

**LEARNERS' PERCEPTION TOWARDS KAMPUNG INGGRIS  
LC INSTAGRAM ACCOUNT IN LEARNING ENGLISH  
ONLINE**

Thesis

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FACULTY OF ISLAMIC STUDIES  
UNIVERSITY OF MUHAMMADIYAH ACEH  
BANDA ACEH  
1445 H/2024 AD**

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Title : Learners' Perception Towards Kampung Inggris LC  
Instagram Account in Learning English Online

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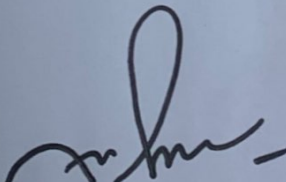
Study Program : ENGLISH EDUCATION

Banda Aceh, January 9<sup>th</sup> 2024

Approved by:

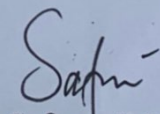
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It Has Been Defended in front of the *Munaqasyah* Thesis Examiners Faculty of  
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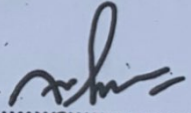
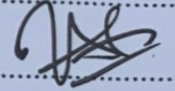
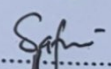
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Requirement  
for Sarjana Degree (S1)

Day/Date:

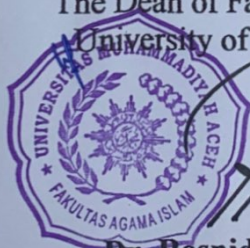
Friday, January 26, 2024 AD  
Jumadil Akhir 15, 1445 H

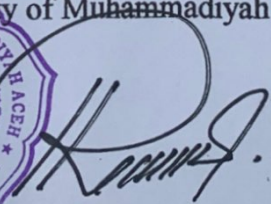
in  
Banda Aceh

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## DECLARATION

I declare that the thesis entitled "*Learners' Perception Towards Kampung Inggris LC Instagram Account in Learning English Online*" is entirely my own work. There is no part in it that contains plagiarism from other people's work nor i plagiarize or cite in ways that are not in accordance with the prevailing scientific knowledge in the scientific community. For this statement, I am ready to bear the risk/sanctions imposed on of me in the future it is found that there is a violation of scientific ethics in my work, or there are claims from other parties about the authenticity of my work.

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## ACKNOWLEDGEMENT

With His grace and blessings, the researcher expresses gratitude and praise to the presence of Allah Subhanahu wa ta'ala, who has bestowed mercy, guidance, and the opportunity to complete the thesis entitled "Learners' Perception Towards Kampung Inggris LC Instagram Account in Learning English Online. Peace and salutation be upon our prophet Muhammad Shalallaahu Alaihi Wassalaam, who has brought human beings from the darkness into the lightness.

The preparation of this thesis is inseparable from the guidance, prayers, support, and motivation received from various parties. Thus, the researcher would like to express his appreciation and gratitude to :

1. Thanks to Dr. Rosnidarwati MA, as the Dean of the Faculty of Islamic Studies, for the support, guidance, and opportunities provided to the author throughout this academic journey.
2. The deepest appreciation goes to Mrs. Rahmatun Nisa S.Pd.I., M.Pd. as my supervisor I and Mrs. Siti Safura S.Pd.I., M.Ed. as my supervisor II. Thanks for the guidance, dedication, and patience in supervising the author in completing this thesis. The knowledge and guidance have been invaluable for the author development.
3. I express gratitude to all lecturers in the Faculty of Islamic Studies who have shared knowledge, provided inspiration, and created an academic environment that is supportive.
4. Thanks to all research respondents who have taken the time and provided valuable feedback. Their participation significantly contributes to the smooth progress of this research.
5. To beloved parents, Suhardi and Sarifah, thanks for prayers, support, and limitless love. Their presence and encouragement have been the author main motivation in completing this education.
6. I want to express thanks to dear siblings, especially Jarkoni Paiyodi for every support and positive spirit always given.
7. In conclusion, thanks to all comrades. Togetherness, support, and shared memories are an inseparable part of this journey. May we continue to create and inspire each other.

Thank you.

Kukuh Handi Handoko

## **ABSTRACT**

Kukuh Handi Handoko (2023). Learners' Perception Towards Kampung Inggris LC Instagram Account in Learning English Online

This study aimed to assess learners' perceptions towards kampung inggris LC instagram account in learning online. The research used a quantitative approach with purposive sampling. A questionnaire with a Likert scale distributed to 36 respondents to gather data on learners' perceptions of the Kampung Inggris LC Instagram account. Data analysis employed descriptive analysis techniques, including the creation of frequency tables to present detailed results. The study provided a comprehensive overview of how learners perceived the effectiveness of kampung inggris LC instagram account in supporting online English language learning. The final results indicated a significant positive impact of using the Kampung Inggris LC Instagram account on the improvement of English language skills among learners, with an overall average positive percentage of 83.8% (Strongly Agree). These findings contribute significantly to the development of English language learning strategies through online platforms.

**Keyword:** Learners' perceptions, Kampung Inggris LC, Instagram, Online learning

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of Study**

Globally, more than 1.45 billion people speak English either as daily language or as a second language (The Ethnologue, 2022). English as an international language, many people learn English for work or educational purposes and ability to communicate with people from other countries. Learning English can improve the communicative proficiency in communicating in that language. In addition, this learning will have an impact on the growth of cognitive and socio-personal skills that will benefit students in both their academic studies and personal lives (Blazquez, 2018). This makes English ranked first as the most widely used language in the world after Mandarin Chinese. English is not only the primary language that is spoken in the majority of countries, but it is also one of many that use it as a second language, including Malaysia, India, Singapore, and Pakistan.

There are many parts of English that should be understood and used as the foundation for learning the language. Speaking, writing, reading, and listening are a few of them. Students can gain insight into English language through printed books found in school or in public library. With the development of Internet network technology, communication and information gathering are no longer constrained by place and time. Users of internet have access to the information they require anytime and wherever they want (Adri, 2007). It is advantageous for everyone to learn English because, with the growth of this period, students may

also study online through internet , which is simpler to access anywhere and anytime.

The internet has an important influence for the everyone that who wants to access it. The ease of accessing the internet wherever and whenever through wifi networks that are widely available in public places, is an option for the general public, including learners who wish to gain knowledge independently. According to Kemp (2022), there were 204.7 million internet users in Indonesia in January 2022 and there were 191.4 million social media users in Indonesia in January 2022. This report shows that the level of internet user in Indonesia is very high, followed by the level of use of social media which is also very high.

With the use of social media, students can actively study by locating sources of information, particularly in English. Students are more independent in search of new knowledge from a variety of available media, including the social media platform Instagram. Indonesia have 99.15 million users of instagram early 2022 (Kemp,2022). There are several instagram social media accounts that produce content for learning English with the aim of making it simpler for students to learn the language through uploaded content. Kampung Inggris LC is one of the instagram accounts that has content for learning English and is readily accessible online at any time and from any location.

Instagram is an application that enables users to post daily activities by uploading tasks that are completed in their Instagram accounts. Today the instagram users do not just create accounts to post daily activities; instead, a lot of users create accounts to post knowledge that is useful to other Instagram users and

unsurprisingly, is extremely valuable for learners who want to improve their understanding of a subject by engaging with accounts that discuss it. Nowadays, the account that is focused on teaching English is also beginning to grow. With the addition of a few Instagram accounts dedicated to learning English, Instagram has transformed into a social media platform that enhances student proficiency in using English through its caption, video, and photo features (Putri, 2022).

From the explanation above, the internet is the most likely medium to be chosen or utilized as a source of learning by individuals with independent learning (Juwandi & Widyiana, 2019). From this opinion it can be concluded that technological developments really help the learning process for students independently and instagram application is an example of technological developments that present a variety of account that make content to learn English. Thus, this research was conducted to get the results from learners' perception with the title "Learners' Perception Towards Kampung Inggris LC Instagram Account In Learning English Online"

## **B. Research Question**

1. Does Kampung Inggris LC instagram account help learners to improve proficiency in English through online?
2. How does Kampung Inggris LC instagram account help learners to increase English mastery?

### **C. Aim of Study**

The aim of research are :

1. To know whether the instagram account of Kampung Inggris LC can increase students English mastery.
2. To know how Kampung Inggris LC instagram account increase students English mastery.

### **D. The Significant of Research**

The research result is estimated to give benefit for :

1. The teachers, The results of the research are expected to provide information to teachers about the use Instagram application to improve English mastery for students through Kampung Inggris LC instagram account.
2. The students, The results of this study are expected to increase students' motivation in increasing English mastery through Kampung Inggris LC instagram account.
3. The researcher himself, this study helped researcher to increase knowledge and provide ideas for using Instagram to help the learning process.
4. The further researchers, the results of the study are expected to provide information and knowledge about students' perceptions about using the instagram to increase English mastery through Kampung Inggris LC

instagram account and to conduct further research in the future focusing on more specifically another english ability.

## **E. Definition of Terms**

### **1. Learners' Perception**

According to Tsai, Shen, & Tsai (2013), Learners' perceptions are individuals' perspectives of their own learning experiences, which include their impressions of motivation and desire to learn, learning objectives, the effectiveness of learning methods, and the learning environment. Therefore, learners' perception is the way people understand and interpret their learning experiences.

### **2. Instagram**

Instagram is a well-known social networking site where users may share photographs and videos with their followers. Instagram was launched in 2010 as a simple photo-sharing app, but over time, the platform has expanded to become more complex with the addition of features such as Stories, IGTV, Reels, and others. According to (Fardouly, Willburger, & Vartanian, 2018), instagram is a social networking platform that allows users to communicate images and videos as well as interact socially through various features such as image "feeds," Stories, and direct messages.

### 3. Kampung Inggris LC

Kampung Inggris LC refers to the official account of the Kampung Inggris Language Center in Indonesia. Kampung Inggris LC is a language course located in Pare, Kediri. Speaking, grammar, listening, TOEFL, IELTS, and other programs are available at Kampung Inggris LC. Learning can be done online or offline and the Kampung Inggris LC instagram account is used to promote their program and share content about English material (Locita & Wicaksono, 2023).

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Learners Perception**

##### **1. Definition of perception**

According to (Robbins 2003) in (Azhmy, 2020) Perception is obtained through analysis and evaluation of events or questions and is processed by the five senses to produce a positive or negative perceptual meaning. Walgito (1990) stated that perception is a significant and integrated activity in the individual because it is an impression of an object that is acquired through the process of perceiving, organizing, and interpreting the object that is accepted by the individual. Therefore, perception basically concerns the relationship between a person and his five senses from events that occur around the social environment. After observing the events that take place in their environment, it will produce a conclusion or meaning of the incident.

Moreover, perception is a process that starts from sight to the formation of responses that occur within the individual so that the individual is aware of everything in his environment through the senses they have. Humans as social beings are also individual beings, so there are differences between one individual and another (Wolberg, 1967). While, Kurniawan (2015) stated that perception is an important psychological feature since it informs us about the types of phenomena that exist in our immediate environment.

From the explanation above it can be concluded that perception is produced by human senses. An event that is around the environment produces a different meaning from the event through good or bad perceptions.

## 2. Types of perception

According to Irwanto (2002), the interactions between people and objects cause two types of perception, negative perception and positive perception. Positive perception is a perception that explains a supportive attitude towards a thing or object that is noticed through the surrounding environment. While, Negative perceptions are perceptions that explain attitudes that do not support or are the opposite of negative perceptions of a thing or object that is noticed through the surrounding environment.

Thus, it can be concluded that perceptions, both positive and negative will always have an impact on a person in determining an action

## 3. Factor affecting perception

According to Walgito (2001), everyone has a unique way of seeing the same thing. Many factors including internal and external factors can influence the differences. An internal factor is one that originates within an individual. This element is influenced by personal psychological factors such as thoughts, feelings, willingness, needs, sex, motivations, attentions, and so on. Every human being has unique qualities and temperament, which are influenced by their family and environment. While, an external factor, such as a stimulus, an environment, a culture, or a belief. Both the

physical environment and the social environment have an impact on how we make perception

Another expert stated, at least there are three factors affecting perception (Irwanto, 2002). First is effective attention, Not all of the stimulus collected may be the focus of attention, but only the most fascinating stimulus will be the center of attention. Second is values and need of person, Every person perception of an object or event differs depending on their values and needs. The last is previous experience, a person's perspective of an object can be influenced by their first experience with it.

According to the text above, there are numerous influence variables in expressing perception, including external and internal factors. thus, everyone has a different perception of the object that being observed.

#### 4. Process of perception

The brain receives information or messages, which is how perception is processed. Walgito (2001) stated there are few steps show the process of perception. First step is stimulus, Perception is the result of a response to a stimulus. Sensation is the first step in perception. All sensations enter the body via the senses. The stimulus will be affected by sensation. Second step is registration, The stimulation will be transmitted to the brain via the nerve. The brain will then process it. In this stage, human being recognizes the stimulus. Last step is interpretation, Stimuli that enter the brain are interpreted, construed, and given meaning through

a complex process. Relation in this study is the perception given by the learner as a result of learning from Kampung Inggris LC instagram account through online.

#### 5. Learners' perception

There are several experts who state the definition of learners' perception. According to Brown, Bull & Pendlebury (2013), learners' perception refers to the way students interpret and give meaning to their learning experiences, and how they respond to the learning environment and learning situations. Bloom (1968) stated, learners are individuals who are in the process of acquiring knowledge, skills, and attitudes through learning activities.

Students' perceptions include students' views, beliefs, and assessments of the learning process and learning environment (Trowler, 2010). Another expert stated that learners gain information and skills through social interaction with more knowledgeable people or in the framework of a social and cultural context (Vygotsky, 1978).

Learner's perception is how learners perceive and make sense of the information and experiences they encounter while learning. Kolb (2014) stated that in learning process, learner's perception is the consequence of an interplay between concrete experience, observation and reflection, conceptual reasoning, and active experimentation.

Furthermore, perception also influences social interaction, this refers to how students feel connected to classmates, teachers and the

learning environment. positive perceptions of social interaction can contribute to better motivation and participation in learning process (Fredericks, Blumenfeld & Paris 2004).

Some of the definitions above lead to the conclusion that student perceptions result from participation in the learning process. This process involves how students understand, and respond to their learning experiences. Thus, producing different perceptions on each student.

## **B. Instagram**

### **1. Definition of Instagram**

In terms of instagram, the name "Insta" is derived from the word "Instant". This name is derived from the Polaroid camera, which is an instant camera that produces instant results. While the term "gram" is derived from the word "telegram," which is capable of transmitting information swiftly. In this situation, the terms used are consistent with instagram's goals of being able to rapidly and quickly communicate photographs and videos via the internet network. Instagram was first developed in San Francisco, United States by the startup company Burbn, Inc from CEO Kevin Systrom and Mike Krieger and released on October 6, 2010.

Instagram is media that allows user to share daily activities by posting photos and videos accompanied by interesting caption. This has become an attraction for young people to use instagram as social media or

to find the information. Alfiandy (2017) stated, due to several interesting features, instagram is one of the social media that is widely used by the younger generation.

## 2. Features of instagram

According to Saleh (2020), instagram has some interesting features that can be used by its users, these features are:

### a. Followers

On instagram users can get followers or become followers of an account. Thus, communication is formed between instagram users by giving likes or commenting on photos that have been uploaded by other users.

### b. Upload photo or videos

Instagram has the main feature to upload the desired photo or video. This photo or video can be uploaded through the user's cell phone.

### c. Filter photo

To make photos more interesting, instagram provides a filter feature for photos make photos more interesting. This feature is freely used by the users of instagram.

### d. Caption

When users uploading a photo or video, instagram provides a caption feature that is used to write a description of the photo or video.

This feature also can make users to add a location in the photo that will be upload.

e. Arroba

Instagram has a feature that users can add other users in posts by adding an arroba sign (@) in front of the other user's username. Apart from being used in posts, users can also use the arroba sign (@) in comments that have been posted.

f. Geotag

This feature functions to display the location of the user in photo or video to be posted. This feature can be used when the user activates the map on the cellphone.

g. "Also post to"

Photos that will be posted via instagram can also be shared to other social media. This feature is useful to make it easier for users so they don't have to upload the same photo to various other social media accounts.

h. Like

Instagram has a "like" feature same as the other social media. The more likes received from other users, the more popular the post that has been uploaded.

i. Explore

Popular post will be on the explore page, the explore page aims to find other users or display photos or videos that get a lot of "likes"

from other users. Photos displayed on the explore page also affect the increase in followers from users.

### 3. Instagram usage in daily life

Instagram has multiple uses in everyday life. Instagram is a great place to obtain inspiration from fascinating content, in addition to being a platform for sharing key experiences. The instagram users may also rapidly transmit messages or stories to their followers using the stories function. Instagram is also used to develop networks and connections with like-minded individuals, as well as to advertise businesses or items. Prihatiningsih (2017) stated, instagram is a social media that is able to fulfill one's needs, namely cognitive, affective, personal integration and social integration needs.

Overall, instagram has become an indispensable aspect of modern life, enabling its users to communicate, inspire, and achieve the users objectives.

### 4. Instagram as media learning

In indonesia, from 191.4 million users social media there are 99.15 million users of instagram in early 2022 (Kemp, 2022). Instagram is not only used to share user activity, but can be used as a source to gain knowledge. This is supported by the many instagram accounts that focus on teaching, one of which is learning English. Salehuddin (2020) stated that learning assisted by instagram social media is the most suitable learning model and to achieve knowledge among user of instagram,

creative learning assisted by instagram social media is the most suitable one.

According to Rahman (2021), instagram can be used as an alternative social media platform for learning english. Where there a lot of highly intresting photo postings to convey information about the english language. Furthermore, instagram can also improve the quality of student learning because it can be coupled with instructional approach.

Instagram is one of the social media to increase learning motivation to improve english. Therefore, to increase students enthusiasm for learning, teachers must have creative and innovative methods (Min & Hashim, 2022). Teacher can combined conventional learning methods wiht current learning methods, because nowadays learner prefer visually attractive items over reading books and instagram can be one of the social media used to learn creatively and innovatively.

##### 5. Development English skill through Instagram

According to Utomo & Bastiar (2020), some of basic skills can be improved through instagram. Some of these basic skills will be explained below:

###### a. Speaking

Speaking skills refer to a person's ability to speak and communicate as well as the ability to convey ideas and interact with others effectively. Instagram could assist speakers in performing exercises to improve their public speaking skills. They can use

instagram to create short videos such as tutorial videos or more lengthy videos such as live broadcasts, public speaking, or vlog videos (Rasyiid et al., 2021). In addition, instagram can help students enhance their public speaking skills. Furthermore, improve speaking skill through instagram is more comfortable in the classroom for inactive students and instagram has given more confidence to student for speak English (Utomo & Bastiar, 2020).

#### b. Writing

Writing skills refer to a person's ability to arrange and express ideas effectively in writing. Good writing skills are necessary in a range of situations, including academic, professional, and personal. Users can also write various things on instagram through the features provided by instagram. Salamah & Sabiq (2020) stated that users can enter text in the caption function, this can also be done in the comments feature by posting photos or videos that have been uploaded. This features can help the user to improve their skills in writing.

#### c. Reading

Reading skill is the ability to understand structure, vocabulary, grammar, as well as meaning and context in the written text to be read. Furthermore, learning new vocabulary through accounts on instagram can improve reading skills in understanding a topic to be read. Instagram accounts that focus on teach English can provide new

vocabulary to students, so that they can improve students reading skills in understanding simple paragraphs quickly (Putri et al., 2021).

d. Listening

Listening skill is the ability to understand and interpret a topic that is spoken or heard through intonation, vocals, and to understand the words, phrases and sentences used in the context of conversation or audio material. Instagram has lots of English speaking videos that we can easily access anywhere and anytime. Agustin & Ayu (2021) stated that listening and vocabulary skills can be improved by watching long videos using English and read the caption through several accounts that focus on teaching English on instagram.

### **C. Advantages and Disadvantages of Instagram**

According to Enterprise (2012) At least, there are 3 advantages that instagram has to attract its users, these advantage are :

- a. Instagram can be used for free through any device without any charges for its use.
- b. Instagram provides a photo editing feature to maximize the results of the post according to what the user wants by using color, focus and so on.
- c. With a large number of Instagram users, interesting posts are likely to be noticed more by other users. This can significantly increase the followers of accounts with similar interests.

Apart from the advantages, instagram also has some disadvantages. Nainggolan, Rondonuwu & Waleleng (2018) mentions several weaknesses of instagram, including:

a. Spamming

Instagram makes it easy for users to interact with each other. This can lead to spamming, Spamming can be found in the comments section of a post with a variety of bad comments. But this can be prevented by disabling comments on posts.

b. Free to upload any content

The freedom to upload content can make anyone post bad content. Bad posts can have a bad impact on the users who see it.

Besides being used as a social media by its users, instagram also has advantages and disadvantages as a media of learning. Ambasari (2021) suggest, there are several advantages and disadvantages instagram as learning media, including :

a. Make it easy for teachers and students to interact and deliver material.

Teachers can interact and convey material or knowledge to students only through instagram. Teachers and students don't have to sit in the classroom in the teaching and learning process, but only with instagram the teacher can do it all.

b. Free

The instagram application is a free application and can be accessed by all people, so using this application does not need to be expensive.

c. Interesting learning materials

Instagram has several features that can give an interesting impression to be read by the public. Through this application, the material presented can be edited in such a way as a photo or video. After the photo or video has been edited, the material can be directly uploaded and can be viewed, especially by students.

d. Easy to reach

Almost all students use this application because it is easy to use and widely accessible so that students can already receive the material delivered by the teacher. There are also some disadvantages of instagram application as a learning media, including :

a. Free access by everyone

Instagram can easily access applications that might affect the character of students because instagram is not only related to lessons but also has a negative impact on this application so that to access this application students must need supervision by parents.

b. Using a stable internet network

To be able to access this application, the internet network must also be stable because if the internet error, the learning process is a little slow.

Therefore, with some of the advantages and disadvantages of instagram. Instagram users have full control in using instagram as a social media or used as a media for learning.

## **D. Kampung Inggris LC**

### **1. Origins of Kampung Inggris LC**

Kampung Inggris Language Center is one among the English language learning courses in Pare, Kediri. Kampung Inggris LC was founded by several people who are part of a team that expert in English language (Aji, 2019). They not only provide offline instruction, but they also provide online education through their social media accounts such as instagram and YouTube.

Furthermore, there are numerous accounts on instagram that give English instructional videos. Due to the large number of account in the instagram application, the researcher choose one of them, Kampung Inggris LC. LC is an abbreviation for Language Center, which is a course institution at Kampung Inggris in Pare. Kampung Inggris LC is one of the most favorite places for English courses, because they provide easy access to learn English through the content provided on their social media accounts anytime and anywhere (Khairunissa, 2020).

On instagram, Kampung Inggris LC usually upload content about English vocabulary, English slangs that are related to Indonesian terminology, common mistakes, and some advice to help users improve their speaking skills. By July 2023, Kampung Inggris LC has uploaded eight thousand four hundred and thirty posts content about learning english and has 1.6 million followers on instagram. Kampung Inggris LC uploaded and created unique and interesting language learning content so

that followers have no difficulty understanding it (Pramesti & Safitri, 2023).

## 2. Benefit of kampung inggris LC

According to Munawarah (2022), there are some of benefits of kampung inggris lc instagram account.

### a. Improve English skills

Kampung Inggris LC uploads various English material content that can increase the knowledge of its followers on instagram. various kinds of English materials uploaded by them on instagram.

### b. Free access

Kampung Inggris LC instagram account can be accessed anytime and anywhere via the user's mobile device. Followers can easily acces the content that has been uploaded by Kampung Inggris LC for free on instagram.

### c. Various of content material

Kampung Inggris LC has a variety of interesting posts about learning English which are uploaded in the form of photos and videos. Not only interesting content, the delivery of material which is very clear also makes Kampung Inggris LC widely followed by instagram users to improve their English skills.

## **E. Online Learning**

### **1. Definition of Online Learning**

Various definitions expressed by several experts about online learning as learning using the internet. According to Hartley (2001), online learning or E-Learning is a kind of teaching and learning that allows students to get teaching materials over the internet, or other computer network media. E-learning uses computer networks to develop into a larger computer network known as the internet so that learning can be done in real time and make it easier for learners to access anytime and anywhere (Rofiq & Jatmika, 2012).

In an online lesson, a device connected to the internet displays material to respond a learners request and show appropriate material based on the learners request (Carliner, 2004). Online learning is using an internet connection to access information, interacting with teachers and students, and assisting the learning process in acquiring knowledge, making meaning, and progressing with learning experience (Ally, 2008).

So, it can be concluded that online learning is a learning method that uses the internet network as its main element, the internet network can be accessed through several technological devices such as cellphones, computers or laptops.

### **2. The characteristics of online learning**

According to Hariyati (2020), there are several characteristics of online learning :

- a. In online learning students no longer need a special place and time to study, but students can learn anywhere and anytime according to the opportunities each student has individually.
- b. Students no longer only have access to textbooks and other printed learning resources during the learning process, but also to digital information sources that may be accessed via cyberspace.
- c. Students and teachers can increase classroom learning by gaining access to knowledge from a variety of sources database or libraries, communicating with other students or experts in specific subject areas through computer, and exchanging information/data.
- d. Teachers and students can use electronic documents to supplement their education. Because online learning provides an interactive learning environment, students can actively participate.
- e. Computers have become limitless libraries because to their ability to transfer information on a number of media (print, video, sound, and music recordings). While students can communicate swiftly with text, graphics, voice, data, and video.
- f. Teachers who are physically separated from their students can learn with other students in schools all around the world through online learning.

### 3. Advantages & Disadvantages of Online Learning

According to Yuhanna, Alexander & Kachik (2020), there is several advantage & disadvantage of online learning. The first advantages

is the simplicity of obtaining things on the internet is advantageous for students, knowledge sources may be easily accessed via the internet. The second is students can interact directly with experts based on their interests. The third is one of the benefits of online learning is the ability to share views with other internet users. The last advantages is There are almost no fees when using the internet.

There are also some disadvantages of online learning. The first disadvantages is all information that is spread on the internet can be retrieved by users by copying and pasting, so that it can become a copyright issue. The second is the amount of information available on the internet can affects the speed with which users may obtain the information they need, several companies have developed their own search engines to reduce the time spent searching for something. The third is the internet network can have problems when used. The last disadvantages is a poor signal can slow down the search or exchange of information.

According to the advantages and disadvantages above, it can be concluded that the advantages of online learning include flexible access, self adjusted learning and saving time. However, the weakness include a lack social interaction, potential for online distraction, and challenges in self-motivation without direct supervision.

## F. PREVIOUS STUDY

The first related study was done by Aniasih et al.,(2022) entitled “Student Response on Using Kampung Inggris LC Youtube Channel as Media for Learning English Grammar” .This study aimed to determine students’ perception of learning grammar through Kampung Inggris LC. The researcher applied qualitative descriptive method through questionnaire. The subject of this research were students from Senior High School and College Students. The results of this study showed that most of response gave positive response of Kampung Inggris LC Youtube Channel.

The second related study was done by Zalzabilah (2022), the title is “ Learning English Vocabulary Using Kampung Inggris Social Media Account”. This study aims to determine the use of social media Youtube and Instagram in Kampung Inggris as a method of learning of vocabulary. The researcher uses qualitative method through interviews with English Teacher and Questionnaire given to student at SMPN 06 Bekasi. The respondent of this study were 34 students from 7th grade and an English Teacher at SMPN 06 Bekasi. The result of this study found that 66,66% of students prefer learning through Youtube than Instagram.

The last related study was done by Husna (2023). The title is “My Body is Not Delicious : Learned English Expressions Through Instagram”. This study aimed examining the pedagogical features of Kampung Inggris LC. This study employed descriptive qualitative research. This study using critical discourse analysis to analyzed ten of reels video and using appraisal

analysis to five of comments from the followers on Kampung Inggris LC Instagram account. The result of this study showed a lot of accounts' followers show positive comments from the post of Kampung Inggris LC to enhance their English skills.

According to previous studies, researcher found that studies have in common that is to learn English from Kampung Inggris LC instagram account. However, there are some differences between this study and previous related research. The first difference is the sample that are used. The second difference is the method that are used. The preview study uses qualitative descriptive methods to conduct research while this study uses quantitative descriptive methods to explore more about learner perception towards Kampung Inggris LC instagram account through online learning. Therefore, despite all the differences and similarities in the research, the researcher still uses all the previous research as a reference to guide researcher in conducting this research.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

The research method used a quantitative approach with descriptive method. According to (Sugiyono, 2012), descriptive research is study that is undertaken to discover the value of the variable, either one or more variables without drawing comparisons or connecting with other variables. In quantitative research, the use of data in the form of numbers is very important, starting from the data collection stage, data interpretation, and presentation of the results (Arikunto, 2005). Therefore, quantitative descriptive research is carried out by describing a phenomenon using numerical data that objectively represents the thing being examined and concludes based on phenomena observed throughout the research process.

In this study, the researcher wants to find out learners' perception towards Kampung Inggris LC instagram accounts to increase their English mastery through online learning, regarding whether Kampung Inggris LC can improve students English mastery and how Kampung Inggris LC can improve students English mastery.

## **B. Population and Sample**

According to Creswell (2014), the population refers to the entire group of people, objects, or events that share specific characteristics and are the main focus of the study, while the sample is a smaller portion of the population that is selected to represent the whole population.

The population in this study were all of English department students at University of Muhammadiyah Aceh and the students of UIN Ar-ranniry. The sample of this research were 36 students who has follow or often access the Kampung Inggris LC account on instagram, that sample was determined by using purposive sampling, in which purposive sampling is based on certain considerations such as characteristics that have been known previously (Notoatmodjo, 2010). The researcher use purposive sampling to determine the sample of study that requires specific criteria so that the sample taken is in accordance with the research objectives.

## **C. Instrument of The Study**

The instrument used in this study are questionnaire. Questionnaire is a data collection technique that is carried out by providing a collection of questions or written statements to respondents to answer (Sugiyono, 2012). The questionnaire was adapted from several studies that had variables that were close in this study. The questionnaire consists some of

statements that were distributed through Google Form. The researcher uses Likert Scale starting from Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

#### **D. Technique of Data Collection**

In collecting data, before distribute questionnaire, the researcher will ask permission from students who will be participants in this research. The researcher will distribute questionnaire through online using google form on the day research is conducted. After that, the researcher will begin checking participants who have completed the questionnaire and those who have not. Participants who have not completed the questionnaire will be politely asked to fill out the questionnaire that has been distributed. After collecting the data from questionnaire, the researcher begin to analyze all of data and making conclusion.

#### **E. Technique of Data Analysis**

Data analysis is a method by analyzing the data obtained to compile and interpret the data that has been collected (Priyono, 2008), Data analysis in this study was carried out after data from all respondents was collected. The data analysis technique of this research uses descriptive analysis.

According to Sugiyono (2016), Descriptive analysis is method that used to analyze data by describing the data that has been collected as it is without intending to make general conclusions. To measure the frequency of each question, researcher will use the formula as follow:

$$T \times P_n$$

T = Total of respondent

P<sub>n</sub> = Number of likert scale

The data will be converted into percentages using the formula as follow :

$$\text{Percentage} = \frac{\text{Frequency of each question}}{\text{Ideal score}} \times 100$$

The data will be presented in the form of a frequency distribution table to display result of respondents.

## CHAPTER IV

### RESULT AND DISCUSSION

#### A. Result

This section contains a description of the data obtained based on characteristics of quantitative research. The data presented from the result of quantitative data analysis in form of frequency table. The process of data collection was carried out by distributing questionnaires indirectly to respondents. Indirect distribution is carried out online using Google Form through the WhatsApp application.

The data was obtained through 36 respondent from University of Muhammadiyah Aceh and UIN Ar-ranniry. The data was obtained from questionnaire as follows :

**Table 4.1 The Result of Data**

| No. | Question                                                                               | Frequency | Percentage | Answer |
|-----|----------------------------------------------------------------------------------------|-----------|------------|--------|
| 1.  | Kampung Inggris LC Instagram account helps me in improving my understanding in English | 158       | 87,7%      | SA     |
| 2.  | I feel Kampung Inggris LC Instagram account is effective in helping me learn English   | 150       | 83,3%      | SA     |
| 3.  | I feel Kampung Inggris LC instagram account motivates me to practice learning English  | 154       | 85,5%      | SA     |

|     |                                                                                                         |     |       |    |
|-----|---------------------------------------------------------------------------------------------------------|-----|-------|----|
| 4.  | I feel Kampung Inggris LC instagram account encouraged me to participate in learning English activities | 152 | 84,4% | SA |
| 5.  | I feel material presented on the Kampung Inggris LC instagram account improves my ability in English    | 152 | 84,4% | SA |
| 6.  | I often participate in English quizzes or challenges on the Kampung Inggris LC instagram account        | 127 | 70,5% | A  |
| 7.  | I often access English learning materials on the Kampung Inggris LC instagram account                   | 138 | 76,6% | A  |
| 8.  | I can easily understand the English learning material on the Kampung Inggris LC instagram account       | 157 | 87,2% | SA |
| 9.  | I can easily access English learning materials on the Kampung Inggris LC instagram account              | 149 | 82,7% | SA |
| 10. | I feel material presented on the Kampung Inggris                                                        | 153 | 85%   | SA |

|     |                                                                                                                |              |              |           |
|-----|----------------------------------------------------------------------------------------------------------------|--------------|--------------|-----------|
|     | LC instagram account is useful for me in learning English                                                      |              |              |           |
| 11. | I feel teacher on Kampung Inggris LC instagram account explains in detail the discussion material being taught | 149          | 82,7%        | SA        |
| 12. | I feel material presented on Kampung Inggris LC instagram account improve my vocabulary skills in English      | 149          | 82,7%        | SA        |
| 13. | I feel my speaking skills have improved by learning through Kampung Inggris LC instagram account               | 145          | 80,5%        | SA        |
| 14. | I feel my listening skills have improved by learning through Kampung Inggris LC instagram account              | 147          | 81,6%        | SA        |
| 15. | I feel my grammar skills have improved by learning through Kampung Inggris LC instagram account                | 149          | 82,7%        | SA        |
|     | <b>Average</b>                                                                                                 | <b>148,6</b> | <b>83,8%</b> | <b>SA</b> |

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From the data above, it could conclude that analysis results indicate the learning experience through Kampung Inggris LC instagram account was positively evaluated by the majority of respondents.

For more detailed discussion, the researcher presented the overall data obtained from the results of each question through the questionnaire that had been answered by the respondents. The data as follows:

### **1. Kampung Inggris LC Instagram Account Improving Understanding in English**

In this section, the researcher will explain the results of respondents statements about improving understanding English in detail.

**Table 4.2 Kampung Inggris LC Instagram Account Improving Understanding in English**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 1               | Strongly agree    | 47,2%             |
|                 | Agree             | 44,4%             |
|                 | Neutral           | 8,3%              |
|                 | Disagree          | 0%                |
|                 | Strongly disagree | 0%                |

The majority of respondents (47.2%) strongly agreed that kampung inggris LC instagram account helped them improve their understanding of English. This shows that the majority of respondents see positive value in the content or information provided by the account.

A total of (44.4%) also agreed that Kampung Inggris LC instagram accounts made a positive contribution to their understanding of English.

This also confirms that the majority of respondents have a positive view of the account.

A small majority of respondents (8.3%) felt neutral about this statement. This could be caused by various things, such as ignorance or uncertainty as to how far Kampung Inggris LC instagram account will help them.

There were no respondents who disagreed (0%) with this statement. This shows that no one specifically rejects the statement that Kampung Inggris LC instagram account provides benefits in understanding English.

There were no respondents who stated that they strongly disagreed (0%) with this statement. This confirms that there are no very negative opinions about Kampung Inggris LC instagram account.

Thus, it can be concluded that the majority of respondents had a positive view regarding the contribution of the Kampung Inggris LC instagram account to improving their understanding of English.

## **2. Kampung Inggris LC Instagram Account Effective in Learn English**

In the next section, the researcher will explain in detail the results of the respondents' statements regarding effective in learning English

**Table 4.3 Kampung Inggris LC Instagram Account Effective in Learn English**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 2        | Strongly agree    | 33,3%      |
|          | Agree             | 52,8%      |
|          | Neutral           | 11,1%      |
|          | Disagree          | 2,8%       |
|          | Strongly disagree | 0%         |

A total of (33.3%) respondents strongly agreed that the Kampung Inggris LC instagram account is effective in helping them learn English. This suggests a significant positive perception among a portion of the respondents regarding the effectiveness of the instagram account.

The majority of respondents (52.8%) agreed that the account is effective in aiding their English learning. This indicates a strong overall positive sentiment among more than half of the respondents.

A relatively small percentage (11.1%) of respondents expressed a neutral stance. This could imply that some respondents were unsure or did not have a clear opinion on the effectiveness in assisting their English learning.

A small proportion of respondents (2.8%) disagreed with the effectiveness in helping them learn English. This suggests that a very small number of respondents did not find the account effective for their language learning needs.

No respondents (0%) strongly disagreed with the statement. This indicates that there were no strong negative opinions regarding the effectiveness of the instagram account.

In summary, the data showed that a substantial portion of respondents hold a positive view of the effectiveness of the Kampung Inggris LC instagram account in aiding their English learning, with a smaller percentage expressing a disagreed stance.

### **3. Kampung Inggris LC Instagram Account Gives Motivations to Practice Learning English**

In this section, the researcher will explain the results of respondents statements regarding Kampung Inggris LC instagram account gives motivations to practice learning English

**Table 4.4 Kampung Inggris LC Instagram Account Gives Motivations to Practice Learning English**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 3               | Strongly agree    | 33,3%             |
|                 | Agree             | 47,2%             |
|                 | Neutral           | 16,7%             |
|                 | Disagree          | 2,8%              |
|                 | Strongly disagree | 0%                |

A total of (33.3%) respondents strongly agreed that the Kampung Inggris LC instagram account provided motivation for them to practice

learning English. This indicated a significant positive impact on motivation among a portion of the respondents.

Nearly half of the respondents (47.2%) agreed that the Kampung Inggris LC instagram account contributed to their motivation to practice learning English. This suggested a strong overall positive sentiment among a substantial majority of the respondents.

A moderate percentage (16.7%) of respondents expressed a neutral stance. This could have suggested that some respondents were neither motivated by the content in their English learning practices.

A small proportion of respondents (2.8%) disagreed with the statement that the Kampung Inggris LC instagram account gave motivation to practice learning English. This implied that only a very small number of respondents did not find motivational value in the account.

No respondents (0%) strongly disagreed with the statement. This indicated that there were no strong negative opinions regarding the motivational impact of the Kampung Inggris LC instagram account.

In summary, the data indicate that a significant majority of respondents felt motivated to practice learning English due to the Kampung Inggris LC instagram account, with a smaller percentage expressing a disagreed stance on motivation.

#### 4. Kampung Inggris LC Instagram Account Gives Encouragement to Participate in Learning English Activities

In this discussion section, the researcher has gathered data from respondents answers regarding gives encouragement to participate in learning English activities. The data as follows:

**Table 4.5 Kampung Inggris LC Instagram Account Gives Encouragement to Participate in Learning English Activities**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 4        | Strongly agree    | 41,7%      |
|          | Agree             | 41,7%      |
|          | Neutral           | 13,8%      |
|          | Disagree          | 2,8%       |
|          | Strongly disagree | 0%         |

A significant portion of the respondents (41.7%) strongly agreed that the Kampung Inggris LC instagram account encouraged them to participate in learning English activities. This suggested a notable positive influence on active participation among a considerable number of respondents.

An equal percentage (41.7%) of respondents agreed that Kampung Inggris LC instagram account played a role in encouraging them to participate in learning English activities. This reinforced the positive sentiment and encouraged them to participate in learning English activities.

A minority of respondents (13.8%) expressed a neutral stance. This suggested that a small portion of respondents did not strongly feel either

encouraged or discouraged to participate in learning English activities by the content of Kampung Inggris LC instagram account.

A small proportion of respondents (2.8%) disagreed with the statement that the Kampung Inggris LC instagram account encouraged them to participate in learning English activities. This implied that only a very small number of respondents did not feel encouraged to engage in learning English activities.

No respondents (0%) strongly disagreed with the statement. This indicated that there were no strong negative opinions regarding the account's encouragement to participate in learning English activities.

In summary, the data displayed that a considerable majority of respondents felt encouraged by the Kampung Inggris LC instagram account to participate in learning English activities, with a smaller percentage expressing a disagreed or negative stance.

## **5. The Material Presented on Kampung Inggris LC Instagram Account Improves Ability in English**

In this section, the researcher has also obtained data related to the improvement of English language proficiency through Kampung Inggris LC instagram account. The data as follows :

**Table 4.6 The Material Presented on Kampung Inggris LC Instagram Account Improves Ability in English**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 5        | Strongly agree    | 41,7%      |
|          | Agree             | 44,4%      |
|          | Neutral           | 8,3%       |
|          | Disagree          | 5,6%       |
|          | Strongly disagree | 0%         |

A significant portion of the respondents (41.7%) strongly agreed that the material presented on the Kampung Inggris LC instagram account improved their ability in English. This indicates a substantial positive impact on the improvement of English language skills among a considerable number of respondents.

Almost half of the respondents (44.4%) agreed that the material on Kampung Inggris LC instagram account contributed to improving their ability in English. This reinforces the positive sentiment and suggests a strong overall agreement regarding the effectiveness of the presented material.

A small percentage (8.3%) of respondents expressed a neutral stance. This implies that a minority of respondents did not strongly perceive improvement in their English ability through the material presented on Kampung Inggris LC instagram account.

A small proportion of respondents (5.6%) disagreed with the statement that the material on Kampung Inggris LC instagram account improved their ability in English. This suggests that only a limited number

of respondents did not find the material effective for enhancing their language skills.

No respondents (0%) strongly disagreed with the statement. This indicates that there were no strong negative opinions regarding the improvement of English ability through the material on Kampung Inggris LC instagram account.

In summary, the data showed that a substantial majority of respondents believed that the material presented on Kampung Inggris LC instagram account positively contributed to improving their ability in English, with a smaller percentage expressing a disagree or negative stance.

#### **6. Participate in Quizzes or Challenges on Kampung Inggris LC Instagram Account**

The researcher has also obtained data regarding the respondents participation in quizzes or challenges provided by Kampung Inggris LC instagram account. The data as follows :

**Table 4.7 Participate in Quizzes or Challenges on Kampung Inggris LC Instagram Account**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 6               | Strongly agree    | 19,4%             |
|                 | Agree             | 41,7%             |
|                 | Neutral           | 27,7%             |
|                 | Disagree          | 5,6%              |
|                 | Strongly disagree | 5,6%              |

A relatively small portion of the respondents (19.4%) strongly agreed that they often participated in English quizzes or challenges on Kampung Inggris LC instagram account. This suggested that there was a minority of respondents who actively engaged in these activities.

A larger percentage (41.7%) of respondents agreed that they often participated in English quizzes or challenges on Kampung Inggris LC instagram account. This indicated that a significant portion of the respondents was actively involved in these activities.

A substantial minority (27.7%) of respondents expressed a neutral stance. This implied that a notable portion of respondents neither strongly participated or avoided participating in English quizzes and challenges on Kampung Inggris LC instagram account.

A small proportion of respondents (5.6%) disagreed with the statement that they often participated in English quizzes or challenges on Kampung Inggris LC instagram account. This suggested that only a limited number of respondents did not actively engage in these activities.

An equal percentage (5.6%) of respondents strongly disagreed with the statement. This indicated that another minority of respondents actively avoided participating in English quizzes or challenges on Kampung Inggris LC instagram account.

Thus, the data suggests that a significant portion of respondents actively participated in English quizzes or challenges on the Kampung Inggris LC instagram account, with a moderate percentage expressing a

neutral stance, and a smaller proportion either disagreeing or strongly disagreeing with the statement.

## 7. Acces Material on Kampung Inggris LC

In this discussion, the researcher has also acquired data collected from the respondents through the given questionnaire. This discussion pertains to how frequently the respondents access materials from Kampung Inggris LC instagram account. The data as follows:

**Table 4.8 Acces Material on Kampung Inggris LC**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 7        | Strongly agree    | 16,7%      |
|          | Agree             | 55,5%      |
|          | Neutral           | 22,2%      |
|          | Disagree          | 2,8%       |
|          | Strongly disagree | 2,8%       |

A relatively small portion of the respondents (16.7%) strongly agreed that they often access English learning materials on Kampung Inggris LC instagram account. This suggests that there is a minority of respondents who actively and consistently utilize the learning materials.

The majority of respondents (55.5%) agreed that they often access English learning materials. This indicates that a significant portion of the respondents actively accesses the materials for learning purposes.

A total of (22.2%) of respondents expressed a neutral stance. This implies that some of respondents neither strongly accesses or avoids accessing English learning materials on the Instagram account.

A small proportion of respondents (2.8%) disagreed with the statement that they often access English learning materials on Kampung Inggris LC instagram account. This suggests that only a limited number of respondents do not actively engage with the learning materials.

An equal percentage (2.8%) of respondents strongly disagreed with the statement. This indicates that another minority of respondents actively avoids accessing English learning materials.

From the data above, it could conclude that the data displayed a significant majority of respondents actively accessed English learning materials on Kampung Inggris LC instagram account, with a moderate respondent expressing a neutral stance, and a smaller proportion either disagreeing or strongly disagreeing with the statement.

## **8. Understanding of Material on Kampung Inggris LC Instagram Account**

In terms of the understanding of the materials received by the respondents, it varied, and the following was the data obtained by the researcher :

**Table 4.9 Understanding of Material on Kampung Inggris LC Instagram Account**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 8        | Strongly agree    | 38,9%      |
|          | Agree             | 52,7%      |
|          | Neutral           | 5,6%       |
|          | Disagree          | 2,8%       |
|          | Strongly disagree | 0%         |

A significant portion of the respondents (38.9%) strongly agreed that they can easily understand the English learning material on the Kampung Inggris LC instagram account. This suggests that a considerable number of respondents find the material easily comprehensible.

The majority of respondents (52.7%) agreed that they can easily understand the English learning material on Kampung Inggris LC instagram account. This indicates that a substantial portion of the respondents perceives the material as understandable.

A small percentage (5.6%) of respondents expressed a neutral stance. This implies that a minority of respondents did not strongly lean towards either finding the material easy or difficult to understand.

A small proportion of respondents (2.8%) disagreed with the statement that they can easily understand the English learning material. This suggests that only a limited number of respondents find the material on Kampung Inggris LC instagram account challenging to comprehend.

No respondents (0%) strongly disagreed with the statement. This indicates that there were no strong negative opinions regarding the

difficulty of understanding the English learning material on the Instagram account.

Thus, the data showed that a significant majority of respondents find the English learning material on the Kampung Inggris LC Instagram account easy to understand, with a smaller percentage expressing a disagreed or negative stance.

#### **9. The Ease of Access Material on Kampung Inggris LC Instagram Account**

The researcher also obtained data related to the ease of access to materials from Kampung Inggris LC instagram account. The data as follows:

**Table 4.10 The Ease of Access Material on Kampung Inggris LC Instagram Account**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 9               | Strongly agree    | 33,3%             |
|                 | Agree             | 47,2%             |
|                 | Neutral           | 19,5%             |
|                 | Disagree          | 0%                |
|                 | Strongly disagree | 0%                |

A notable portion of the respondents (33.3%) strongly agreed that they can easily access English learning materials on Kampung Inggris LC instagram account. This suggests that a considerable number of respondents find the accessibility of the materials convenient.

The majority of respondents (47.2%) agreed that they can easily access English learning materials. This indicates that a significant portion of the respondents perceives the accessibility of the materials as favorable.

A moderate percentage (19.5%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding the access easy or difficult.

No respondents disagreed (0%) with the statement that they can easily access English learning materials. This suggests that none of the respondents found significant challenges in accessing the materials on Kampung Inggris LC Instagram account.

No respondents strongly disagreed (0%) with the statement. This indicates that there were no strong negative opinions regarding the ease of access to English learning materials on Kampung Inggris LC instagram account.

From the data above, it could conclude that significant majority of respondents find it easy to access English learning materials on Kampung Inggris LC instagram account, with a moderate percentage expressing a neutral stance on accessibility.

#### **10. The Usefull of Material on Kampung Inggris LC in Learn English**

This discussion, the researcher received answers from the respondents regarding the usefulness of materials. The data as follows:

**Table 4.11 The Ease of Access Material on Kampung Inggris LC Instagram Account**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 10              | Strongly agree    | 38,9%             |
|                 | Agree             | 47,2%             |
|                 | Neutral           | 13,9%             |
|                 | Disagree          | 0%                |
|                 | Strongly disagree | 0%                |

A significant portion of the respondents (38.9%) strongly agreed that the material presented on Kampung Inggris LC instagram account is useful for them in learning English. This suggests that a considerable number of respondents find the material highly beneficial for their language learning.

The majority of respondents (47.2%) agreed that the material is useful for them in learning English. This indicates that a substantial portion of the respondents perceives the presented material as helpful for their language learning endeavors.

A small percentage (13.9%) of respondents expressed a neutral stance. This implies that a minority of respondents did not strongly lean towards either finding the material useful or not useful for learning English.

No respondents disagreed (0%) with the statement that the material presented on Kampung Inggris LC instagram account is useful for them in learning English. This suggests that none of the respondents found the material lacking in usefulness.

No respondents (0%) strongly disagreed with the statement. This indicates that there were no strong negative opinions regarding the utility of the material for learning English.

In summary, the data indicate that a significant majority of respondents find the material presented on Kampung Inggris LC instagram account useful for them in learning English, with a small percentage expressing a neutral stance.

#### **11. The Teacher on Kampung Inggris LC Explain in Detail The Material**

The researcher also inquired with the respondents about the level of detail in the explanations provided by the teachers on kampung inggris LC instagram account. The data as follows:

**Table 4.12 The Teacher on Kampung Inggris LC Explain in Detail The Material**

| <b>Question</b> | <b>Answer</b>     | <b>Percentage</b> |
|-----------------|-------------------|-------------------|
| 11              | Strongly agree    | 33,3%             |
|                 | Agree             | 47,2%             |
|                 | Neutral           | 19,5%             |
|                 | Disagree          | 0%                |
|                 | Strongly disagree | 0%                |

A total of (33.3%) respondents strongly agreed that the teacher on the Kampung Inggris LC instagram account explains in detail the discussion material being taught. This suggests that a considerable number of respondents find the teaching to be thorough and detailed

The majority of respondents (47.2%) agreed that the teacher on Kampung Inggris LC instagram account explains in detail the discussion material being taught. This indicates that a substantial portion of the respondents perceives the teaching as sufficiently detailed.

A moderate percentage (19.5%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding the teaching detailed or not detailed.

No respondents disagreed (0%) with the statement that the teacher explains in detail the discussion material being taught. This indicate that none of the respondents found the teaching lacking in detail.

No respondents strongly disagreed (0%) with the statement. This showed that there were no strong negative opinions regarding the level of detail in the teacher's explanations on Kampung Inggris LC instagram account.

Thus, the data implies that a significant majority of respondents find that the teacher on Kampung Inggris LC instagram account explains in detail the discussion material being taught, with a moderate percentage expressing a neutral stance on the level of detail.

## **12. The Material on Kampung Inggris LC Improves Vocabulary Skills**

In this discussion, the researcher has also obtained the opinions of the respondents regarding the improvement of their vocabulary from the

materials provided by Kampung Inggris LC instagram account. The data as follows:

**Table 4.13 The Material on Kampung Inggris LC Improves Vocabulary Skills**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 12       | Strongly agree    | 30,6%      |
|          | Agree             | 52,7%      |
|          | Neutral           | 16,7%      |
|          | Disagree          | 0%         |
|          | Strongly disagree | 0%         |

The data showed that (30.6%) respondents strongly agreed that the material presented on Kampung Inggris LC instagram account improves their vocabulary skills in English. This suggests that a considerable number of respondents find the material highly effective in enhancing their vocabulary.

The majority of respondents (52.7%) agreed that the material improves their vocabulary skills. This indicates that a substantial portion of the respondents perceives a positive impact on their vocabulary from the presented material.

A moderate percentage (16.7%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding the material effective or not effective in improving their vocabulary.

No respondents disagreed (0%) with the statement. This suggests that none of the respondents found the material ineffective for enhancing vocabulary.

No respondents strongly disagreed (0%) with the statement. This indicates that there were no strong negative opinions regarding the material's impact on their vocabulary skills.

In summary, the data suggests that a significant majority of respondents feel that the material presented on Kampung Inggris LC instagram account positively improves their vocabulary skills in English, with a moderate percentage expressing a neutral stance.

### 13. The Material on Kampung Inggris LC Improves Speaking Skills

In terms of improving speaking skills, the researcher has also obtained the data as follows:

**Table 4.14 The Material on Kampung Inggris LC Improves Speaking Skills**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 13       | Strongly agree    | 30,6%      |
|          | Agree             | 50%        |
|          | Neutral           | 11,1%      |
|          | Disagree          | 8,3%       |
|          | Strongly disagree | 0%         |

A notable portion of the respondents (30.6%) strongly agreed that their speaking skills have improved by learning through Kampung Inggris

LC instagram account. This suggests that a considerable number of respondents perceive a significant positive impact on their speaking skills.

The majority of respondents (50%) agreed that their speaking skills have improved. This indicates that a substantial portion of the respondents perceives a positive impact on their speaking abilities.

A total of (11.1%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding an improvement in their speaking skills or not

A small proportion of respondents (8.3%) disagreed with the statement that their speaking skills have improved by learning through Kampung Inggris LC instagram account. This suggests that only a limited number of respondents did not find improvement in their speaking abilities.

No respondents strongly disagreed (0%) with the statement. This indicates that there were no strong negative opinions regarding the improvement of speaking skills through learning on Kampung Inggris LC instagram account.

In summary, the data suggests that a significant majority of respondents feel that their speaking skills have improved by learning through Kampung Inggris LC instagram account, with a smaller percentage expressing a disagreed or negative stance on improvement.

#### 14. The Material on Kampung Inggris LC Improves Listening Skills

In terms of improving listening skills, the researcher has obtained the necessary data for this study as follows:

**Table 4.15 The Material on Kampung Inggris LC Improves Listening Skills**

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 14       | Strongly agree    | 33,3%      |
|          | Agree             | 47,2%      |
|          | Neutral           | 13,9%      |
|          | Disagree          | 5,6%       |
|          | Strongly disagree | 0%         |

The data show that the respondents (33.3%) strongly agreed that their listening skills have improved by learning through Kampung Inggris LC instagram account. This suggests that a considerable number of respondents perceive a significant positive impact on their listening skills.

The majority of respondents (47.2%) agreed that their listening skills have improved. This indicates that a substantial portion of the respondents perceives a positive impact on their listening abilities.

A moderate percentage (13.9%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding an improvement in their listening skills or not.

A small proportion of respondents (5.6%) disagreed with the statement that their listening skills have improved by learning through Kampung Inggris LC instagram account. This suggests that only a limited

number of respondents did not find improvement in their listening abilities.

No respondents strongly disagreed (0%) with the statement. This indicates that there were no strong negative opinions regarding the improvement of listening skills.

From the data above, it could conclude that significant majority of respondents feel that their listening skills have improved by learning through Kampung Inggris LC instagram account, with a moderate percentage expressing a neutral stance and smaller percentage expressing disagreed or negative stance on improvement.

#### 15. The Material on Kampung Inggris LC Improves Grammar Skills

The last is improving grammar skills, the researcher has obtained all the answers from the respondents as follows:

| Question | Answer            | Percentage |
|----------|-------------------|------------|
| 15       | Strongly agree    | 36,1%      |
|          | Agree             | 47,2%      |
|          | Neutral           | 11,1%      |
|          | Disagree          | 5,6%       |
|          | Strongly disagree | 0%         |

A total of (36.1%) respondents strongly agreed that their grammar skills have improved by learning through Kampung Inggris LC instagram

account. This suggests that a considerable number of respondents perceive a significant positive impact on their grammar skills.

The majority of respondents (47.2%) agreed that their grammar skills have improved. This indicates that a substantial portion of the respondents perceives a positive impact on their grammar abilities.

A moderate percentage (11.1%) of respondents expressed a neutral stance. This implies that a notable portion of respondents did not strongly lean towards either finding an improvement in their grammar skills or not.

A small proportion of respondents (5.6%) disagreed with the statement that their grammar skills have improved. This suggests that only a limited number of respondents did not find improvement in their grammar abilities.

No respondents strongly disagreed (0%) with the statement. This indicates that there were no strong negative opinions regarding the improvement of grammar skills.

In summary, the data implies that a significant majority of respondents feel that their grammar skills have improved by learning through Kampung Inggris LC instagram account, with a moderate percentage expressing a neutral and smaller percentage expressing disagreed or negative stance on improvement.

## **B. Discussion**

Based on the the result of 36 respondents responses to questions related to learning through the Kampung Inggris LC Instagram account, some general conclusions can be drawn. The result indicated that majority of respondents responded positively to the presented learning materials on the account, stating that the material was beneficial and effective to enhancing their proficiency in English. The results also showed that most respondents considered learning through Kampung Inggris LC instagram account have a positive impact on their speaking, listening, grammar, and vocabulary skills as seen in questionnaire number 1,2 5, 10, 12, 13, 14 and 15 that displayed the majority of the respondents expressing strongly agreed and agreed stance on improving of their English mastery and abilities.

The accessibility of the learning materials was also rated highly, most respondents finding it easy to access the learning material. The detailed and comprehensive teaching provided by the instructors on the Kampung Inggris LC instagram account also received a positive response from the majority of respondents. The detailed explanation of the materials makes it easier for learners to understand the content being taught. Furthermore, the quizzes or challenges frequently organized by the instructors on Kampung Inggris LC instagram account also contribute positively to the improvement of learners English language proficiency. This is evident in questionnaires number 6,7, 8, and 9 and 11 which

showed positive results regarding the impact of detailed material explanations on the improvement of English proficiency among learners. Additionally, the Instagram account was seen to provide motivation for learners to learn and use English.

Overall, the analysis results indicate that the learning experience through Kampung Inggris LC instagram account helped learners increase their proficiency and abilities in English, as seen from the average percentage of respondents, which showed 83.8% (Strongly Agreed) on the questionnaire. The results of this study are related to research have done by Husna (2022) titled "My Body is Not Delicious : Learned English Expressions Through Instagram". The research findings indicated that many followers of the Kampung Inggris LC instagram account had positive comments on material presented to enhance their English language proficiency. The result of previous study similiar to this research that suggests the materials presented on the Kampung Inggris LC instagram account helped to enhance the English language proficiency of the learner

## **CHAPTER V**

### **CONCLUSIONS AND SUGESTTIONS**

#### **A. Conclusion**

Based on the findings, Kampung Inggris LC instagram account was proven to helped improve learners' English language proficiency through the English material content presented on the Kampung Inggris LC. Learners have positive perception towards Kampung Inggris LC instagram account as an online platform and support the view that the Kampung Inggris LC instagram account positively contributed to enhancing learners English proficiency.

The findings also proven that Kampung Inggris LC instagram account helped learners in increasing their English mastery through the provision of valuable and accessible learning materials. Additionally, the detailed explanation of the English material and making it easily understandable for learners were highlighted as crucial factors in helping learners improve their English mastery.

Thus, it can be concluded that the Kampung Inggris LC Instagram account played a significant role in helping learners improve their English proficiency through online learning.

## **B. Suggestion**

In this discussion of suggestions, the researcher would like to provide specific suggestions to students, teachers, and further researcher to continue this study.

### **1. The Students**

It is recommended for students to continue utilizing Kampung Inggris LC instagram account as a source of English language learning. Use the provided materials actively, focus on improving speaking, listening, grammar, and vocabulary skills.

### **2. The Teachers**

It is recommended for teachers to consider Kampung Inggris LC instagram account as one of the English language learning media for students, both inside and outside the classroom.

### **3. Further researcher**

For future researchers, it is recommended to further researcher observe the factors on kampung inggris LC instagram account that may influence the effectiveness of online learning, including the presentation of materials, interaction between teachers and learners, as well as the implementation of motivational elements within the platform. Additionally, further research could be focused on measuring the long-term impact of Kampung Inggris LC through online learning on English language proficiency and learning motivation.

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## QUESTIONNAIRE

1. Kampung inggris LC Instagram account helps me in improving my understanding in English
  - a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree
2. I feel kampung inggris LC instagram account motivates me to practice learning English
  - a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree
3. I feel kampung inggris LC instagram account encouraged me to participate in learning English activities
  - a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree

4. I feel material presented on the kampung inggris LC Instagram account improves my ability in English
- a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree
5. I often participate in English quizzes or challenges on the kampung inggris LC Instagram account
- a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree
6. I often access English learning materials on the kampung inggris LC Instagram account
- a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree
7. I can easily understand the English learning material on the kampung inggris LC Instagram account

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

8. I can easily access English learning materials on the kampung inggris LC Instagram account

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

9. I feel material presented on the kampung inggris LC Instagram account is useful for me in learning English

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

10. I feel teacher on the kampung inggris LC instagram account explains in detail the discussion material being taught

- a. Strongly agree
- b. Agree

c. Neutral

d. Disagree

e. Strongly disagree



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## FAKULTAS AGAMA ISLAM

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### SURAT KEPUTUSAN

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Dekan Agama Islam Universitas Muhammadiyah Aceh,

#### Menimbang:

- Bahwa untuk kelancaran ujian-ujian Skripsi pada Fakultas Agama Islam Universitas Muhammadiyah Aceh, maka dipandang perlu menunjuk Pembimbing Skripsi mahasiswa yang bersangkutan;
- Yang namanya tercantum dalam Surat Keputusan ini dipandang mampu dan cakap serta memenuhi syarat untuk diangkat dalam jabatan pembimbing Skripsi.

#### Mengingat:

- Keputusan Dirjen Pendidikan Islam No.Dj.I/363 / 2009 Tanggal 30 Juni 2009;
- Keputusan Badan Akreditasi Nasional Perguruan Tinggi No.7416/SK/BAN-PT/Ak-PPJ/S/XI/2020 Tanggal 17 November 2020;
- Keputusan Tim Pengesahan Proposal Skripsi Mahasiswa Fakultas Agama Islam Universitas Muhammadiyah Aceh tanggal 10 Januari 2023

### MEMUTUSKAN :

- Menetapkan : 1. Menunjuk saudara :
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Sebagai Pembimbing I.
  - Siti Safura, S.Pd.I., M.Ed.**  
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Untuk membimbing Skripsi:

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N P M : 1905180019  
J U R U S A N : Tadris Bahasa Inggris  
J U D U L : Learners' Perception towards "kampunginggrislc" Instagram  
Account in Learning English Online

- Kepada Pembimbing yang tercantum namanya diberikan honorarium menurut peraturan yang berlaku;
- Surat Keputusan ini hanya berlaku satu tahun sejak tanggal ditetapkan.
- Segala sesuatu akan dirobah dan ditetapkan kembali sebagaimana mestinya apabila terdapat kekeliruan kemudian hari.

Ditetapkan di : Banda Aceh.

Pada Tanggal : 14 Januari 2023

Dekan,

Dr. Rosnidarwati, S.Ag., MA.

#### Tembusan :

- Rektor Universitas Muhammadiyah Aceh.
- Koordinator Kopertais Wilayah V Aceh.
- Mahasiswa Yang bersangkutan.
- Arsip.-



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Data Menyusun Skripsi

Kepada Yth :

Ibu Rahmatunnisa, S.Pd.I., M.Pd

Di-

Tempat

*Assalamu'alaikum Wr.Wb.*

Dengan Hormat.

Dekan Fakultas Agama Islam Universitas Muhammadiyah Aceh dengan ini memohon agar kiranya Ibu dapat memberi izin dan bantuan kepada :

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Semester : IX (Sembilan)  
Alamat : Jl. Teungku Nyak Arif, Desa Jelinngke, Kec.  
Syiah Kuala, Banda Aceh

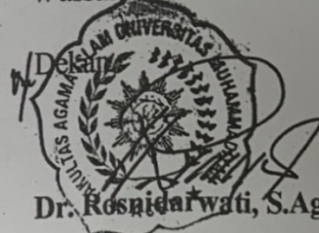
Untuk mengumpulkan data pada :

Prodi Tadris Bahasa Inggris dalam Rangka Menyusun Skripsi sebagai salah satu syarat untuk menyelesaikan studinya pada Fakultas Agama Islam Universitas Muhammadiyah Aceh, yang berjudul:

**Learners' Perception towards "kampuninggrislc" Instagram Account in Learning English Online**

Demikianlah harapan kami, atas bantuan dan keizinan serta kerja sama yang baik kami ucapkan terima kasih.

*Wassalam*

(Dekan)  
  
Dr. Rosnida Wati, S.Ag., M.A.

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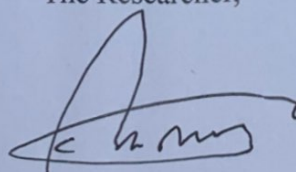
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Banda Aceh, January 26<sup>th</sup> 2024

The Researcher,



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