Hubungan Media Sosial Instagram The Jakarta Post dengan Minat Belajar Bahasa Inggris

Auranti Galuh Pratiwi, Yadi Supriadi
Prodi Jurnalistik, Fakultas Ilmu Komunikasi
Universitas Islam Bandung
Bandung, Indonesia
aurantigaluh@gmail.com, supriadi@unisba.co.id

Abstract—Instagram is often a reference for someone to learn about new things, especially learning an international language, English. This developed seeing the weaknesses of learning English from paid music and films and in the past when learning it was identical to carrying a textbook or dictionary that was so thick that it seemed not interactive with the reader. Bearing this in mind, this research aims to find the correlation of social media Instagram The Jakarta Post with interest in learning English. The method used is correlational research with a quantitative approach, a population of 51 peoples from TBI (The British Institute) Bandung students, and using a non-probability sampling. The results obtained, first: the value of variable X is included in the agree category, second: the value of variable Y is included in agree category, third: from the calculation results using analysis simple regression obtained a positive correlation value, fourth: the variable X contributes to the variable Y in TBI (The British Institute) Bandung by 6.4%, while 93.6% is explained by the variable others outside the model. For this reason, Instagram The Jakarta Post can be a medium for learning English that is suitable for use in today's technology era, apart from providing information using English, anyone can learn for free, anytime and anywhere.

Keywords—Social Media, Instagram, Interest in Learning English, English language

Abstrak—Instagram tidak jarang menjadi referensi bagi seseorang untuk belajar tentang hal-hal baru, terutama belajar bahasa internasional yaitu Bahasa Inggris. Hal tersebut berkembang melihat kelemahan belajar Bahasa Inggris dari musik dan film yang berbayar dan dahulu ketika mempelajarinya identik dengan membawa buku pelajaran atau kamus yang sangat tebal sehingga terlihat tidak interaktif dengan pembacanya. Mengingat hal tersebut, penelitian ini bertujuan untuk mencari korelasi media sosial Instagram The Jakarta Post dengan minat dalam belajar Bahasa Inggris. Metode yang digunakan adalah penelitian korelasional dengan pendekatan kuantitatif, populasi sebanyak 51 orang dari siswa TBI (The British Institute) Bandung dan menggunakan sampel jenuh. Hasil penelitian didapat, pertama: dari penyebaran kuesioner terhadap responden sebanyak 51 orang didapatkan nilai variable X termasuk pada kategori setuju, kedua: dari penyebaran kuesioner terhadap responden sebanyak 51 orang didapatkan nilai variable Y termasuk pada kategori setuju, ketiga: dari hasil penghitungan dengan menggunakan analisis regresi sederhana didapatkan nilai korelasi positif, artinya meningkatnya variabel bebas maka akan diikuti dengan menurunnya variabel terikat, keempat: variabel X memberikan kontribusi dalam variabel Y di TBI (The British Institute) Bandung sebesar 6,4%, sementara 93,6% dijelaskan oleh variabel lain di luar model. Untuk itu, Instagram The Jakarta Post bisa menjadi salah satu medium belajar Bahasa Inggris yang cocok digunakan dalam era teknologi seperti saat ini selain memberikan informasi menggunakan Bahasa Inggris, siapa pun bisa belajar secara gratis, kapan pun dan dimana pun.

Kata Kunci—Media Sosial, Instagram, Minat Belajar Bahasa Inggris, Bahasa Inggris

I. INTRODUCTION

In line with the development of the Internet in Indonesia that is wider and can be enjoyed by all Indonesian people, now all can be reached easily only in one touch can even be accessed anywhere and whenever we want (in Nasrullah, 2018:5). As the term of one of the largest providers in Indonesia is '*Jangkuan Luas Tanpa Batas*'. With the Internet, the behavior of someone who was just looking for information, has now evolved into an agent of information dissemination freely, broadly, and transparently. The dissemination of information is also supported by media that is currently much favored by various circles and professions, one of which is a student. Obviously in gadgets, they have social media accounts, because now social media like a need that cannot be separated in life. It seems bland if one day is not using social media.

However, as the times progressing the social media faced a new face like Instagram. Instagram herself just appeared in the year 2010, known as a social networking site that gave facilities to edit photos and videos and upload them. Interactions built on this site can be heart buttons (like), comment fields, and text message delivery, images, or video via Direct Message (DM). Since the facilities presented by Instagram show more visual direction than Facebook in the text, this social media gives its users the freedom to express their skills or interest to something.

Instagram is not uncommon to be a reference for someone to learn about new things. For example, there is one account that regularly distributes video duration for 60 seconds about D.I. Y (Do It Yourself) such as the use of unused goods is transformed into goods that can beautify the corner of the house. Then some accounts utilize

Instagram social media as a language learning medium. They compete in making content, captions, or descriptions of photos/images and videos that have been made appealing for easy understanding. Learning the language on social media is increasingly popular in the ears of Indonesian people, especially learning the international language is the English language that has been needed everywhere, because of the many influences of globalization that enters this country. For example, Western music and movies bring the desire to pursue study abroad or seek out a dream career. According to Getzel, interest is an organized disposition through experience which encourages a person to obtain special objects, activities, understanding, and skills for attention or achievement (in Komariah and Chatamallah, 2019).

This can also be seen from several emerging phenomena such as judging from its weaknesses when learning English through music and film is paid. Both then and now music and films are still popular by some people but because of the copyright, all these media cannot be enjoyed for free. This has an impact on those who want to learn English to buy it first. In the past when learning English was identical to carrying a textbook or dictionary that was so thick that it was too rigid to be more interactive with its readers.

In this case, the authors are interested in seeing the above problem, what if the interest in learning English does not depart from music or any film but news. Because at this time the public is aware of the importance of English for life, so the media companies in Indonesia also provide a means for those who simply want to learn or just need information. Just like @jakpostimages account owned by The Jakarta Post is a media company/news known by the nickname "Indonesia's leading English-language daily". Although born from the newspaper, the account is increasingly favored by many circles since its amendment to the online version in 2016. It can be proven that there are already 47 thousand more followers on Instagram. Among them are the students from TBI Language Institute (The British Institute) in Bandung who also follow the @jakpostimages Instagram account.

II. THEORITICAL BASIS

A. Social Media

According to Van Dijk, (in Nasrullah, 2018: 11) "social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond."

B. Instagram

According to Atmoko (2012: 10), Instagram is an application of a smartphone specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in taking photos in the form or place to share information with users. Instagram can also inspire its users and can also increase creativity.

C. Interests

According to Getzel, interest is an organized disposition through experience which encourages a person to obtain special objects, activities, understanding, and skills for attention or achievement (in Komariah and Chatamallah, 2019).

D. Theory of Uses and Gratification

Blumler and Katz's Uses and Gratifications Theory says that media users play an active role in choosing and using the media. In other words, media users are active parties in communication. Media users are trying to find the best media sources to meet their needs. This means that the theory of Uses and Gratifications assumes that users have choices to satisfy their needs (Nurudin, 2013: 181).

III. DATA ANALYSIS AND DISCUSSION

51 peoples. The British Institute, known as TBI, was first registered as an educational foundation on 18 February 1984 and since then has provided first-rate classroom tuition and excellent customer service to its clients in Indonesia. TBI is the only organisation in Indonesia that is certified by the University of Cambridge English to run CELTA training courses and this keeps TBI abreast of the latest developments in teacher training and teaching methodology.

Other services provided by TBI are teacher training. TBI has a very good and quality reputation in providing teacher training and workshops for teachers throughout Indonesia. In addition to providing its training program, TBI is affiliated with Cambridge, ESOL – UK, and is the only provider of CELTA (Certificate of English Language Teaching for Adult) and YEL (Young Learner Extension) in Indonesia. One of the TBI products taken as a population in this research is a Global English. TBI's Global English Program is designed for students who need to improve their English language skills for everyday use. It consists of General English and Conversations. In General English, TBI's General English program is the recommended program for students who wish to improve their proficiency in English across all skill areas. Program features include a task-based approach that helps students achieve the desired learning outcomes, Fluency and accuracy development in all four skills (listening, speaking, reading, and writing), a focus on pronunciation, functional language and vocabulary presented in contexts and situations from everyday life, regular controlled and free speaking activities.

FIGURE 1. TBI LOGO

Source: tbi.co.id

Based on the calculation of the recapitulation of respondents' answers about Instagram The Jakarta Post, seen in table 1.3 the majority of respondents stated Instagram The Jakarta Post in the Agree category (49.58%).

TABLE 1. RECAPITULATION OF RESPONDENT ANSWERS

ABOUT INSTAGRAM THE JAKARTA POST

assessment	frequency	%	score
Strongly agree	67	18,77	335
Agree	177	49,58	708
Hesitate	94	26,33	282
Disagree	15	4,202	30
Strongly Disagree	4	1,12	4
TOTAL	**357**	**100**	**1359**

Source: Processed by the author

It can be seen that the use of Instagram The Jakarta Post by students in TBI (The British Institute) Bandung is in the Agree category. To find out the categorization for Instagram The Jakarta Post, the author performs the following calculations:

Ideal Score : 357 x 5 = 1785

% Research Score : $\frac{1359}{1785}$ x 100 = 76,13

Based on the calculation of 51 respondents, the Jakarta Post Instagram got 76.13. Thus, the general description of the use of Instagram The Jakarta Post by students in TBI (The British Institute) Bandung is Agree.

Meanwhile, the recapitulation results of respondent's answers about Interest in learning English can be seen in table 1.4 the majority of respondents expressed interest in learning English in the Agree category (47.06%).

TABLE 2. RECAPITULATION OF RESPONDENT ANSWERS

ABOUT INTEREST IN LEARNING ENGLISH

assessment	frequency	%	score
Strongly agree	79	30,98	395
Agree	120	47,06	480
Hesitate	42	16,47	126
Disagree	13	5,098	26
Strongly Disagree	1	0,392	1
TOTAL	**255**	**100**	**1028**

Source: Processed by the author

It can be seen that the interest in learning English by students in TBI (The British Institute) Bandung is in the Agree category. To find out the categorization for interest in learning English, the authors do the following calculation:

Ideal Score : 255 x 5 = 1275

% Research Score : $\frac{1028}{1275}$ x 100 = 80,62

Based on the calculation of 51 respondents, the value of Interest in learning English is obtained at 80.62. Thus, the general picture of Interest in learning English by students in TBI (The British Institute) Bandung is Agree. In these results the authors can conclude that Instagram The Jakarta Post with Interest in Learning English has a positive impact on students at TBI Bandung in learning English including what they can see is their interest in viewing profiles and enriching their insights through caption, then becoming part of followers The Jakarta Post. Also, in fostering an interest in learning English, it seems that it was agreed by students in viewing the Instagram account of The Jakarta Post which showed posts about hobbies, lifestyle, information, and news and indirectly added their meaning and perspective in seeing the world. This happened because there was more curiosity in each caption attached by Instagram The Jakarta Post.

However, the Jakarta Post with Interest in Learning English Instagram correlation coefficient of 0.253 is relatively low.

TABLE 3. CORRELATION TEST RESULT

Correlations

		Instagram The Jakarta Post	Interest In Learning English
Instagram The Jakarta Post	Pearson Correlation	1	.253
	Sig. (2-tailed)		.073
	N	51	51
Interest In Learning English	Pearson Correlation	.253	1
	Sig. (2-tailed)	.073	
	N	51	51

Source: Processed by the author

According to Sugiyono (2007) Guidelines to provide an interpretation of the correlation coefficient as follows:

0 - 0,199 = *Sangat Rendah*/Very Low

0,20	-	0,399	= *Rendah*/Low
0,40	-	0,599	= *Sedang*/Average
0,60	-	0,799	= *Kuat*/Strong
0,80	-	1,000	= *Sangat Kuat*/Very Strong

This means that there is a low correlation between Instagram The Jakarta Post (variable X) with Interest in Learning English (variable Y). This happens because English learning media are not only sourced from Instagram social media but can be from other media such as newspapers, magazines, books, and articles. These positive results indicate a positive relationship. This means that the two variables have the same relationship. If the value of variable X (Instagram The Jakarta Post) is high, then the value of variable Y (Interest in Learning English) will be high. Thus, it can be assumed that if the use of Instagram The Jakarta Post to learn English increases, Interest in Learning English will also increase. In other words, the increase in the independent variable will be followed by an increase in the dependent variable.

Regression test results, in general, showed that the Instagram variable The Jakarta Post contributed 6.4% in Interest in Learning English at TBI (The British Institute) Bandung.

TABLE 4. MODEL SUMMARY

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.253[a]	.064	.045	2.345

a. Predictors: (Constant), Instagram The Jakarta Post

b. Dependent Variable: Interest In Learning English

Source: Processed by the author

This means that the coefficient of determination (R Square) of 0.064 so that there is a relationship between The Jakarta Post Instagram of 6.4%, while 93.6% has to do with factors not examined. So, it can be concluded, that Instagram The Jakarta Post variable contributed 6.4% Interest in Learning English factors.

The significance of F_{count} is determined based on the significance value obtained from the Anova[a] calculation, apparently the Sig. 0.073 is greater than the specified significance level of 0.05 (Sig value 0.073> 0.05). The t_{count} value is based on the calculation of the Coefficients value of Sig. Instagram The Jakarta Post is 0.073, which is> 0.05 (the determined level of significance), so H_0 is accepted.

TABLE 5. ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.448	1	18.448	3.355	.073[b]
	Residual	269.474	49	5.499		
	Total	287.922	50			

a. Dependent Variable: Interest In Learning English

b. Predictors: (Constant), Instagram The Jakarta Post

Source: Processed by the author

IV. CONCLUSIONS

Based on the analysis of the data obtained and referring to the formulation of the problem in the previous chapter, Instagram The Jakarta Post in its use to meet the needs of learning English at TBI (The British Institute) Bandung obtained from questionnaires by taking into account the profile, follower, and caption dimensions, then the value of Instagram The Jakarta Post generated in the category agreed.

Interest in Learning English at TBI (The British Institute) Bandung obtained from the distribution of questionnaires with attention to the dimensions of attention, perception, and desire, then the value of Interest in Learning English generated in the category agreed.

The correlations of social media Instagram the Jakarta post with Interest in learning English can be seen from the results of the correlation test resulting in a low correlation value, meaning that there is a low correlation between Instagram The Jakarta Post with Interest in Learning English. And the resulting correlation value is positive, showing a positive relationship. The more use of The Jakarta Post's Instagram to learn English, the Interest in Learning English will also increase.

V. REFERENCES

[1] Atmoko Dwi, Bambang. 2012. *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.

[2] Komariah, Siti., dan Maman Chatamallah. 2019.*Hubungan Penggunaan Media Instagram Asian Games 2018 dengan Minat berolahraga Followers Instagram Asian Games 2018*, dalam Prosiding Hubungan Masyarakat, Universitas Islam Bandung, Bandung. Volume 5, Nomor 2, Tahun 2019 (hlm. 493 – 501).

[3] Nasrullah, Rulli. 2018. *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung: PT. Remaja Rosdakarya.

[4] Nurudin. 2013. *Pengantar Komunikasi Massa*. Jakarta: Rajawali Pers.

[5] Rakhmat, Jalaludin. 2004. *Metode Penelitian Komunikasi*. Bandung: PT. Remaja Rosdakarya.

[6] Rakhmat, Jalaludin. 2017. *Metode Penelitian Komunikasi*. Bandung: PT. Remaja Rosdakarya.

[7] Sugiyono. 2016. *Metode Penelitian Kualitataif dan Kombinasi* (*Mixed Methods*). Bandung: CV Alfabeta.

[8] Sugiyono. 2007. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.