CHAPTER I

INTRODUCTION

This research is about the effectiveness of social media through Instagram as medium to improve students' writing skill in descriptive text (A true experimental research at tenth grade of SMK N 1 Bangsri in the academic year of 2020/2021). This chapter is divided into four parts they are background of the study, statement of the problem, objective of the study, and significance of the study.

1.1 Background of the Study

English has an important role in our life not only in science, but also for technology. Ramelan, (1992:2) states that English as an international language is used in all fields, such as tourism, industry, research, technology, to interact, improve, and foster relationships between all countries. Based on the above statement above, English has a very important position as a foreign language. As the first foreign language to be taught in classrooms, the Indonesian government has picked English.

According to Oshima & Hogue (2007:7), "writing is particularly academic writing that is not easy". It takes consideration and practice to create this skill. As we know that writing is a particular ability which helps writers put their thought into words in a significant form and rationally interact with the message. It needs a few strategies including the ability for the writers to specify their opinion or considerations. Morever, Dewi (2020) states that writing is a form of

communication that allows students to put their emotions and feelings on paper, organize their understanding and believe in persuasive arguments, and express meaning through well-constructed text. In addition to the students, writing is the most difficult ability to understand English in writing descriptive text.

Media is an important component of the learning process for teaching. The use of media is also strongly recommended, so that the contact between the teacher and the students will increase the interest of students in learning (Sumantri, 2017). Media can be divided into three main criteria. They are visual, audio, and audiovisual media. Social media (Instagram) is one of the media that can be used. Social media (Instagram) is a visual media that can interest students in the learning process.

There are many reasons for the use of social media in the classroom that support a more active learning strategy in which social media helps students to create and share their digital content online. Crowley (2015) argues that many explanations for the classroom's use of social media include a place for students to exchange knowledge both within and outside the classroom, providing students an opportunity to understand stories from all parts of the world and to help students recognize the potential of students.

Instagram is a photo sharing application and service based on mobile desktop, and internet that allows users to share photos and videos either private or public (Purwandari, 2017). Instagram is very popular among teenagers. It is used as a medium to interact with other people around the world. There are many

explanations why teenagers use Instagram, but the effect of using Instagram itself is an important problem. The use of Instagram has both positive and negative effects (Sumantri, 2017). So, the researcher wants to access modern technology to learning English, especially in teaching writing descriptive text in Senior High School.

In the reality at school, some students in senior high school especially in SMK N 1 Bangsri get problem in writing. Based on the last interview by the researcher, from the students score in writing they get difficulty when study about the descriptive text. They fels confused to understand every part of generic structures of the descriptive text, and they can not express their idea the text because their vocabulary is limit. The other factor is the students are not interested in the material. During the learning process, some of them just talk with the other students and do not pay attention to the teacher's explanation. It means that they get bored. When the researcher did observation, the researcher also interviewed the teacher, and the teacher of that classroom said that our students feel difficult to understand this material because they are do not interested in the material. So, the researcher gives an alternative way to use modern media (Instagram) to make students take interest in this material.

Related to the explanations above, the researcher is interested in conducting a research entitled *"The Effectiveness of Social Media through Instagram as Medium to Improve Students' Writing Skill in Descriptive Text (A true experimental research at tenth grade of SMK 1 Bangsri in the academic year of 2020/2021"*.

1.2 Statement of the Problem

Based on the background above, the researcher formulates the research questions as follow:

1. How effective is the social media through instagram to improve students' writing skill in descriptive text?

1.3 Objective of the Study

Based on the statement of the problem above, the objectives of this study are:

1. To find out the effectiveness of using social media through Instagram to improve the students' writing skill in descriptive text at the tenth grade of SMK N 1 Bangsri in academic year of 2020/2021.

1.4 Significance of the Study

a. Theoretically

The result of this research provides the students to study English use social media through Instagram cooperative learning technique. This is expected to make the students more interested in engaging the teaching and learning process in writing. The writer hopes from this research can help to increase the students' writing and also can help other researchers in the next research project.

b. Practically

a. For Students

This research is expected to bring advantages for the students as social media through Instagram can give more opportunities to the students to improve students' writing skills.

b. For Teacher

This research is expected to give information for the teacher's ideas in making strategy and media to give interesting learning for the students, especially writing skills.

c. For Researcher

This research is expected to get more knowledge and information about the use of Instagram as a medium to improve students' writing skill in descriptive text. The researcher also gets new experience which will be used this time and for the future.