

THE UNDERGRADUATE STUDENTS' PERCEPTIONS OF USING AN INSTAGRAM PLATFORM IN ENGLISH LANGUAGE LEARNING: ITS USAGE AND IMPLICATIONS

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ABSTRACT

The massive usage of social media platform has been a phenomenon of modern living especially in educational field. Instagram is one of the social media platforms which become popular for especially English language learning. The purpose of this present study is to explore undergraduate students' perceptions towards the use of the Instagram platform in English language learning and its implications in English language skills through informal self-directed learning system, where the students are independently creating their learning environment and determine their own learning style in utilizing the Instagram platform for English language learning by using digital devices such as smartphone or computer. The study adopts a qualitative-interview study to find out the participants' point of view and understanding of their individual learning experience of using the Instagram platform in English language learning. Drawing on semi-structured interview, the researcher found that the students showed a positive perceptions in using the Instagram platform as their online learning platform, because the English materials are presented in the form of creative content: photos and videos, the students could connected with other people around the world within English language, this platform offered flexibility to access the English content anywhere and anytime, so it has become a new experience for students in learning English language who were previously accustomed to learning in formal classroom, and the students feel more confident when communicating using English, both in formal and informal situations.

Keywords: *Instagram, undergraduate students, perceptions, usage and implications, English language learning, informal self-directed learning*

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