life on social networking evaluate the usage of the @kampuninggrism Instagram account as a medium for acquiring English vocabulary. The researcher became interested in this study after learning that many students in the English Education Department at UIN Salatiga utilize Instagram as a social networking site. The researcher is interested in doing this study because many students use Instagram to learn English, especially via @kampuninggrism Instagram account, and they are eager to expand their vocabulary. Specifically, these are the primary questions addressed in this study:

1. What is the perception of 8th-semester students of the English Education Department at UIN Salatiga on learning English vocabulary via @kampuninggrism Instagram account?
2. In what ways does the vocabulary mastery of 8th-semester students of the English Education Department at UIN Salatiga get enhanced by @kampuninggrism Instagram account?

## Method

### *Design*

Descriptive research, according to Elliot (2000), is "an investigation in which the investigator observes and describes things as they are to comprehend and explain them." Because the research takes a closer look at students' perception of learning English vocabulary via @Kampunginggrism Instagram account descriptively and does not take the form of a numerical or statistical system, it employs a descriptive method. Additionally, in order to describe what was happening at the time the research was conducted and investigate the causes of a particular observed phenomenon, the researchers employed the descriptive qualitative method in this study (Abdullah, 2015).

## Subjects and Settings

The research focused on English Education Department students at UIN Salatiga, who were active users of the @kampuninggrism Instagram account. The study was conducted with six 8-semester students via videotaped interviews which took around one month to complete.

## Data Collection and Analysis

The researcher employed two main data-gathering strategies: observation and interviews. For the observation, students were asked to engage with the @kampuninggrism Instagram account by interacting with posts (liking and commenting), and their interactivity was observed. Through interviews, the researcher collected students' perceptions of how the Instagram account helped improve their English vocabulary, asking six questions on this topic. Therefore, the researchers used method triangulation as an analysis approach by combining different data collection methods (observation, interviews, and supporting documentation extracted from observation and interviews) and source triangulation to validate data from multiple sources.

## Results and Discussion

### Results

After interviewing six respondents, the researchers discovered various student perceptions about learning English vocabulary through the @kampuninggrism Instagram account. The findings were divided into two parts: (1) students' perceptions of learning vocabulary via the Instagram account, and (2) how their vocabulary improved through using the account.

### 1. The perception of 8<sup>th</sup>-semester students of English Education Department at UIN Salatiga on learning English vocabulary via @kampuninggrism Instagram account.

Table 1. Recap of the Interview Result

No.	Question	Respondents' Answers					
		R1	R2	R3	R4	R5	R6
1.	Are you a user of @kampuninggrism Instagram account?	Yes	Yes	Yes	Yes	Yes	Yes
2.	Do you enjoy learning English vocabulary from @kampuninggrism Instagram account? Why or why not?	Very glad. The IG account looks good, very colorful and accessible on social media.	Very happy. It is interesting and can increase my English vocabulary.	I feel happy. The content is enjoyable, interesting and easily understandable.	I feel happy. The vocabulary is very contemporary.	Very happy. The content is useful.	I am happy and fun. The content is attractive and easily understandable.

3.	Is it rather easy or difficult to understand vocabulary lessons on @kampunginggris Instagram account? Why or why not?	Material is easily understandable. They are simple and to the point.	Very easy. The material is understandable.	Very easy. The material is easily understandable, simple, and delivered in sentences.	Very easy to learn. The material is simple, interesting and varied.	It's very easy. The material delivered through many features and attractive.	Easily understandable. The learning model is simple and delivered in easy sentences.
4.	Are there enough English vocabulary related posts daily/ weekly on @kampunginggris Instagram account?	Yes, that's enough. Every day they must post on Instagram.	That is enough. Because every day they upload posts.	That's enough. Every day they must upload posts.	It's enough. Students should observe it carefully.	That's enough. They upload their content every day.	It's enough. Every day they upload through Instagram feeds and stories.
5.	Are the kinds of English vocabulary contents on @kampunginggris Instagram account variative enough? Provide examples of the content variations if you can.	Yes. Video reels or making quizzes.	Varied. Lot of vocabulary material.	Quite varied. Guesswork quizzes in stories or feeds.	Quite varied. English vocabulary and quizzes.	Very varied. It makes the learner not bored.	Varied. Guesswork quizzes on stories or Instagram feeds.
6.	Is this @kampunginggris Instagram account recommendable for other students to learn English vocabulary? Why is that?	Recommended. Easier to improve their skills through vocabulary.	Highly recommended. Especially for students who have difficulty in learning English.	Yes. The students will be easier to multiply English vocabulary quickly.	Highly recommended. By following and watching it every day.	So recommended. The content is very interesting, and complete.	So recommended for other students to learn English vocabulary.

According to Table 1, the analysis of interview results shows that all respondents are regular users of the @kampunginggris Instagram account, highlighting its broad appeal and relevance for students aiming to improve their English vocabulary. Each respondent expressed a positive experience with the platform, with words like "happy," "glad," and "fun" frequently mentioned, indicating a generally favorable reception. They particularly appreciated the account's visual appeal, accessibility on social media, and variety of content formats, which contributed to a more engaging learning experience. Respondents found the vocabulary lessons easy to understand, with many praising the materials as "simple," "to the point," and "easily understandable." The content is presented in straightforward sentences and is diverse in format, making it accessible for a wide range of learners. Additionally, the account's consistency in posting was highlighted as sufficient, with daily uploads on Instagram feeds and stories ensuring a steady flow of vocabulary-related content. The variety of content, including reels, quizzes, and vocabulary exercises, was also well-received, with respondents mentioning that this variety prevents boredom and keeps learning enjoyable. Finally, every respondent recommended the @kampunginggris account to other students, citing its effectiveness in helping learners expand their vocabulary and improve their English skills, especially for those who find language learning challenging.

## 2. The ways the vocabulary mastery of 8<sup>th</sup>-semester students of English Education Department at UIN Salatiga gets enhanced by @kampuninggrism Instagram account.

**Table 2. Recap of The Interview Result**

No.	Question	Respondents' Answers					
		R1	R2	R3	R4	R5	R6
1.	In your opinion, can the @kampuninggrism Instagram account be used as a medium for learning English? Why is that?	Very useful. They provide a lot of material very varied and creatively.	Of course. The material not only about English vocabulary, but are varied.	Of course. The material is not only English vocabulary, but also grammar, pronunciation and other.	Yes. It can be used to learn English with learning content.	Yes. The account presents a lot and varied of material.	Of course. The material is complex, from basic skills to master English to master.
2.	In your opinion, can the @kampuninggrism Instagram account be used as a new and effective learning medium in improving English vocabulary? Why is that?	Of course. When we play social media, we also learning English.	Of course. This is effective for students who want to learn English vocabulary through social media.	Of course. It is more effective to learn using a smartphone.	Effective. Easy to access via smartphone.	Effective and accessible. Because its attractive and making students enjoy it.	Very well. The contents are creative, innovative and it can be a new learning model for students.
3.	How do you use @kampuninggrism to help improve your English vocabulary?	Stalk his account and learn through feeds, stories, or reels, and quizzes.	Looking at posts.	See the content on reels, stories or feeds and participate in the quiz.	View contents, read and understand the post and practice every day.	Saw the content and then guessed the quizzes.	See the post every day for additional new vocabulary.
4.	What feature on the @kampuninggrism Instagram account helps you learn English vocabulary the most? Why the feature?	All the features. Because it more interesting.	Feeds.	Quiz in Stories	Reels Instagram	Question Box in Stories.	Everything.
5.	How much influence does the @kampuninggrism Instagram account have on vocabulary learning?	Very influential. I got a lot of new material through my Instagram account.	Very influential. The vocabulary they upload have many benefits	It is very influential. I got a lot of English vocabulary from the Instagram account.	Yes. I learned a lot of new English vocabulary through that account.	Very influential. It makes my English vocabulary grow.	Pretty big. We consume it every day and it will continue to increase our skills.
6.	Can you name 1-10 new English vocabulary that you learned from the @kampuninggrism Instagram account?	by chance, by accident, by and large, watch out, hang on, as it is, bear in mind, trust issue, flexing, and burn out.	Just, justify, justice, just by chance, only once, just now, just kidding, we're just friends.	oh no wonder, how weird, it was close, I don't think so, just accept it	Wrong pipe, hiccup, pick one nose, stumble, wet the bed, got something in the eye, speed bump, burn out flexing, sneeze.	Snore, hiccup, wrong pipe, pick one's nose, pin and needles, sneeze, stumble, wet the bed, got something in the eye.	newbie, chill out, just do it, hold on, lol, all the time, not so bad, I feel touched, up to you.

According to Table 2, all respondents unanimously agree that the @kampuninggrism Instagram account is a valuable medium for learning English,



describing it as “useful,” “varied,” and “creative.” They appreciate that the account goes beyond vocabulary, covering additional topics like grammar and pronunciation, making it a comprehensive resource for English learning. Respondents also consider the platform an effective tool for enhancing vocabulary, especially because it integrates learning with social media use, which is easily accessible and engaging for students. Most respondents utilize the account by viewing posts on feeds, stories, and reels, often participating in quizzes to test their knowledge. Regarding specific features, quizzes and stories are frequently mentioned, as well as reels, all of which make learning more interactive and enjoyable. The account has a strong influence on their vocabulary learning, with respondents noting that it significantly boosts their vocabulary by introducing new terms regularly. They also provided examples of vocabulary they have learned, such as “snore,” “hiccup,” “newbie,” and “trust issue,” showcasing a mix of colloquial expressions and everyday phrases that enhance their practical understanding of English. Overall, @kampunggrism is seen as an effective, modern, and highly recommended platform for vocabulary acquisition.

## Discussion

The recap of the first round of the interview session presents a positive outlook on the use of the @kampunggrism Instagram account as a platform for learning English vocabulary among 8th-semester students of the English Education Department at UIN Salatiga. Across all six respondents, there is unanimous agreement on the effectiveness of the platform in helping them enhance their vocabulary acquisition. They all express enjoyment when using the account, highlighting its visually appealing, colorful, and interactive design, which they describe as engaging and easy to navigate. Respondents noted that the vocabulary lessons are accessible, simple, and varied, making learning enjoyable. The content's accessibility on social media resonates particularly well with modern students, who appreciate the frequent updates and content diversity. They also mention the ease of understanding the materials presented, with many praising the clear and concise delivery through various Instagram features like stories, feeds, and reels. This aligns with Azkiya's (2019), which highlighted Instagram as a supportive vocabulary learning tool that provides students with positive learning experiences.

Additionally, the students emphasize the consistency and variety of content as a key strength of the @kampunggrism Instagram account. According to the interview responses, the account posts regularly—often daily—and provides varied content, including quizzes, vocabulary exercises, and video reels. Such diversity keeps the learning experience fresh and helps maintain student interest (Hasbi, 2021). Most respondents recommend the account to other learners, especially for those struggling with English vocabulary, noting how the platform simplifies the learning process and encourages vocabulary retention. This recommendation aligns with the increasing recognition of social media as a valuable educational tool in contemporary language learning. The integration of quizzes and interactive elements within @kampunggrism's content also fosters active learning, promoting deeper engagement with the material, which further supports vocabulary development.

The analysis of the second interview table recapping how the @kampunggrism Instagram account enhances vocabulary mastery among 8th-semester English Education students at UIN Salatiga highlights several key insights. Firstly, all respondents unanimously agree that the Instagram account serves as an effective and innovative learning medium. The students appreciate the wide variety of materials offered, not just limited to vocabulary, but also covering grammar, pronunciation, idiomatic expressions, and other essential language components. The creative and accessible nature of the content allows for a more immersive learning experience, which aligns with current trends in digital learning environments. Students noted that the platform's availability on social media makes it convenient to learn while browsing casually, and the interactive features such as quizzes, reels, and stories enhance engagement. Recent studies support the notion that social media platforms, like Instagram, have the potential to foster vocabulary acquisition by offering interactive and multimodal resources like the ones have been practiced by Hasbi (2020) who invented his “Insta-Class” and Rizki (2024) who noted that it could work well especially with the current generations of young students so called *Gen Z*.

Moreover, the interview responses indicate that students are actively using multiple features of the @kampunggrism Instagram account, such as feeds, quizzes, reels, and stories, to practice and reinforce their vocabulary learning. The respondents mentioned engaging in these activities daily, with many identifying specific features, such as the quizzes in stories or reels, as particularly beneficial. For instance, Agustin and Ayu (2021) recorded that Instagram positively influences students' English skills through captioned photos, videos, and IGTV content. This consistent engagement seems to be a key factor in vocabulary retention, as students reported learning a wide range of new words and phrases (Hasbi, 2024). The individualized nature of learning through social media, where users can explore content at their own pace and revisit posts as needed, likely contributes to its success. The students also shared examples of the vocabulary they had acquired, including everyday expressions, idiomatic phrases, and complex terms, underscoring the broad scope of content provided by the platform. Overall, the @kampunggrism Instagram account proves to be a versatile and influential tool for vocabulary development, reflecting broader educational trends that emphasize the importance of integrating digital resources into language instruction, which is very much highlighted in the recently published book Hasbi et al. (2024).

## Conclusion

The perception of 8th-semester students from the English Education Department at UIN Salatiga toward learning English vocabulary through the @kampunggrism Instagram account is highly positive. They have been actively using the account to enhance their English skills and find the content both enjoyable and easy to understand. This is largely due to the account's consistent updates across Feeds, Reels, and Stories, offering a diverse range of content. The materials are not only educational but also engaging, interesting, and visually appealing, making the learning process more enjoyable. As a result, the students highly recommend the @kampunggrism account to others for learning English vocabulary. The students view @kampunggrism as an



innovative and effective tool for expanding their vocabulary. It serves as a powerful platform for learning English, especially through social media, which resonates well with millennials today. To make the most of the content, students frequently monitor, explore, and participate in quizzes on the account, utilizing all of its features. They unanimously agree that the @kampunginggrism Instagram account has a significant impact on their English learning, particularly in improving their vocabulary.

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