INSTAGRAM AS A MEANS OF MASTERING INDONESIAN VOCABULARY

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Abstract

The Language Development and Fostering Agency make a breakthrough so that the development of Indonesian language can be disseminated quickly and right on target. One of them is by disseminating information using Instagram. Instagram is a social media favored by teenagers. So it is very suitable to be used to disseminate information. By following badanbahasakemendikbud account, users will automatically be able to see information about the uploaded language. The objective of this study is to determine the use of Instagram as a means of mastering Indonesian vocabulary. The research method used is descriptive qualitative. The result obtained from this study is that by participating in the Kemendikbud Language Agency account, it can improve the mastery of users, namely students. So, it can be concluded that the Kemendikbud language agency Instagram account can be used by students and educators as a means of learning the Indonesian language especially in aspects of vocabulary mastery.

Keywords: *Instagram, vocabulary, Indonesian Language*

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A. Introduction

The curriculum of 13 revised editions emphasize students to be able to learn independently while the teacher works as a facilitator. With independent learning, students will be accustomed to utilizing available learning facilities. Current learning tools are not only focused on textbooks. Many other learning facilities that can be used by students or teachers when conducting the teaching and learning process. One of them is by utilizing the currently available technology. In accordance with the Revolutionary Era 4.0 which emphasizes technology-based learning. The technology that can be used by the student is to use smartphones owned by students.

According to the digital marketing research institute, estimates of e-marketers in 2018 the number of active smartphone users in Indonesia is more than 100 million people (Felix, 2018) . Furthermore, based on research conducted by Cambridge International, the Global Education Census shows that Indonesian students are among the highest technology users in the world in the field of education. Then, the results of this study also prove that more Indonesian students use technology in the classroom, compared to students in other countries, including in more developed countries (Beginning, 2018) .

Based on the data above, it can be concluded that smartphone users are dominated by teenagers. This should be used as well as possible so students can use the smartphones they have for useful activities, namely to increase knowledge. Technology on smartphones can be used as a learning tool for Indonesian language subjects by utilizing social media such as Instagram.

Existing technology can be utilized not only by students but for the whole community, especially writers who publish the results of their writings through mass media such as newspapers. The research conducted (Nisa, 2018) found that many language errors were found in the newspaper mass media. These include errors in the spelling field, fields of morphology, syntax, and semantics. This happens because of a lack of accuracy and knowledge of the language development of the author and editor. This can be avoided by using technology such as KKBI daring and other technologies .

Instagram is the dominant social media application that displays images. According to (Miles, 2014) for less than two years Instagram has grown to become a social media that has more than 100 million users.

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Furthermore, in August 2012, Instagram was able to surpass Twitter in terms of daily active users. Interesting content applications are used because of their attractive appearance and features. By using an istagram, users can see all the images uploaded by other users. However, only users who follow users account can see the uploaded photos. This causes if the negative accounts that are followed by the user, namely students, negative images will appear on the homepage. The positive thing that can be done by the teacher is to direct students to follow the Kemendikbud language agency account so students can see and know the development of Indonesian language.

Based on the results of the statistical data above, there are positive and negative influences on the use of smartphones owned by students. So that researchers are interested in conducting further research on the use of smartphones that students have by way of directing students to follow badanbahasakemendikbud account on Instagram.

B. Method

This study was conducted by using qualitative research with descriptive methods. Desktiptif method is a method in examining a group of people, an object, a condition, a system of thought, or a class of events in the present (Nazir, 2005). The use of this research method because the purpose of study is to make a systematic, factual and accurate description or description of the facts investigated. The data was collected by directing students to use instragram to follow the Kemendikbud language agency account. Students are directed to continue to share the latest words that appear on the Kemendikbud language agency account. This is done so that the students' vocabulary increases through themselves and others.

This study attempts to describe the use of learning resources from instagram to improve students' mastery of Indonesian vocabulary. The samples used in this study were students of class XII AP SMK T. Amir Hamzah Indrapura as many as 32 students.

C. Research Finding

Instagram is one of the most popular social media for almost all students. This application is of interest to students because the features presented are interesting. Unlike other social media, focus on images or videos of short duration with captions.

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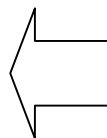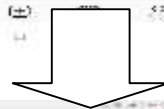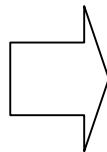**March 23***rd***, 2019*

Research conducted (Azlina, Lestari, & Ali, 2015) found activity on Instagram that had an influence on the attitude of Instagram users by 19.3% and the remaining 80.7% was accessed by other factors not discussed in this study.

In accordance with the research above, the benefits of Instagram as a learning media have an interest in student attitudes. You can get more benefits that can be found on Instagram. One of them is by turning over students who use the Kemendikbud Language Agency account. This account presents the latest information on the development of spelling-themed Indonesian today, today's proverbs, our words today, vocabulary of regional languages and others. Here are some information posted by the Ministry of Education and Culture Language Agency account.

Picture (1)   Picture (2)

Picture (3)   Picture (4)

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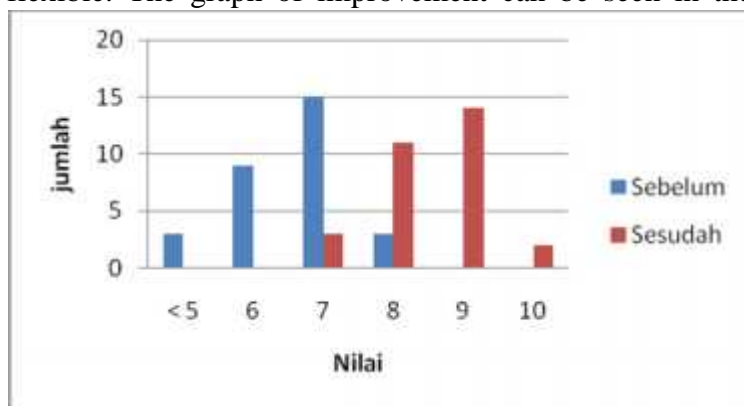***March 23rd, 2019***

Picture(1) uploaded by the Ministry of Education and Culture Language Body account with the equivalent theme that describes the term of a blender in the Indonesian language becomes trapped. Whereas in picture (2) the theme of today's proverb explains the proverb "Like a chisel, not beaten not eaten" which means people who only want to work when ordered.

Picture (3) and (4) with the theme of spelling today explain that the correct word (raw) is the word of saus not known to the public so far. This will also add to the vocabulary of students indirectly. While picture (4) explains the use of commas. When this image appears on the student account's homepage, students will indirectly know that the use of commas in writing is true or false.

D. Discussion

Based on the results obtained, it is known that by utilizing Instagram as a learning tool can attract students' interest in learning. Every day students are invited to share the latest things about language development obtained from the Kemendikbud Language Agency account.

The students' response when participating in the Kemendikbud Language Agency account are very positive. Students can easily learn and can improve vocabulary mastery. It was also found that the students enthusiasm in learning increased. Because learning is not rigid and more flexible. The graph of improvement can be seen in the following table:

(9) Student Scores Before and After using Instagram

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E. Conclusion

Based on the results of the study, it was found that many benefits obtained by students when using Instagram by following the Kemendibud Language Agency account. By following the Kemendibud Language Agency account indirectly when students open the Instagram, information uploaded by the Education and Culture Agency will be read. So that the students immediately find out information updates, especially those concerning Indonesian. So it can be concluded that following the Kemendikbud Language Body account on Instagram is very useful as a learning tool especially mastery of vocabulary in Indonesian language lessons.

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