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## THE USE OF INSTAGRAM AS A MEDIA TO IMPROVE STUDENTS' WRITING SKILLS IN DESCRIPTIVE TEXT AT THE TENTH GRADE OF SMA NEGERI 5 PEMATANG SIANTAR 2023

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### ABSTRACT

*This research was aimed at investigating to improve students' in writing ability using Instagram as media. at the tenth grade of SMA Negeri 5 Pematang Siantar. The problem of the research is Does the use of Instagram as a Media can improve students writing skills in descriptive text at the tenth grade of SMA Negeri 5 Pematang Siantar for the academic year 2022/2023 ?. The objective of the research is to find whether the use on Instagram as a Media can improve students' writing skills in descriptive text at the tenth grade of SMA Negeri 5 Pematang Siantar for the academic year 2022/2023. The research was quantitative research. For the data collection, there were pre-test and post-test. The population of this research 360 students' in research academic year 2022/2023 with of 36 students' was the sample. The data analysis was at tenth grade students' started from scoring pre-test and post-test and finding the different mean of the score. Based on the data analysis, the writer finding pre-test students' mean score only 60,75 and after the treatment, the writer used to post-test to know students' improve writing ability score. The result of the test found the average of the pos-test mean score test was 81,03. The teachers may try to take advantage of the use of Instagram as media to be utilized in their classroom activities to conduct an effective and interesting learning atmosphere in the classroom. So the students' felt comfortable and enjoyed to learn so that gives a good impact on writing English skills.*

*Keywords : Instagram, Writing Skill, Descriptive Text.*

### I. PENDAHULUAN

At this time, we live in an age of globalization or it could be called the age of modernization. Modernization itself in the social science transition in a form that changes from a situation that is not advance or less develop to a better direction in the hope that society will get better. In the era of modernization like now, humans are very dependent on technology.

Based on the experience of researchers. At that time the researcher taught at school, and the researcher found that students lacked interest in learning English, whether it was because of the teacher or because they really didn't like the lesson. But researchers realize that on average they have social media that they use every day, such as Instagram. And the researcher feels that it can be a media so that students are more interested and enthusiastic in learning English.

Technology has changed every aspect of modern life and education is no exception. Therefore, teachers must facilitate students with digital media to increase students' awareness of the English experience since teaching and learning do not always take part in the classroom. The students need to be personally involved to make the learning process has lasting value, interesting, and fun to make the learning process fun and interesting, it should be supported by good and interesting teaching style and media used in the learning process. Therefore teachers should prepare a good learning model and Learning technique it makes the students will be curious and interest to study English, especially in writing skills. Writing is also a productive skill to which careful attention must be paid, and teaching such skills really needs special training in order to make the learning process effective, (Saifuddin, 2016).

Writing has several forms, one of them is "descriptive text" which focuses on describing people, place, things, emotion and feelings. (Saifuddin, 2016), state that in descriptive writing, we can capture and keep our memories for many years because they are our link to the past. They can remind us of



events and people from our life that have help shape who we are today. Describing such things helps students to apply imaginations to their real lives and what has already passed in them. Similarly the other researchers say that, in writing the students will know.

In writing skill, surely there are troubles in writing descriptive text. The students face difficulty in figuring out the objects that will be described. In addition (Sholihah, 2016), the difficulties in writing descriptive text come from the generic structure and also the language features. It needs specialized skills that include the ability to express the writer's opinions or thoughts clearly and efficiently, such as how to obtain ideas about what he or she will write on, how to express them in a sequence of sentences, how to organize them chronologically and coherently, and how to review and revise the composition until the writing is well-built. Instead of it, the students either think or say that they cannot, or do not want to write. Their perceptions occur because they lack of confidence in making writing based on the processes and the theories that are exist. They also think that writing is boring and they have "nothing to say". The boring of the subjects will lead the students become lazy and ignore to have the important knowledge and experience around the world (Harmer, 2007). Therefore teacher should know that the most important factor in writing is students involvement.

Furthermore, Instagram seems to provide an ideal environment for students to produce descriptive writing. In this research, the researcher will focus on the use of Instagram as a media to promote the students writing ability especially in writing descriptive text. In teaching descriptive text, Instagram is consider as an appropriate media, because by using Instagram it is suppose that students will more enthusiast and more motivate in writing about descriptive text. Moreover, the teacher has to be creative in developing and using the Instagram itself. The teacher can minimize students difficulty by leading them to write descriptive text using Instagram. Therefore, students would feel that it is something new in learning English.

Based on the previous description, the writer applied the title, " The use of instagram as a media to improve students' skills in writing descriptive text at the tenth grade of SMA Negeri 5 Pematang Siantar 2022/2023 academic year."

### **Problem Statement of the Research**

Based on the background above, the problem of the research was "Does the use of Instagram as a media can improve students' skills in writing descriptive text at the tenth grade of SMA Negeri 5 Pematang Siantar for the academic year 2022/2023 ?"

### **Significance of the Research**

The results of the research were expected to be able to give the following benefits for:

1. For student
  - 1) To make a contribution for students to realize their writing level of descriptive text through instagram.
2. For the teacher
  - 1) To contribute to the discourse of learning by using Social Network Sites to English teaching programs, especially in investigating the students' writing ability.
  - 2) To provide deeper information and knowledge about the use Instagram as one of the social media that aims to engage students' interest in writing course.
  - 3) To create a classroom atmosphere that is more effective to use the good and interesting media. Additionally it can determine the level of student writing with honest student responses, teachers can analyze it to make assessment records.

3. For Researchers

Hopefully this research will be useful as an input for other researchers to conduct further research dealing with writing skills using a different instructional learning tool.

## **II. KAJIAN TEORITIS**

### **Writing**

In learning English, there are four skills that should be mastered; those are listening, speaking, reading, and writing. Among the four skills, writing is the most difficult skill to be learnt. This opinion is supported by (Richards & Renandya, 2002) "Writing is the most difficult skill for second language



learners to master”. The difficulty is not only in generating and organizing ideas, but also in translating idea into readable text.

There are many different definitions about writing given by experts from many resources. (Murcia, 1991) said, writing is “the ability to express one’s ideas in written form is a second or foreign language”.<sup>3</sup> It means that writing is an activity to express our ideas in written form. On the other side, (Barnet & Stubb’s, 1983) said that writing as a physical act, it requires material and energy. And like most physical acts, to be performed fully, to bring pleasure, to both performer and audience, it requires practice”.

Based on the explanation above, researcher can conclude that writing is an activity to announce thoughts and feelings in the form of writing that is expected to be read by the reader and work as an indirect communication tool.

1. The Purposes of Writing

- 1) Writing to Inform
- 2) Writing to Explain
- 3) Writing to Persuade
- 4) Writing to Amuse Others

2. The Components of Writing

- 1) Content
- 2) Organization
- 3) Vocabulary
- 4) Grammar
- 5) Mechanic

3. The Process of writing

1) Prewriting

Prewriting is the thinking, talking, reading, and writing we do about our topic before we write a first draft. Prewriting is a way of warming up our brain before we write, just as we warm up our body before we exercise.

2) Writing

After we have spent some time thinking about our topic and doing the necessary prewriting, we are ready for the next step in the writing process: writing our paragraph. When we write the first draft of our paragraph, use the ideas we generated from prewriting as a guide.

3) Revising

It is almost impossible to write a perfect paragraph on the first try. The first try is called the first draft. After you complete the first draft, you must look for ways to improve it. This step is called revising.

### **The Characteristic of Writing**

Adelstein and Pival in (Tarigan, 1994) explain some characteristics of good writing, they are:

- a. A good writing result shows the abilities of the writer in arranging the materials to be a good structure.
- b. A good writing result shows the abilities of the writer to write clearly, to use the sentence structure well. It makes the reader understands in explicit and implicit meaning easily.
- c. A good writing result shows the ability to write surely. It can take the reader interest to the main idea of writing. It can describe the main idea clearly and logically.
- d. A good writing shows the ability of writer to criticize his draft of writing and then revise it to get the better one.
- e. A good writing result shows the proud of the writer to his writing, the willingness to use a good punctuation. A good writer knows well that “s those things are important since they may give a bad effect to the result.

### **Writing Difficulties**

- a. Lack of fluency: Struggling to put thoughts and ideas into words, leading to slow and labored writing.
- b. Grammatical errors: Difficulty constructing sentences that are grammatically correct.
- c. Spelling errors: Incorrect spelling of words, leading to unclear or incorrect writing.



- d. Poor organization: Difficulty organizing ideas and thoughts in a logical and coherent manner.
- e. Limited vocabulary: A limited vocabulary can make it difficult to express complex ideas in writing.
- f. Poor handwriting: Writing legibility can make it difficult for others to understand what has been written.
- g. Lack of motivation: A lack of interest in writing can result in a lack of effort or motivation to produce written work.

### **Descriptive Text.**

(Jufri, 2012) states that a descriptive text is “a text which is used to describe particular person, place or thing”. Descriptive text is a kind of writing that consists of description, characteristics, definition of something, object or something. Descriptive writing also involves putting across feelings, describing place, things and object. In this case the researcher is going to describe the students skill in writing descriptive text based on their writing test result, (Husna, 2013).

### **Generic structure of descriptive text**

- a. Identification
  - 1. Identifying the phenomenon to be described
  - 2. Statement that describe the object that we will describe generally
  - 3. Statement must be interesting, so the readers will be interested to read completely
  - 4. Using the adjective or degree of comparison
- b. Description
  - a) Giving description about the object that we described
  - b) Describing the phenomenon in parts, qualities, or/and characteristic
  - c) Using grammatical pattern, such as tenses (present tense/present perfect tense), verb (be,have, linking verbs ), and using the adjectives that used for describing the condition of object.

### **Language Feature of Descriptive Text**

- a) Specific participant : has a certain object, is not common and unique (only one). For example: Bandengan beach, my house, Borobudur temple, uncle Jim
- b) The use of the adjective (an adjective) to clarify the noun, for example: a beautiful beach, a handsome man, the famous place in Jepara, etc.
- c) The use of simple present tense: The sentence pattern used is simple present because it tells the fact of the object described.
- d) Action verb: verbs that show an activity (for example, run, sleep, walk, cut etc.)

### **The Purpose of Descriptive Text**

Descriptive text is purpose to describe and reveal a particular person, place, or thing. As social beings, we want to share our experience, so we write to others to describe things such as vacations, childhood homes, and people we encounter. We even use description to persuade others to think or act in particular ways advertisers describe products to persuade us to buy them, travel agents describe locales to entice us to visit them, and real estate agents describe properties to stimulate a desire to see them.

### **Social Media**

Social media are forms of electronic communication which facilitate interactive base on certain interests. Social media include web and mobile technology. (Kaplan & Haenlein, 2010) define social media as a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.

### **Instagram**

Instagram is one of the most popular Social Networking Sites (SNS) in the world with over 300 million active users (Instagram Pres,2015).

### **The use of Instagram related to writing skill**



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In addition, (Blai, 2014) explains that Instagram can help students to develop their academic vocabulary. Moreover, he also states that the students can use Instagram to advance their writing by posting photo “step by step process” while adding caption to each photo. Instagram also allows the learners to read and write by using Instagram feature like photo description, comments, and direct message (Kelly, 2015). (Kabilan, Ahmad & Abidin, 2010) in (Kelly, 2015) states that using Instagram can increase students motivation because their post will be read by a lot of people, not only by their teacher.

### **The advantages of using Instagram**

Instagram is a widely used social media platform with a large user base, which offers several benefits to its users. In general, the Instagram has some advantages : Increased Visibility and Exposure, Improved Engagement, Business Opportunities, Discover

## **III. METODE PENELITIAN**

### **Research Design**

The design used in this research is pre-experimental research, the form of the design is "pre-test and post-test one group design" namely research only use one experimental class without any comparison class or control class.

### **Population**

The population of this research was the students at SMA N 5 Pematang Siantar. In this research, researcher only took the population in the tenth class, amounting to Ten classes, namely X PMIA 1, X PMIA 2, X PMIA 3, X PMIA 4, X PMIA 5, X PIIS 1, X PIIS 2, X PIIS 3, X PIIS 4, X PIIS 5. Therefore, the population in the research consisted of 360 students from Ten classes.

### **Sample**

The sample of the research was selected by using purposive sampling technique. The researcher take one class of the tenth grade namely X MIPA 1 and the sample consisted of 36 Students, 24 female, and 12 male . The researcher decides to choose X PMIA 1 by looking the characteristics of the class that are : all of students have phone, all of students have Instagram account, and they are active Instagram users. Based on the researcher consideration this class is appropriate one for doing the research.

### **Data Collecting Method**

#### **1. Pre-test**

Pre test is a test conducted before the starts learning. The pre-test in writing ability the researcher asked the students to write paragraphs in descriptive about the topic (decide by researcher) in Instagram. every paragraph consist of five sentences. Text should be at least 80 words and at most 120 words. The aim of administering pretest was to get initial information of the students before the experimental conducted.

#### **2. Post-test**

Post test is a test that is carried out after the learning process has been completed. The post-test in writing ability the researcher asked the students to write paragraphs in descriptive about one of their friend in Instagram with picture. every paragraph consist of five sentences. Text should be at least 80 words and at most 120 words. The purpose of holding a post - test in this study is to observe and measure each students change in descriptive writing text. Post test was conducted to measure students progress after treatment.

## **IV. THE DATA OF RESULT RESEARCH**

### **The Data of Research**

As written in previous chapter this research deal with the classification of students' pre- test and post-test. To find out the answer of the research question in the previous chapter, the writer administered a test that was given twice. A pre-test was given before treatment which is knowing the students' ability in writing descriptive text before given the treatment, while post-test was given after



treatment in order to know the students' writing skills after treatment was done and the result of the post-test of this research could answer the first question of this research that aimed to find out the improvement of students ability in writing descriptive text by using Instagram in SMA N 5 Pematang Siantar.

### **Discussion and Finding**

In this research, the implementation of Instagram as media in SMAN 5 Pematang Siantar is improve as well. The result of the post-test score is higher than pre-test score. Thus, it indicated that the post-test worked better than the pre-test. The result of hypothesis testing  $t_{test} > t_{table}$  ( $24.876 > 1.68$ ) with the significance value on 0.05 and degrees of freedom ( $df$ ) = 71,  $H_0$  is rejected and  $H_a$  is accepted. That means, the use of Instagram can improve writing skill students in descriptive text at the tenth grade. students of SMA N 5 Pematang siantar for the academic year 2022/2023.

In other words the use of Instagram can improve writing ability of students especially in descriptive text. Using instagram made the students more enthusiastic and interested during the teaching and learning process of writing. The students had no hesitatem to express their idea. Since the use of picture in instagram can make students' imagination more developed and make students more motivated. The use of Instagram is very suitable as a learning tool for English teachers, by using the Instagram as a method because it provides variations in implementation material to release students' boredom in learning to write, such as writing descriptive, narrative text, essay and ect. Handayani, (2016) claimed that through Instagram the students can post photos or videos that can be commented by their followers. Instead of writing descriptive text, students can share the results of their stories through photos. Which made the writing experience in the classroom more fun and meaningful.

The students' score pre-test are 2187, the data is valid 100 %, mean of pre-test is 60,75 with N (total students') are 36 students'. The minimum is 54 and the high score / maximum is 75, the total score (SUM) is 2187 with std. Deviation 4,674. The pre-test score is distributed normally because significance in pre-test lower than  $\alpha$  ( $0,200 > 0,05$ ).

Meanwhile the students' score of post-test are 2917, mean of post-test is 81,03 with N (total students') are 36 students'. The minimum is 75 and the high score / maximum is 87, the total score (SUM) is 2917 with std. Deviation 2,762. The post-test score is distributed normally because significance in pre-test lower than  $\alpha$  ( $0,200 > 0,05$ ). Furthermore the writer found that  $t_{test} = 24,876 > t_{table} = 1,68$  at the significance level  $\alpha = 0.05$  and degrees of freedom ( $df$ ) = 35, that means  $H_0$  was rejected and  $H_a$  was accepted.

From the writer findings above, the writer found that the test is valid it's clearly see that were significantly different, brief it shows that the score of post-test on students' writing ability by using Instagram can be achieved.

## **V. CONCLUSION AND SUGGESTION**

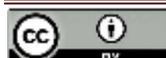
### **Conclusion**

Based on the research discussion and findings, it can be concluded that the use of Instagram can improve students' writing skills, particularly in writing descriptive text at the tenth grade of SMA N 5 Pematang Siantar. It was proven by the students' mean score improvement from the pre-test to the post-test. The students' mean score on the pre-test was 60.75 which was classified as fair classification, while that of the post-test was higher than the mean score of the pre-test as 81.03 which was classified as good category. Moreover, based on the data analysis, the t-test was a value higher than the t-table value ( $24.876 > 1.68$ ). It means that there was a significant difference. Therefore  $H_0$  was rejected and  $H_a$  was accepted. In other words, the use of Instagram can improve the writing skills students' in descriptive text.

### **Suggestion**

Based on the research, the writer gives some suggestions as follows:

1. The use of Instagram as a media very appropriate to be used in making students' writing skills in descriptive text, for that it is hoped that English teachers can adopt Instagram media in learning.
2. So that the Education Office can socialize the use of Instagram as a medium for learning English, especially writing skills for teachers in senior high school units.



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