

## **INTRODUCTION**

In this era, everybody uses the internet in their daily lives. Everything we could possibly want to know is as easy as we go to google search engine. Anyone can access almost limitless amounts of information regarding such things as economics, politics, education, etc. It has become a way of life, even helping us communicate with people as close as our neighbors, to those who live across the globe.

The internet is also very influential within the world of education, everyone, accessible whether you are a student or a housewife, with knowledge comparable to a teacher, while leaving out the need to leave your home. Due to this, Social media has become ingrained into our culture. Social media is online media, one in which users can easily participate, share, and create content, whether it be social networks, wikis, forums and virtual worlds. Lcibs (2019) said that the use of social media in education provides students with the ability to obtain useful information, to connect with learning groups and other educational systems that make education convenient.

Instagram as a social media is currently becoming a new lifestyle in the midst of society, especially among young people who use social media in their daily lives. Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them. Instagram was founded in 2010 by Mike Krieger and Kevin Systrom who are computer programmers and internet

entrepreneurs. The word Instagram itself comes from the word *insta*, which means instant, and Gram which is taken from the word telegram.

Therefore, on Instagram there is an account that will be discussed further and focused on this research, that is the account from @gurukumrd. This account is owned by an English teacher in Indonesia. He is a native speaker from Los Angeles, United States. He has been an English teacher in Jakarta since 2013. Being an English teacher who is also a native speaker is intriguing for students. Braine (1999) proposed that nonnative speaking English teachers are less fortunate in finding employment. The most frequent excuse for this discrimination is that ESL students prefer to being taught by a native speaker.

The account @gurukumrd is filled with educational videos ranging from how to make a conversation and also how to pronounce similar words in English, he is also someone who is generous in sharing his knowledge. He always shares how to use unfamiliar English words in Indonesian language but is often used by English native speakers. Mr. Danish, the man who runs @gurukumrd, is very expressive while explaining things in his videos, facial mimics that can make us smile and even laugh. He is also a funny and very friendly person. No wonder he now has millions of followers.

He uploads one or two videos on Instagram everyday. Thus, it would be interesting for the researcher to choose the topic of this research. This research relates to the current era where everyone uses the internet on their cellphones and on the internet everyone can access learning anything, anywhere. And also as the

researcher have seen, Instagram account @gurukumrd already has 1.4 million followers and 894 posts.

The benefits can be taken by this study are hoped that it can add information in the development of students' English and can improve the understanding and quality of students as language learners. Wherever they are especially in English subjects through the use of social media Instagram.

### **Problem Statement**

This main question can be further narrowed down to: How is the influence of Instagram Account @gurukumrd on STBA LIA students?

### **Purpose of the Research**

Purpose of this research is to analyze the influence of Instagram Account @gurukumrd on STBA LIA students.

### **Theoretical Framework**

This research is based on the theory of The use and gratification. The use and gratification approach experienced its golden age in the late 1970s when television boomed. Rubin (1983) noted that gratifications researchers were beginning to generate a valid response to critics. He concluded that his colleagues were making a systematic attempt to (a) conduct modified replications or extensions of studies, (b) refine methodology, (c) comparatively analyze the findings of separate investigations, and (d) treat mass media use as an integrated communication and social phenomenon. In the 1980s, researchers reevaluated the longheld notion of an active audience. During this time, some researchers reiterated that although

both uses and effects sought to explain the out comes or consequences of mass communication, they did so by recognizing the potential for audience initiative and activity (Rubin,1994b).

Levy and Windahl (1984) attempted to articulate a theoretically more complete notion of audience activity and to test a model of audience orientations that linked activity to U&G, and Rubin (1984) suggested that audience activity is not an absolute concept, but a variable one. Notably, Windahl (1981) argued that “the notion of activeness leads a picture of the audience as super rational and very selective, a tendency which invites criticism” (p. 176). Instead, he argued audience activity covers a range of possible orientations to the communication process, a range that “varies across phases of the communication sequence” (Levy & Windahl, 1984, p.73). At this stage, studies regarding the uses and gratifications reach at a level of diversity that includes:

- Allocation of time on different media,
- The relationship between the use of media and the use of time for other activities,
- The relationship between media use with oneself and social relationships,
- Different media functions or content types, and
- Various reasons for the use of mass media (McQuail in Juhi, 1988: 85)

#### Basic Assumptions

Unlike other mass communication theories which focus on media consumption, the uses and gratifications approach gives the audience the power to decide which media to choose or consume. The audience has an active role in

interpreting and integrating the media into their lives. For uses and gratifications, the audience is responsible for selecting the media to meet their needs.

The uses and gratifications approach has five basic assumptions, namely (Rakhmat, 2001: 205):

- The audience is considered active and the use of mass media is assumed to have a purpose.
- In the mass communication process, more initiatives related to satisfying the needs and selecting the media lie with audience members.
- The mass media competes with other sources to satisfy their needs.
- The purpose of using mass media can be deduced from the data provided by the audience.
- The assessment of the cultural meaning of the mass media must be suspended before investigating the audience orientation.

The basic conception of uses and gratifications comes from Elihu Katz, who introduced the term uses and gratifications approach in 1959. Katz argues that research on media no longer relies on what the media does to the audience but emphasizes what the audience does to the media. According to the originators, Elihu Katz, Jay G. Blumler, and Michael Gurevitch (1974), the scope of the uses and gratifications approach includes:

- The origin of needs.
- Social and psychological needs.
- Expectations that arise from social and psychological needs.
- Mass media or other sources used.

- Differences in media exposure patterns due to involvement in other activities.
- The emergence of fulfillment of needs.
- The consequences that may not have been planned.

It can be said that the reason why the audience uses the media is the social psychological condition that the audience perceives as a problem and the media is used by the audience to overcome these various problems.

#### Examples of Uses and Gratification Theory

People choose from their own choices and moods. The needs of the particular person are met through the media used. Some people might watch news for information, some for entertainment, and some for self-reassurance. Some watch according to their moods.

#### **Previous Study**

The first research is *The Influence of Instagram Account @Gurukumrd to The Out Of Class Language Learning (Study on Easiness of Followers' English Learning at State Islamic College of Sorong)* a thesis by Nurul Zahrizan Anugrayanti (2019). This thesis discusses the influence of instagram account @gurukumrd to the out of class language learning (Study on easiness of followers' english learning at State Islamic College of Sorong). The formulation of the problem in this study is, How the influence of Instagram Account @gurukumrd to the Easiness of Followers' English Learning in Out of Class Learning at State Islamic College of Sorong? The purpose of this study is to analyze the influence

of Instagram Account @gurukumrd to the Easiness of Followers' English Learning in Out of Class Learning at State Islamic College of Sorong.

That study's type of research is quantitative using the Ex Post-Facto method. The population in that study were all students of the English Islamic Education Study Program at the State Islamic College of Sorong. While the sample taken were students who became followers of @gurukumrd, amounting to 22 people. This research instrument uses a Likert scale questionnaire.

The results showed that there was an influence of the Instagram account @gurukumrd to out of class English language learning on students who were followers of @gurukumrd, according to the analysis of the research, there is 40.5% out of class english language learning is influenced by the social media Instagram account, while the remaining 59.5% is influenced by other factors such as students themselves or lecturers with their teaching and strategies learning conducted by the lecturer himself and the last questionnaire indicate that @gurukumrd as alternative teacher in followers Instagram account because can help improve their skill everyday and followers has a good directed naturalistic language learning.

The second research is *The Use of Instagram As Mobile Learning to Support English Cognitive Learning Process* a thesis by Mery Manaroinsong (2018) by This research is conducted to describe the use of Instagram as mobile learning to support English cognitive learning process. The researcher involved two participants from non-English Language department who were selected through purposive sampling based on some requirements and categories. That research was examined by using

qualitative method in informal setting. To collect the data, the researcher use interview tanscriptions as the prime data source and the main instrument, followed by observation and documentation as the data supporter which were needed for triangulation.

Based on data finding, analysis, and interpretation, that research result shows that non English Department Students can use Instagram for mobile learning to support their English cognitive learning process by doing some actions on their Instagram account. Those actions are; searching and following the educational accounts and also do activities such as reading, listening, and creating Instagram posts in English language.

The third research is *Instagram as an Education Platform for EFL Learner* a journal by Ali Erarslan (2019). This study aimed at exploring university students' opinions about Instagram as an educational platform with respect to educational and language learning purposes and its effect on students' language learning process supplementary to formal classes. Using mixed methodology, 219 university students learning English were included in the survey, and 80 students took part in the experimental part of the study which was designed to explore the impact of Instagram on students' language learning process. Six students from the experimental group were also interviewed for their opinions about the Instagram use during the experimental part of the study. Carrying out quantitative and qualitative analyses, the findings show that Instagram is the most frequently used social media platform among the participants and they favor using it for educational and language learning purposes.

Additionally, it was found that Instagram had a positive impact on students' language learning based on the achievement scores. Thus, it is concluded that Instagram can be used to enhance learning of English supplementary to formal teaching by exposing the students to language while they are using this platform as part of their every day practices.

## **METHOD**

While analyzing the data, the researcher utilized the qualitative method. According to Denzin and Lincoln (1994) Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. The technique used was a questionnaire, according to Dewa Ktut Sukardi (1983), the notion of a questionnaire is a data collection technique carried out on a research method without having to meet with the respondents directly.

The researcher used this method because the questionnaire provide a relatively inexpensive, fast and efficient way to obtain large amounts of information from large numbers of people. Data can be collected relatively quickly because the researcher does not need to be present when the questionnaire is filled out. Questionnaires are the main choice when we have a large sample < when interviewing techniques are impractical.

In this case a closed questionnaire was used. This method is often considered effective because respondents can immediately put a check mark in the provided column. The data instruments of this study were English Department's students of STBA LIA who had followed the Instagram account @gurukumrd. The total number of STBA LIA students who follow the Instagram account @gurukumrd was