



Use of Instagram as learning media in senior high school

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ABSTRACT

This study examines the effectiveness of using Instagram as an innovative learning media for high school students. The indicators assessed are the ease, frequency, and experience provided by Instagram as a learning medium. This study used a quantitative approach and collected data using a questionnaire completed by SMA/SMK/MA/MAK students. This research uses a Likert scale by giving weight to each available answer. The results of the study show that students who are respondents agree that Instagram is a learning medium. Based on the results of the survey, respondents considered Instagram to be an easy-to-use learning medium. Instagram's position is ideal for learning media because students, as users, do not experience difficulties when using it. To make Instagram an effective learning medium, several challenges need to be faced related to student self-confidence, motivation in creating content, and the material in the content itself.

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ABSTRAK

Penelitian ini bertujuan untuk meneliti efektivitas penggunaan Instagram sebagai inovasi media pembelajaran untuk peserta didik Sekolah Menengah Atas. Indikator yang dinilai adalah kemudahan, frekuensi, dan pengalaman yang diberikan Instagram sebagai media pembelajaran. Penelitian ini menggunakan metode pendekatan kuantitatif dan mengumpulkan data dilakukan menggunakan kuesioner yang diisi oleh peserta didik SMA/SMK/MA/MAK. Penelitian menggunakan skala Likert dengan memberi bobot pada setiap jawaban yang tersedia. Hasil penelitian menunjukkan bahwa peserta didik yang menjadi responden setuju apabila Instagram sebagai media pembelajaran. Berdasarkan hasil penelitian, responden menganggap Instagram adalah media pembelajaran yang mudah digunakan. Kedudukan Instagram ideal untuk sebuah media pembelajaran, karena peserta didik sebagai pengguna tidak merasakan kesulitan saat menggunakannya. Untuk menjadikan Instagram sebagai media pembelajaran yang efektif terdapat beberapa tantangan yang perlu dihadapi berkaitan dengan kepercayaan diri peserta didik, motivasi dalam membuat konten, serta materi pada konten itu sendiri.

Kata Kunci: Instagram; inovasi pembelajaran; media pembelajaran; media sosial

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INTRODUCTION

Instagram is a sharing application that allows users to take photos and videos, apply digital filters, and share them to various social networks. The app can be accessed through a computer or smartphone. Instagram ranked as the world's third most popular social media in 2021. Almost 25% of the population in Indonesia actively uses Instagram social media. An analysis company called NapoleonCat noted that as of November 2019, around 61,610,000 Indonesians actively use Instagram. The data shows that these active users are dominated by people aged 18-24 years, with a percentage of 37.3% of the Indonesian population who are active on Instagram (see on: <https://www.tagar.id/pengguna-instagram-di-indonesia-terbesar-ke4-dunia> accessed in February 2021). This fact shows that more than 20,000,000 teenagers, including high school students.

Education has undergone a significant transformation thanks to the acceptance of technology. Digital devices, educational software, and online learning platforms are examples of how technology has changed how we learn and teach. The acceptance of technology by learners is crucial. Learners also play an essential role in the technology acceptance process. They need to feel comfortable and motivated to use technology in learning (Rafiola et al., 2020; Esra & Sevilen, 2021). Educators who can create an inclusive and supportive environment where learners from different backgrounds can participate well in technology use will encourage wider acceptance of technology.

The use of Instagram is now not only as a social networking application. The condition of the COVID-19 pandemic that has been sweeping the world since 2020 has forced the world of education to innovate in implementing learning methods by utilizing technology (Pakpahan & Fitriani, 2020). One of the methods relied on is Distance Learning (PJJ). Instagram is one of the social media used by teachers as learning media. Based on research conducted by Meidawati (2019), shows that online learning makes students more active without worrying about negative responses from others and reduces the risk of physical bullying against students.

Using learning media, such as Instagram, in an educational context has brought several significant benefits (Sesriyani & Sukmawati, 2019). Interactive learning approaches can stimulate learners' active engagement in the learning process (Indartiwi et al., 2020; Hidayat, 2021). With this platform, learners can participate in discussions, collaborative tasks, and visual media-based projects that allow interaction between fellow learners and teachers. This dynamic interaction can encourage more profound understanding and activate critical thinking processes.

In the context of utilizing social media such as Instagram as a learning tool, technology acceptance also plays an important role. Teachers need to help learners recognize the learning potential of the platform as well as guide its safe and beneficial use (Lubis et al., 2021). Learners need to feel that using Instagram as a learning medium will add value to their efforts to understand the subject matter. Learning media such as Instagram can overcome the challenges of classic and boring displays in traditional teaching. Using engaging visual elements, videos, and images can make learning more exciting and entertaining (Hadiapurwa et al., 2021). Learners' interest in visual content can transform

the classroom into a more dynamic and inspiring environment, making learning more enjoyable. Efficiency is also a clear advantage of using this learning media.

However, technology acceptance in education can also face barriers. Not all individuals have the same level of technology skills, and fear of technology or resistance to change can be limiting factors. Teachers must understand these barriers and provide the training or support needed for technology acceptance to run more smoothly. Therefore, in this study, researchers tried to examine the description of the use of Instagram as a learning media in schools, especially at the high school level, because Instagram is one of the social media used by students.

LITERATURE REVIEW

Media Learning

Learning media is considered a tool in the learning process when delivering learning materials to students (Ahdan et al., 2020). Learning media will make learning more interactive, enjoyable, and efficient, and it can also improve the quality of learning outcomes (Nurrita, 2018) and students' understanding of learning materials (Wahyuningtyas & Sulasmono, 2020). In addition, learning media can also make abstract material more concrete (Rejeki et al., 2020) to clarify the presentation of learning material to students.

The use of learning media in the learning process also provides changes to students. Changes in the role of students to be more proactive and positive are also an essential impact of the use of learning media. Learners are no longer just passive recipients of information but actively explore, analyze, and share knowledge (Gunawan, 2019; Zulfa & Rosyidah, 2020; Wiguna, 2020). Learners can choose the material they want to learn, making the learning process more personalized and following their interests, which in turn can increase motivation and enthusiasm for learning (Tafonao, 2018).

The ability of learning media to make abstract material more concrete is noteworthy. Through visualization, illustration, and other visual representations, concepts that are difficult to understand can be explained in a way that is more real and easily digested by learners. Learning media such as Instagram can also overcome human senses' limitations. By utilizing the visual, sound, and interactivity elements offered by Instagram, learners with different learning and senses can more easily engage and understand the subject matter (Ernanida, 2019; Wisada, 2019). Based on this, learning media must be considered to improve students' understanding.

Technology on Learning Media

Technology acceptance is a crucial concept in the ever-evolving world of modern education. Technology acceptance refers to how individuals or groups accept and adopt new technologies in their daily activities (Lew et al., 2020; Yuen et al., 2021), including in the context of learning. The main factor influencing technology acceptance is an individual's perception of the ease of use and benefits.

The use of technology in learning media is a familiar thing. Ideally, learning media development is also in line with technological developments. However, in some cases, this is difficult to happen given the limited management capabilities in managing the technology used as learning media (Wahyu et al., 2020). In addition, the influence of schools and other stakeholders is also an essential element in applying technology to learning media (Munisah, 2020). Based on this, the possibility of technology in learning media is one of the critical factors in developing this media.

METHODS

This research method was conducted with a quantitative approach. The data collection instrument was a questionnaire using Google Forms. Researchers randomly gave several statements to several high school student (SMA) respondents to obtain varied responses. The instruments used in this study are:

1. The instrument used is a closed questionnaire. Respondents are only allowed to choose answers that the researcher has determined.
2. The variable of this research is the effectiveness of using Instagram as a learning media innovation for high school students. Indicators of this research include:
 - a. Ease of use of Instagram;
 - b. Frequency of Instagram use by students; and
 - c. The influence of Instagram in providing experiences for learners.

The study used a Likert scale to measure a person's attitudes, opinions, and perceptions about social phenomena. The results of this data collection are ordinal values, which are then converted into interval values (see Table 1):

Table 1. The weight of learners' answers to the use of Instagram

No	Categories	Weight
1	Strongly Agree	5
2	Agree	4
3	Undecided	3
4	Disagree	2

Source: Sugiyono in the book "Metode Penelitian Kuantitatif, Kualitatif, dan R&D"

Based on the weights and categories above, researchers can calculate the points on each respondent's answer by summing up each point obtained by the respondent (see Table 2):

Table 2. Categories based on respondents' response scores

No	Interval	Categories
1	43 – 50	Strongly Agree
2	35 – 42	Agree
3	27 – 34	Undecided
4	19 – 26	Disagree

Source: Sugiyono in the book "Buku Metode Penelitian Kuantitatif, Kualitatif, dan R&D"

Conclusions can be drawn by counting the many categories of answers from all respondents.

RESULT AND DISCUSSION

Researchers used a Google Forms questionnaire as a data collection tool in this study. The questionnaire was distributed to high school students randomly. A total of 45 respondents have participated by filling out the questionnaire (**see Table 3**):

Table 3. Respondent's Education Level

No	Education Level	Total
1	SMA	26
2	SMK	18
3	MA	1
4	MAK	0

Source: Research 2021

Table 3 shows the number of respondents' education levels. The results obtained are that the education level of respondents is dominated by high school and vocational education levels, with 26 high school level and 18 vocational level respondents, respectively. At the same time, only one respondent had an MA education level.

Next is the data regarding the acquisition of the score of each statement (see **Tabel 4**):

Table 4 The score of each statement

Statement	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
I am someone who actively uses Instagram every day.	7	11	12	12	3
Using Instagram is very easy for me.	30	10	2	3	0
I often use Instagram as a reference place for ideas and knowledge.	16	15	4	9	1
My teacher often uses Instagram as a learning medium.	1	2	19	13	10
Creating photos and videos to upload on Instagram is easy for me.	12	15	9	3	6
The use of Instagram helps me to create.	8	12	16	8	1
Using Instagram as a learning medium makes me more enthusiastic about learning.	4	7	18	11	5
The use of Instagram as a learning medium makes me more creative.	4	14	19	6	2
The use of Instagram as a learning medium makes me more confident.	1	11	18	5	10

Statement	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
The use of Instagram as a learning medium provides more experience for me.	7	13	17	6	2

Source: Research 2021

Table 4 shows the scores obtained for each statement item. After collecting the data, we obtained various answers from each statement given.

Table 4. The score of each statement

Interval	Category	Total	Percentage
43 - 50	Strongly Agree	2	4,4%
35 - 42	Agree	20	44,4%
27 - 34	Undecided	14	31,1%
19 - 26	Disagree	8	17,7%
10 - 18	Strongly Disagree	1	2,2%

Source: Research 2021

After the data is processed, it can be seen in the table above that 44.4% of students agree that Instagram is an innovative learning media. Based on the five assessment categories, 44.4% is the most significant percentage of respondents' answers. So, most respondents agree with using Instagram as an innovative learning media for high school students.

Discussion

Ease of use of a learning media is one of the critical indicators to be considered. The ease of use of a medium, especially in this case of learning media, dramatically affects the effectiveness of using the media. If a learning media is challenging to use, the message's impact will be reduced. Difficulty in use can also affect the motivation and enthusiasm of students in using the media. In addition, the COVID-19 pandemic is also one of the factors that affect the utilization of learning media (Rohana, 2020). Based on this, teachers need to pay attention to learning media development so that students' learning motivation can be maintained (Arianti, 2019).

Based on the research that has been conducted, overall, Instagram is considered an easy-to-use learning media. This Instagram application is used to communicate and publish media by a large audience. Referring to the information of Instagram users dominated by the younger generation, using Instagram as a learning media is possible. As a learning media, Instagram is quite adequate as a place to find ideas or publish work as evidence of task fulfillment. This is also in line with other studies which state that Instagram can help the implementation of learning to be more effective and easy to disseminate (Audina & Muassomah, 2020; Veygid et al., 2020; Fujiawati & Raharja, 2021).

Learners find it easy to use Instagram as a learning medium because they are used to using it as an entertainment medium. The use of Instagram, in general, for learners is acceptable based on the data obtained in the study. Learners often use Instagram in their daily lives. The frequency of using a learning media affects how familiar and how popular a media is used. Of course, this can also indirectly have more impact on the experience and self-use.

There are interesting findings in this study which show that learners do not always use Instagram every day. Some learners access Instagram daily, but some access it when they feel like it and do not make it a routine. Learners use Instagram as a medium for finding ideas and references. Instagram provides varied and interesting sources, so many people prefer to look for ideas and references from Instagram. This is also reinforced by [Sari and Basit's research \(2020\)](#), which states that Instagram can be a medium for educational information. In addition, [Carpenter et al. \(2020\)](#) also stated that Instagram has provided new references in implementing the learning process, both in terms of materials, methods, and learning strategies.

The use of different learning media will also provide different experiences for users. Each learning media has its own added value for its users. Using social media as learning media is also possible ([Malik & Asnur, 2019](#)). Instagram is used as a social media and publication place. Using Instagram as a learning media innovation is new for SMA/SMK/MA/MAK students. Based on this research, students are hesitant about the experience provided by Instagram as a learning media, both in terms of creativity, self-confidence, and learning motivation, even though other studies mention that the use of Instagram can increase learning motivation and writing skills that require creativity and self-confidence ([Fidian, 2017](#)). The rarity of Instagram as a learning medium certainly cannot provide a visible effect. In addition, although Instagram is often used as a place to find ideas and references, there are still a few teachers who use Instagram as a learning medium. This causes some students to feel that Instagram only affects their learning activities.

Instagram learning courses have advantages and disadvantages depending on how the Instagram user utilizes its learning media. Based on the results of the research that has been conducted, the advantages and disadvantages of Instagram as a learning media can be formulated as follows:

1. The advantages of Instagram as a learning media include (a) being Effective because of its easy use, (b) Increasing the creativity of students, (c) Providing a fun new experience. (d) It makes it easy for students to obtain information.
2. Its weaknesses as a learning media include (a) Instagram is an entertainment platform, so if making it as a learning media, there will be many other content challenges that need to be faced; (b) It is less effective for learners who feel insecure, (c) There are still many who use Instagram only to fulfill tasks but cannot take the intended learning.

CONCLUSION

The research and discussion results show that using Instagram as a learning media innovation is effective. Based on the data, Instagram can be used as a learning media innovation for high school students. Instagram is relatively easy to use as a place to find ideas and references. It is just that there are still a few teachers who use Instagram as a learning medium. To make Instagram an effective learning media, several challenges need to be faced related to students' confidence, motivation in creating content, and the material on the content itself.

AUTHOR'S NOTE

The authors declare that there is no conflict of interest related to the publication of this article. The authors emphasize that the data and content of the article are free from plagiarism.

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