

**STUDENTS' PERCEPTIONS OF USING INSTAGRAM IN ENGLISH
LANGUAGE LEARNING AT NAHDLATUL ULAMA UNIVERSITY OF
SOUTH KALIMANTAN**

THESIS

By

RAHMANIAH

SRN. 2111102110005



**NAHDLATUL ULAMA UNIVERSITY OF SOUTH KALIMANTAN
FACULTY OF TEACHER TRAINING AND EDUCATION
ENGLISH EDUCATION DEPARTMENT
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AN UNDERGRADUATE THESIS

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By
RAHMANIAH
SRN 2111102110005

NAHDLATUL ULAMA UNIVERSITY OF SOUTH KALIMANTAN
FACULTY OF TEACHER TRAINING AND EDUCATION
ENGLISH EDUCATION DEPARTMENT
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APPROVAL

Name : Rahmaniah

SRN : 2111102110005

Title : *Students' Perceptions of Using Instagram in English Language Learning
at Nahdlatul Ulama University of South Kalimantan*

After being checked and revised, the thesis has been approved to be examined.

Banjar, August 11, 2025

Advisor I

Lailatun Najmiah, M. Pd
NIDN. 1117059301

Advisor II

Novi Dwi Yuliani, M. Pd
NIDN. 1124079401

VALIDATION

Name : Rahmaniah

SRN : 2111102110005

Title : *Students' Perceptions of Using Instagram in English Language Learning at Nahdlatul Ulama University of South Kalimantan*

The thesis has been examined by the board of thesis examiners of English department of Faculty of Teacher Training and Education of Nahdlatul Ulama University of South Kalimantan on August 11, 2025

Examiners,

Fikri Fuadi Azmy, M.Pd (Examiner I)
NIDN. 1116109401

Pajrian Noor, M.Pd (Examiner II)
NIDN. 1123089302

Acknowledge by,

Dean of FKIP
NU University of South Kalimantan

Head of English Education Department
NU University of South Kalimantan

Isnaniah, M. Pd.
NIK. 15 0012 021

Novi Dwi Yuliani, M. Pd.
NIK. 20 0012 035

STATEMENT OF AUTHENTICITY

I, the undersigned below:

Name : Rahmaniah

SRN : 2111102110005

Place/Date of Birth : Tabalong, August 25, 2003

Thesis Title : *Students' Perception of Using Instagram in English Language Learning at Nahdlatul Ulama University of South Kalimantan*

Declare that this undergraduate thesis is my original work, gathered and utilized especially to fulfill the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes, I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

Banjar, August 11, 2025

The Researcher

Rahmaniah
2111102110005

ABSTRAK

Rahmaniah, 2025, *“Students’ Perception of Using Instagram in English Language Learning at Nahdlatul Ulama University of South Kalimantan, Thesis, English Education Department, Faculty of Teacher Training and Education, Nahdlatul Ulama University of South Kalimantan. Advisor, (I) Lailatun Najmiah, M. Pd (II) Novi Dwi Yuliani, M. Pd*

Kata Kunci: *Persepsi, Instagram, Pembelajaran bahasa Inggris, Media Sosial*

Penelitian ini bertujuan untuk mengeksplorasi persepsi mahasiswa Universitas Nahdlatul Ulama Kalimantan Selatan terhadap penggunaan Instagram sebagai media dalam pembelajaran bahasa Inggris serta faktor pendukung dan tantangan yang dihadapi. Penelitian ini dilatarbelakangi oleh maraknya penggunaan media sosial, khususnya Instagram, di kalangan mahasiswa yang dapat dimanfaatkan sebagai sarana belajar bahasa Inggris.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data kuesioner skala Likert lima poin dan wawancara secara mendalam. Partisipan dalam penelitian ini adalah empat puluh mahasiswa dari berbagai jurusan dan semester (usia 18-25 tahun) dan sepuluh mahasiswa yang bersedia diwawancara secara mendalam.

Hasil penelitian menunjukkan bahwa mayoritas mahasiswa memiliki persepsi positif terhadap penggunaan Instagram sebagai media pembelajaran bahasa Inggris. Instagram dinilai sebagai platform yang fleksibel, mudah diakses, dan menarik, membantu pemerolehan kosakata baru, dan menyajikan konten bahasa Inggris secara informal. Persepsi mahasiswa dipengaruhi oleh faktor-faktor seperti akses yang mudah, pengaruh teman, gaya belajar, serta pengalaman pribadi. Namun, mahasiswa juga menghadapi tantangan seperti konten yang tidak relevan, keterbatasan materi tingkat lanjut, serta masalah manajemen waktu.

Penelitian ini menyimpulkan bahwa Instagram dapat menjadi media yang menunjang pembelajaran bahasa Inggris selama digunakan secara terarah dan disertai dengan pembelajaran yang terstruktur. Saran diberikan untuk mahasiswa, pendidik, dan peneliti selanjutnya.

ABSTRACT

Rahmaniah, 2025, *“Students’ Perception of Using Instagram in English Language Learning at Nahdlatul Ulama University of South Kalimantan, Thesis, English Education Department, Faculty of Teacher Training and Education, Nahdlatul Ulama University of South Kalimantan. Advisor, (I) Lailatun Najmiah, M. Pd (II) Novi Dwi Yuliani, M. Pd*

Keywords: *Perception, Instagram, English Language Learning, Social Media*

This study aims to explore students’ perceptions toward Instagram as a media for English language learning and investigating factors and challenges faced by students. This research is motivated by the widespread use of social media, particularly Instagram, among students as a media for learning English.

This study used a descriptive qualitative method, collecting data using a five-point Likert scale questionnaire and in-depth interviews. Participants in this study were forty students from various majors and semesters (age 18-25) and ten students who agreed to be interviewed in-depth.

The results showed that the majority of students had positive perceptions of the use of Instagram in English language learning. Instagram was considered as a flexible, accessible, engaging platform, enhancing vocabularies, and delivering English content informally. Students’ perceptions were influenced by factors such as easy to access, peer influence, learning platforms, and personal experiences. However, students also faced challenges such as irrelevant content, limited access to relevant material, and time management issues.

This study concludes that Instagram can be a media for English language learning as long as it is used in targeted manner and accompanied by structured learning. Recommendations are provided for students, educators, and future researchers.