STUDENTS' PERCEPTION OF USING INSTAGRAM IN VOCABULARY BUILDING AT SMK BHAKTI 1 JAKARTA

UNDERGRADUATE THESIS

by

SILVIA ADINDA SARI BR SINUKABAN

2112150013

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM

FACULTY OF LETTERS AND LANGUAGES

UNIVERSITAS KRISTEN INDONESIA

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Submitted in partial fulfillment of requirements for the Bachelor Degree (S.Pd) of English Education Study Program, Faculty of Letters and Languages, Universitas Kristen Indonesia

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FACULTY OF LETTERS AND LANGUAGES
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I, the undersigned:

Student Name	: Silvia Adinda Sari Br Sinukaban
Student Reg. No.	: 2112150013
Student Program	: English Language Education Study Program
Faculty	: Faculty of Letters and Languages

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Silvia Adinda Sari Br Sinukaban
NIM: 2112150013

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UNDERGRADUATE THESIS ADVISORS' APPROVAL

STUDENTS' PERCEPTION OF USING INSTAGRAM IN VOCABULARY BUILDING AT SMK BHAKTI 1 JAKARTA

Student Name	: Silvia Adinda Sari Br Sinukaban
Student Reg. No.	: 2112150013
Study Program	: English Language Education
Faculty	: Letters and Languages

Has passed the undergraduate thesis exam and confirmed that this thesis had been thoroughly examined, improved, and approved by the Board of Examiners of the Undergraduate Thesis Defense and the advisors.

Jakarta, July 1 2025
Approved by:

Advisor I

Hendrikus Male, S.Pd., M.Hum.
NUPTK: 1035757658130173

Advisor II

Dr. Lamhot Naibaho, S, Pd, M. Hum.
NUPTK: 5450763664130213

Head of English Language Education Study Program

Hendrikus Male, S.Pd., M.Hum.
NUPTK: 1035757658130173

Dean of Faculty of Letters and languages

Susanne A. H. Sitohang, S.S., M.A.
NUPTK: 8343750651230103

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EXAMINATION TEAM

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Student Name	: Silvia Adinda Sari Br Sinukaban
Student Reg. No.	: 2112150013
Student Program	: English Language Education Study Program
Faculty	: Faculty of Letters and Languages

We certify that this students' thesis "Students' perception of using Instagram in Vocabulary Building at SMK Bhakti 1 Jakarta" was written under our supervision, and it has met the requirements to be defended in the undergraduate thesis examination of English Language Education (ELE) in the Faculty of Letters and Languages of Universitas Kristen Indonesia.

Examiners Name	Position in the Examiner team	Signature
1. Parlindungan Pardede, S.S., M.Hum	As the Chairman	
2. Hendrikus Male, S.Pd., M.Hum	As the Member	
3. Dr. Lamhot Naibaho, S, Pd, M. Hum.	As the Member	

Jakarta, July 1 2025

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UNDERGRADUATE THESIS PUBLICATION

STATEMENTS AND APPROVAL

I, the undersigned below:

Student Name	: Silvia Adinda Sari Br Sinukaban
Student Reg. No.	: 2112150013
Student Program	: English Language Education Study Program
Faculty	: Faculty of Letters and Languages
Type of Final project	: Undergraduate Thesis
Title	: Students' perception of using Instagram in Vocabulary Building at SMK Bhakti 1 Jakarta

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MOTTOS

Don’t give up when you still have something to give. Nothing is really over until the moment you stop trying.

- Brian Dyson

Philippians 4 : 13

DEDICATIONS

She dedicates this final project to:

Her beloved father:

Masa Sinukaban

Her beloved mother:

Emma Erianna Br Bangun

Her beloved brothers:

Jon Effrendi Sinukaban

Bahtra Sinukaban

Riki Simatupang

Her beloved sisters:

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apt. Rebina Laronce Br Sinukaban, S.Farm

Litna Br Tarigan

Her beloved Big Family of Sinukaban and Bangun.

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Persepsi Siswa tentang Penggunaan Instagram dalam Pembangunan

Kosakata di SMK Bhakti 1 Jakarta

Peneliti: Silvia Adinda Sari Br Sinukaban Pembimbing: Hendrikus Male, S.Pd.,M.Hum

2112150013 Dr. Lamhot Naibaho, S, Pd, M.Hum.

ABSTRAK

Di era digital saat ini, media sosial telah menjadi bagian yang tak terpisahkan dari kehidupan sehari-hari siswa. Di antara berbagai platform yang ada, Instagram menjadi salah satu yang paling populer karena kontennya yang visual, antarmuka yang mudah digunakan, serta fitur-fiturnya yang mendukung proses pembelajaran secara informal. Meskipun umumnya digunakan sebagai sarana hiburan dan komunikasi, Instagram juga memiliki potensi besar sebagai alat bantu pembelajaran, khususnya dalam meningkatkan penguasaan kosakata bahasa Inggris. Penelitian ini menggunakan metode deskriptif kuantitatif dengan melibatkan 40 siswa yang dipilih secara purposive dari empat kelas berbeda. Data dikumpulkan menggunakan kuesioner tertutup yang terdiri dari 25 item, yang diklasifikasikan ke dalam enam indikator utama: persepsi terhadap kegunaan Instagram, kemandirian belajar, pembangunan kosakata, motivasi dan kesenangan, kepercayaan diri dalam menggunakan kosakata, serta pengaruh dan inspirasi sosial. Hasil penelitian menunjukkan bahwa 85% siswa memberikan persepsi positif terhadap penggunaan Instagram dalam pembelajaran kosakata, dan menempatkan media ini dalam kategori "Sangat Tinggi". Para siswa menyatakan bahwa Instagram membantu mereka menemukan dan mengingat kosakata baru, mendorong mereka untuk belajar secara mandiri, serta meningkatkan rasa percaya diri dalam menggunakan bahasa Inggris baik secara lisan maupun tulisan. Selain itu, konten edukatif dari akun-akun pembelajaran bahasa Inggris di Instagram menjadi sumber inspirasi dan motivasi yang bernilai. Penelitian ini menyimpulkan bahwa Instagram merupakan media tambahan yang menarik, relevan, dan efektif untuk pembelajaran kosakata, khususnya bagi siswa vokasi. Oleh karena itu, guru bahasa Inggris disarankan untuk mengintegrasikan Instagram secara strategis dalam proses pembelajaran agar lebih dinamis, menyenangkan, dan sesuai dengan kebiasaan digital siswa.

Kata kunci: Persepsi siswa, Instagram, penguasaan kosakata, pembelajaran bahasa Inggris, sekolah menengah kejuruan.

Students' Perception of Using Instagram in Vocabulary Building at SMK Bhakti 1 Jakarta

Researcher: Silvia Adinda Sari Br Sinukaban Advisor: Hendrikus Male, S.Pd.,M.Hum

2112150013 Dr. Lamhot Naibaho, S, Pd, M.Hum.

ABSTRACT

In today's digital era, social media has become an integral part of students' daily lives. Among various platforms, Instagram stands out as one of the most popular due to its visual content, user-friendly interface, and features that support informal learning. While commonly used for entertainment and communication, Instagram also holds significant potential as an educational tool, particularly for enhancing vocabulary acquisition in English language learning. This study aims to explore the perceptions of tenth-grade students at SMK Bhakti 1 Jakarta regarding the use of Instagram as a medium for English vocabulary building. This research employed a descriptive quantitative method, involving 40 purposively selected students from four different classes. Data were collected using a closed-ended questionnaire consisting of 25 items, categorized under six key indicators: perceived usefulness of Instagram, learning autonomy, vocabulary building, motivation and enjoyment, confidence in using vocabulary, and social influence and inspiration. The findings revealed that 85% of the students expressed positive perceptions toward using Instagram in vocabulary learning, placing it in the "Very High" category. Students reported that Instagram helped them discover and remember new vocabulary, encouraged them to study independently, and boosted their confidence in using English in both spoken and written forms. Moreover, educational content shared by English learning accounts on Instagram served as a valuable source of inspiration and motivation. The study concludes that Instagram is an engaging, relevant, and effective supplementary medium for vocabulary learning, especially for vocational students who are already familiar with the platform. Therefore, it is recommended that English teachers integrate Instagram strategically into their teaching practices to create a more dynamic, enjoyable, and contextually rich vocabulary learning experience that aligns with students' preferences and digital habits.

***Keywords**: Students' perception, Instagram, vocabulary building, English learning, vocational high school.*