**CHAPTER I
INTRODUCTION**

1. **Background of the Study**

Learning vocabulary is a very important factor in learning English as a basic knowledge in learning English (foreign language). It belongs to the major element in learning a foreign language (Ambarwati & Mandasari, 2020). Important vocabulary knowledge assists EFL students' speaking and writing, while a lack of vocabulary frequently leads to a lack of meaningful communication. As a result, every effort should be made to improve EFL students' vocabulary. This is why, according to Linda Taylor (1990), many scholars and ELT illuminators, EFL students intentionally seek for vocabulary development.

However, vocabulary acquisition still becomes student problems, and the lacks of student knowledge about vocabulary acquisition and student interest in vocabulary learning are the major problems in education. Therefore, the solution is to expand the learning media so that the students are interested in learning the vocabulary. There are many learning media available to educators, and it is the use of technology as learning media that can attract the attention of students.

In the literature today, technology and also the increasing influence of the internet affect various things in education. Technology has potential to increase access to education and improve its relevant and quality. Some of the very good benefits of technology for the field of education are that it makes students more excited to learn, help students with busy schedules, freedom to work at home on their own time, train students to learn new technology skills they can use later in the work place decrease paper and photocopying costs. An important feature of technology is social media. There are many social media that can be used in the field of education but one of the most interesting is Instagram. On Instagram we can upload various photos, videos, reels, IGTV which contain educational content. The influence and use of the internet as well as social media in the world of education is currently very high therefore this can be one of the great potentials for the world of education to improve the quality of education and also attract students to use social media well. Teachers can also use this condition as a bridge for them to update their teaching methods, this is in line with the opinion of several experts who say that as popular social media platforms such as Facebook, Instagram, Twitter, Google+ and Flickr offer great educational potential, educators tend to use them as educational resources (Aydin, 2012; Deaves, Trainor, and Grant, 2017).

In regard to the effect of social media on students’ vocabulary, many have conducted several investigations. For instance, Agustin and Ayu (2021) conducted a study entitled “The impact of using instagram for increasing vocabulary and listening skill”. They used a picture as learning media on instagram, and the result of their research that instagram affected the listening skills and vocabulary of english education students. Another study was conducted by Rosyida and Seftika (2018) entitled “How is Instagram Implemented in Teaching Speaking?” They used a questionnaire, observation, and semi-structured interview as a media for collecting a data and the result from their research was Instagram give beneficial effect in improving students’ speaking ability. Last study was conducted by Apriyanti, Ramadhan, Syofiani, and Mukhaiyar (2018) entitled “Improving Students’ Public Speaking Skill through Instagram”. They used descriptive-qualitative research. It pictured students’ public speaking performances which were uploaded in their instagram and the result was that instagram was the best choice for increasing students’ confidence in public speaking.

1. **Reason for Choosing this Topic**

Based on the problem above and the increase the use of technology, especially Instagram as social media this study is expected to improve mastery vocabulary of instagram that commonly used by students. This is the main reason the researcher choose this topic and the benefits of this research are to add learning media for students and educators and also make students feel interested in learning this vocabulary mastery.

1. **Research Question**

Based on the research background above, this research was conducted based on the research questions:

Does the use of instagram affect the student's vocabulary particularly in irregular verbs?

1. **Aim of the Study**

The aim of the study is stated as follows “to investigate whether the use of Instagram affects the student's vocabulary particularly in irregular verbs”

1. **Significance of the Study**

The research is expected to lead to a better educational course both conceptually and practically. In conceptually this research is expected to be able to make new learning methods that make students feel comfortable and cool learning English and for practically this research is expected to make it easier and more efficient for educators to explain or discuss a material.

1. **Definitions of the terms**
2. **Instagram**

Instagram (also known as IG or Insta) is a photo and video sharing application that allows users to take photos and videos and apply digital filters to share them on a variety of social networking services, including Instagram itself.

1. **Vocabulary**

According to Hornby (2006: 1645), a vocabulary is every word that a person knows or used and every word in a particular language.