

## Generating Ideas: How Instagram Cultivates Effective Writing Skills

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### ABSTRACT

This study investigates the impact of Instagram on enhancing students' English writing skills at SMA Negeri 1 Pulau Morotai. Employing a true experimental design with a quantitative approach, 40 students were divided into experimental and control groups. The experimental group engaged in writing activities using Instagram's image caption feature, while the control group followed conventional teaching methods. Pre-tests and post-tests were administered to measure writing improvement. The results revealed a significant increase in writing performance in the experimental group, with the average post-test score rising from 40.25 to 69.25, compared to a less significant improvement in the control group. Statistical analysis using an independent sample t-test confirmed the effectiveness of Instagram as a learning medium. The study recommends integrating social media platforms like Instagram into English language teaching to foster creativity, motivation, and practical writing skills.

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### ABSTRACT

Penelitian ini mengkaji dampak Instagram dalam meningkatkan keterampilan menulis bahasa Inggris siswa di SMA Negeri 1 Pulau Morotai. Dengan menggunakan desain eksperimental sejati dan pendekatan kuantitatif, 40 siswa dibagi menjadi kelompok eksperimen dan kelompok kontrol. Kelompok eksperimen melakukan aktivitas menulis menggunakan fitur keterangan gambar Instagram, sementara kelompok kontrol mengikuti metode pengajaran konvensional. Ujian pra-tes dan pasca-tes diberikan untuk mengukur peningkatan keterampilan menulis. Hasil penelitian menunjukkan peningkatan signifikan dalam kinerja menulis pada kelompok eksperimen, dengan skor pasca-tes rata-rata naik dari 40,25 menjadi 69,25, dibandingkan dengan peningkatan yang kurang signifikan pada kelompok kontrol. Analisis statistik menggunakan uji t sampel independen mengonfirmasi efektivitas Instagram sebagai media pembelajaran. Penelitian ini merekomendasikan integrasi platform media sosial seperti Instagram ke dalam pengajaran bahasa Inggris untuk mendorong kreativitas, motivasi, dan keterampilan menulis praktis.

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## INTRODUCTION

### Backgroun of the Research

Instagram, initially designed for sharing photos and videos, has evolved into a platform that supports written expression through features like captions and stories. This transformation offers a unique opportunity for language learners to develop writing skills in an engaging and authentic context. Writing is a complex skill involving idea generation, organization, and revision, which can be enhanced through interactive and motivating tools such as Instagram.

Despite the widespread use of social media, students often face challenges in writing, including limited vocabulary and sentence construction difficulties. This study aims to explore how Instagram can cultivate effective writing skills by encouraging students to write descriptive captions related to their personal experiences, particularly memorable holidays.

According to Rinawati et al (2020:86) writing is an activity that produces a personal activity, whether composing which consist of ideas, feelings and thoughts thought wrting or media, meanwhile Boals Qismullah, (2018: 12) state that writing is a proces of making maning and a series of text creation activities including generating, organizing and developing ideas in sentence as well as composing, forming, rereading text, editing andrevising a text. writing skill are the final form or manifestation of language abilities or skill mastered by language learners after listening, speaking and reading.

According to Ismail and Fatoni (Vitasari, 2022:12), Instagram is a social networking media that has various interesting features to use. Apart from that, Instagram is an application that is used as a medium for users to share photos and videos that have various kinds of digital filters, take photos or videos, and upload them to various other social media.

### Identification of The Problem

Based on the background above the researcher puts forward the main problem statement.

From the result of research, research on the English language learning of students at SMA Negeri 1 Morotai Island,

- a. Students' word writing ability is still low.
- b. Students do not understand how to make sentences to start something in the form of everyday sentences writing captions by using Instagram

### Statement of The Problem

How Instagram could cultivate students' writing at SMA Negeri 1 Morotai Island?

### The Objective of The Research

To find out the improvement of students' writing after using Instagram captions.

### Scope of The Research

The problem with this research is that it is limited to only focuses on improving writing skills on Instagram image captions using Descriptive text.

### Singnificances of The Research

- a. For teachers

The result of this research provide new knowledge for research, with this research. The researchfound a solution on



how to improve students' ability to write picture captions on Instagram by using memorable holiday.

b. For students

This research will be useful for students to be more courageous in writing English creatively by express memorable holiday to improve student's writing skills.

c. For future researchers

This researcher can provide a reference a reference for future research with the same material or use certain research.

## **LITERATURE REVIEW**

### **1. Some Research Findings**

Previous research has demonstrated the positive effects of Instagram on language learning. For instance, studies by Anggita et al. (2021) and Rosdiani et al. (2022) found that Instagram picture series and captions significantly improved students' writing and vocabulary mastery. Instagram's community-centered design fosters meaningful communication and motivation among learners.

Writing skills encompass content, organization, vocabulary, grammar, and mechanics. Effective writing requires planning, drafting, revising, and finalizing texts. Instagram's visual and interactive features provide a conducive environment for practicing these components, making writing more accessible and enjoyable.

### **2. Research Theories**

#### **A. Definition of writing**

According to Masitoh and Suprijadi (2015: 38-52), writing skill is regarded as the most difficult and complex language skill because it requires an extent of perception and involves the thinking process extensively. In addition, they stated most Indonesian students face some difficulties in writing, they have to consider

the grammar to make their writing understandable. Briefly, writing needs some consideration to avoid misunderstanding between the readers.

### **3. Type of Writing**

There are four main types of writing: expository, descriptive, descriptive, persuasive. (Callella, 2001: 11)

1. Expository writing
2. Descriptive writing
3. Narrative writing
4. Persuasive writing

### **4. Process of Writing**

According to Hood (2013:48), the writing process is a way of observing what people do. Do after they write a transcription. This means that this method is about how someone creates an idea and then creates it in writing. Harmer suggests that the written method has four main components. Its four components are as follows:

- a. Planning
- b. Drawing
- c. Editing (reflecting and revising)
- d. Final. Version

### **5. Aspect of Writing**

According to Brown (2004:7) means that there are five significant components. Of writing, they are content, organization, vocabulary, grammar, and mechanics.

- a. Content
- b. Organization
- c. Vocabulary
- d. Grammar
- e. Mechanics

### **6. The Purpose of Writing**

According to yulia nurdiana (2022 : 13) Writing is a productive activity that produces work, so that people who see it in writing can also benefit from it. Successful people don't plan to write from



scratch. Instead, they focus more on their feeling. When someone wants to write something, they have a certain purpose in mind. Each writer has their own goals, which they adapt to the written work.

In addition, according to Setiawan Djuharie (2009 :5), writing has four general goals, namely as follows; The first purpose of writing is to inform, persuade, reveal, or confirm.

1. First, writing to inform which aims to educate. Readers about a required topic. Such as knowledge, meaning that the author shares interesting knowledge so that readers become more aware and can benefit from writing.
2. Second, the purpose of writing is to persuade, namely, the author wants to persuade or convey to the reader so that they can accept the author's ideas.
- 3) Third, the purpose of writing is expressive, meaning the author has a purpose to express his feelings, opinions, and experiences. The last is writing, the writer can convince the reader of his argument by explaining the idea to the reader. When ideas are well organized, they will be fun to read and even enjoy. Whether they are writing love letters or papers, they are writing to inform, persuade, express, and affirm. In addition to a general purpose, writing also has a specific purpose, according to Indriyanti & Prasetyo (2018:102), and the specific purpose of writing is to inform readers about the editorial. The philosophy of this guide is about something. If writing is useful for students to be more active and creative, it can ideally improve their writing skills. However, practicing this skill is not easy. In

addition, some students do not understand all the information they have read. In this case, they must have full command of adequate English vocabulary. According to Hidayati & Widiati (2019), writing is very different from reading. Writing has special requirements and has heavy responsibilities, such as moral responsibility, because of the level of difficulty. While reading is not so difficult to do even everyone can easily read, but otherwise difficult to write.

## **7. Definition of Instagram**

According to Smith & Anderson (2018: 172) Instagram which is gaining more popularity across the world is a social media platform where its users can share self-generated content in the form of photos or videos. Most students have personal Instagram profiles. Instagram is used as both an informational and instructional tool by several communities and institutions due to its simplicity and wide acceptance. Used can express ideas more creatively and actively due to these newest features. Maintenance of the former fact in connection to the use of social media to teach writing in EFL classrooms. Countless previous studies were conducted. The trend significantly shows that social media plays positive roles as stated in the following examples. Moreover, Akhilar et al., (2017) claim that Instagram encourages community-centeredness and generates meaningful communication among the students. In compliance with this, it is determined that social media can help students write better and increase their confidence to post their writing on Instagram. The activity using Instagram is not time-consuming to implement and it is



relatively practical to be administered and monitored every time and everywhere.

Instagram is one of the most popular social media that is currently booming among young people. By using Instagram media, the writer hopes to improve students' writing skills. Adapted from Kaplan & Haelein (2014:85). The definition of Instagram social media according to experts, is that Instagram social media is a group of applications using an internet base and web 2.0 technology that allows the exchange and creation of user-generated content. Meanwhile, M Nisrina (2015:37) stated that Instagram is an application that is used to share photos and videos. Instagram itself is still a part of Facebook that allows Facebook friends to follow. We are on Instagram social media accounts. Instagram is getting more and more popular Instagram is an application used to share photos resulting in many users who plunged into the realm of business such as a business social account that also promotes its products through Instagram. Using Instagram media can make the students feel confident when they write in English in front of the public. The writer uses Instagram media as a trigger tool for students to increase their confidence when they write English. Besides that, Instagram is a very easy-to-use media, with amazing features. Therefore, the writer trusts that by using this media, students are expected to be more interested and motivated to develop their English writing skills. Many features on the Instagram application make them feel confident, such as many topics, contents, and themes, and actually, they can increase their writing skill because of many topics, and content to be increasing. Such as when they upload their photos and videos, they have to give the caption on their

content. To make their follower give love and comment on their content.

According to Gunantar & Transinata (2019), Instagram is a very impressive application, coupled with its amazing features, increasingly supports the interests of the community related to their daily needs. Especially in the field of education, Instagram can be used as a learning medium because of its supporting features, such as:

- 1) Instagram photo sharing allows users to take pictures in the application or use photos that are already on their camera. Then users can upload their photos on their Instagram accounts, so people can see them easily.
- 2) Social the experience of people on Instagram is very pleasant. Instagram connects people all over the world. This is a very global society and has many advantages for students to express feelings by writing something. This means. That when students are involved in the community they will try to make a better move.
- 3) Education on Our Humanity Together Instagram is a good medium to teach students writing skills. Students who engage in a good writing atmosphere such as writing descriptive paragraphs will benefit greatly. By engraving words through pictures that are posted on Instagram makes them think and imagine wider and will support them in compiling text in the space provided they can develop writing based on their personal life experiences
- 4) Innovative in their writing skills.

## **8. Hypothesis**

The hypothesis is needed to answer the research question and draw a conclusion. The statistical hypothesis of this research is:



$H_0$  = There is a significant difference between the students using writing captions and pictures on Instagram at SMA Negeri 1 Pulau Morotai.

$H_a$  = There is no significant difference between the students using writing captions and pictures on Instagram at SMA Negeri 1 Pulau Morotai.

## METHOD

### 1. Research Design



Image 1 : experimental and control groups.

### 3. Instruments

Writing tests (pre-test and post-test) focused on descriptive text captions related to memorable holidays.



Image II : Pre-test-post test

### 4. Procedure

Experimental Group: Received six sessions of writing instruction using Instagram captions. Control Group Received conventional writing instruction without Instagram.

A true experimental design was employed, involving pre-tests and post-tests to measure the effect of Instagram on writing skills.

### 2. Participants

The study involved 40 students from the second social studies class at SMA Negeri 1 Pulau Morotai, divided equally into experimental and control groups.

## 5. Data Analysis

The research used the data to find out the students' writing by using Instagram using SPSS Windows 22 to analyze the data.

- 1) Descriptive test
- 2) Normality test
- 3) Test of Homogeneity of Variance
- 4) Independent Sample T-test

The experimental group showed a significant increase in writing scores (mean post-test = 69.25) compared to the control group (mean post-test = 48.50). Normality and homogeneity tests confirmed the suitability of the data for parametric analysis.

The independent sample t-test revealed a significant difference between groups ( $p < 0.05$ ), indicating Instagram's effectiveness in improving writing skills.

## FINDINGS AND DISCUSSION

### A. Descriptive Statistic

Table 1. Descriptive Statistics

|                        | N  | Minimum | Maximum | Mean  | Std. Deviation |
|------------------------|----|---------|---------|-------|----------------|
| Pre Test Experimental  | 20 | 25      | 60      | 40.25 | 10.321         |
| Post Test Experimental | 20 | 50      | 80      | 69.25 | 9.072          |
| Pre Test Control       | 20 | 25      | 50      | 34.75 | 6.172          |
| Post Test Control      | 20 | 35      | 65      | 48.50 | 7.273          |
| Valid N (listwise)     | 20 |         |         |       |                |

Due to the data are normally distributed, the researcher must to analyze into independent t-test. Based on the results, it turns out that (sig- 2 tailed) is 0.00 smaller than (sig value) which is 0.05 means that it can be concluded that  $H_0$  = rejected and  $H_a$  = is accepted, it means that the use of Instagram application in writing caption successful in writing class. Additionally, instagram caption technique is proven to have a positive impact on Writing English. Therefore, this application can give higher motivation to the students in learning and

ding writing task. They can understand the material well, and enjoying the writing class.

### B. Tests of Normality

Normality tests are used to determine whether a data set is well modeled by a normal distribution and to calculate how likely it is that the random variables underlying the data set are normally distributed, and the detailed about normality test will be explained after the table showed

Table 2. Tests of Normality

|  | Class | Kolmogorov-Smirnov <sup>a</sup> | Shapiro-Wilk |
|--|-------|---------------------------------|--------------|
|  |       |                                 |              |

|                  |                        | Statistic | df | Sig.  | Statistic | df | Sig. |
|------------------|------------------------|-----------|----|-------|-----------|----|------|
| Students' Result | Pre Test Experimental  | .128      | 20 | .200* | .952      | 20 | .391 |
|                  | Post Test Experimental | .187      | 20 | .065  | .912      | 20 | .069 |
|                  | Pre Test Control       | .234      | 20 | .005  | .918      | 20 | .089 |
|                  | Post Test Control      | .232      | 20 | .006  | .923      | 20 | .113 |

In this study, the sample amounted 20 from the experimental class and 20 from the control class, therefore the study used Shapiro-Wilk to test the normality test. After the test it turns out that when the distinction of the experimental class and the control class is greater than 0.05, it means that it can be concluded that the data on the

pre-test and post-test in the experimental class and in the control class are normal.

### C. Test Homogeneity

Homogeneity of variance test is a test that aims to see whether several groups of data have the same variance or not, and ensure that the conditions or assumptions of variance equality are met before proceeding to further statistical analysis

**Table 3. Test of Homogeneity of Variance**

|                                      | Levene Statistic | df1 | df2    | Sig. |
|--------------------------------------|------------------|-----|--------|------|
| Students' ResultBased on Mean        | 2.652            | 3   | 76     | .055 |
| Based on Median                      | 2.543            | 3   | 76     | .062 |
| Based on Median and with adjusted df | 2.543            | 3   | 72.967 | .063 |
| Based on trimmed mean                | 2.394            | 3   | 76     | .075 |

In the homogeneity test, it is known that the mean score, median, median and with adjusted df, trimmed mean, it turns out that the significance value of these four is greater than 0.05, which means that it can be concluded that the sample in this study is homogeneity.

Independent sample t-test is an inferential statistical test used to compare the means of two independent sample groups. This test aims to determine whether there is a statistically significant difference between the means of the two groups.

### D. Independent Sample Test

|  |                            |                              |
|--|----------------------------|------------------------------|
|  | Levene's Test for Equality | t-test for Equality of Means |
|--|----------------------------|------------------------------|



|                             | of<br>Variances |      |        |        |                        |                    |                          |  |        |
|-----------------------------|-----------------|------|--------|--------|------------------------|--------------------|--------------------------|--|--------|
|                             | F               | Sig. | t      | df     | Sig.<br>(2-<br>tailed) | Mean<br>Difference | Std. Error<br>Difference | 95%<br>Confidence<br>Interval of the<br>Difference |        |
|                             |                 |      |        |        |                        |                    |                          | Lower  | Upper  |
| Students' Result            |                 |      |        |        |                        |                    |                          |  |        |
| Equal variances assumed     | .632            | .431 | -6.447 | 38     | .000                   | -13.750            | 2.133                    | -18.068  | -9.432 |
| Equal variances not assumed |                 |      | -6.447 | 37.020 | .000                   | -13.750            | 2.133                    | -18.072  | -9.428 |

Due to the data are normally distributed, the researcher must to analyze into independent t-test. Based on the results, it turns out that (sig- 2 tailed) is 0.00 smaller than (sig value) which is 0.05 means that it can be concluded that  $H_0$  = rejected and  $H_a$  = is accepted, it means that the use of Instagram application in writing caption successful in writing class. Additionally, instagram caption technique is proven to have a positive impact on Writing English. Therefore, this application can give higher motivation to the students in learning and ding writing task. They can understand the material well, and enjoying the writing class.

## DISCUSSION

The findings align with previous studies highlighting Instagram's role in enhancing language skills. The platform's interactive nature motivates students to write creatively and confidently.

Improvement was observed across all writing aspects: content, organization, vocabulary, grammar, and mechanics. Instagram's relevance to students' daily lives makes it an effective educational tool.

## CONCLUSION

Instagram significantly cultivates effective writing skills among high school students by providing an engaging and practical platform for writing practice. The study suggests that educators incorporate Instagram into their teaching strategies to enhance students' motivation and writing proficiency.

## RECOMMENDATIONS

- 1) For Students: Utilize Instagram to practice English writing regularly to build confidence and creativity.
- 2) For Teachers: Integrate social media tools like Instagram into lesson plans to



create dynamic and interactive learning experiences.

- 3) For Future Researchers: Explore other social media features or platforms to further investigate their impact on various language skills.

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