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The Role of Instagram in Improving English Vocabulary of Generation Z Students at IPB Cirebon

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ABSTRACT

This Research explores the efficacy concering the effectiveness of instagram as a resource for English acquisition among Generation Z learners. This Study's Primary. The main focus is to examine how the platform plays a role in improving vocabulary mastery, particularly in the use of adjectives, and its impact on their linguistic comprehension, particularly the account @dailybahasainggris, in learning English vocabulary, including understanding and using adjectives, among Generation Z students at IPB Cirebon. This Research applied An obseravtional qualitative method, documentation, and semi-structured interviews. Involving 15 Generation Z A student majoring in English Education at IPB Cirebon as research subjects, the findings revealed that Instagram made a positive contribution in facilitating students to understand and remember learning materials, and apply English vocabulary, especially adjectives, through visual content, explanatory text, and examples of word usage in everyday contexts. Features like Reels and image uploads facilitate students in understanding the contextual meaning of adjectives and distinguishing them in English sentences. Moreover, the use of Instagram also increases students' motivation and desire to learn vocabulary because the learning process feels more flexible, relaxed. This, Instagram, particularly the account @dailybahasainggris, can serve as a supportive medium in learning English to enhance students' vocabulary and adjective skills.

Keywords: English learning, Instagram, Lear ning Vocabulla, Gen z

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INTRODUCTION

In digital age, the rise of media social has evolved into an ubiquitous integral part of everyday life, especially for Generation Z. According to (Ayu et al., 2025) this group consists of individuals born between 1997 and 2012, who consider Instagram to be one of their favorite and most frequently used platforms, who are known as the digital generation. Instagram is recognized as a medium that offers visual, interactive, and communicative features, making it a potential medium for language learning. Traditional vocabulary learning techniques such as memorization and exercises in textbooks often strunggle to engage students in this era, who prefer interactive and visually appealing content, thus requiring a new, more interactive approach.and relevant (Mujiwati et al., 2022) The Instagram social media provides access to appropriate language and Real in everyday life, thus helping to improve students' vocabulary and communication skills (Muftah, 2024) With features like videos, captions, and hashtags containing educational information, students become more interested and active in the learning process. Their research shows an average influence of 62.48%, which falls into the high category. From these results, Students who do not choose the English major have a positive feeling towards learning accounts on Instagram because these accounts combine entertainment and education, making the learning process feel more interesting (Baruti & Subekti, 2023) Rosinta and her team in their experimental research found that using Instagram Stories as a learning tool significantly improves students' vocabulary test results (Rosinta et al., 2025)

The Instagram account @ dailybahasainggris provides various vocabulary content with attractive visuals, usage examples, and everyday contexts. This presents an important opportunity for students to acquire new vocabulary naturally. Several studies show that the use of the Instagram social media can enhance language skills as it provides authentic input. Instagram helps students improve their English

language skills. The habit of following popular slang on social media also indirectly enhances their speaking, reading, writing, and listening skills.

Specifically, this research highlights the use of Instagram function as a profiencent toll for student to acquire English vocabullary. Base on the result of the study, the majority of respondents (75%) stated that writing captions on the platfrom contribute to enriching their English Vocabullary. In fact, 40% of students strongly agree that their motivation to learn vocabulary is to be able to write captions in English on their personal accounts. This shows that Instagram can be an effective medium for vocabulary learning, as it combines visual elements, text, and social interaction that align with the lives of Generation Z (Handayani & Pratiwi, 2023)

Research shows that Instagram is a vital factor during the process of language to use. From the respondents, 80% of students follow accounts that provide English language learning materials. Of that group, 95% acknowledge that Instagram helps improve their vocabulary and listening skills. These results indicate that Instagram, which was initially just a social media platform, has now become an effective learning tool, especially for Generation Z in the context of English. (Agustin & Ayu, 2021)

However, there has not been much research focusing on Instagram, specifically on English language learning accounts. Therefore, The study objective is to explore the role of Instagram as a learning medium to enhance English vocabulary through engaging content from the Instagram account @dailybahasainggris among Generation Z. This research also investigates how Instagram-based learning affects vocabulary acquisition, learning motivation, and the level of student engagement at IPB.

Generation Z students are a group that is very familiar with technology and digital social media. Therefore, Instagram has become one of the platforms that they frequently use in their daily activities, including in the process of learning languages. According to a recent study, Gen Z uses Instahgram not only just for fun, but also as an Educational tool. Resource that suits their learning style, which is visual, fast, and flexible (Baruti & Subekti, 2023).

Based on all of these research results, we can conclude that the use Instagram has great potential as an innovative learning platform that can improve English vocabulary mastery. This approach not only increases student motivation and engagement but also strengthens contextual learning that is relevant to communication needs in the digital age. This study fills a research gap by examining the use of the @dailybahasainggris account by IPB Cirebon students.

Adjectives are one of the basic topics in English that you must understand and study more seriously. Adjectives have a similar function in all languages, which is to provide descriptions of subjective things. According to the Cambridge Dictionary, the term adjective refers to a word used to describe a noun or pronoun that can refer to a person, place, animal, object, or abstract idea (Berjilid, n.d.) Adjectives have various types, including descriptive, demonstrative, possessive, quantitative, and interrogative adjectives that serve to explain or limit the meaning of nouns (“ PEDAGOGS ” International Research Journal ISSN: 2181-4027_SJIF: 4.995, 2024).

RESEARCH METHODE

This study uses a descriptive qualitative descriptive approach to illustrave variouse viewpoint regarding the impact of the Instagram account @dailybahasainggris to English vocabulary learning. The findings indicate that the majority of respondents consider this platform to facilitate vocabulary improvement, given that image- and video-based content greatly supports the memory retention process (Journal & Education, 2024). Students actively use Instagram as a means of English language education (Ayu et al., 2025). Participants involves in this research consisted of freshmen from IPB Cirebon’s English Education Departement who belonged to Generation Z (aged 18-22 years) and were active Instagram users.

The primary goal this investigation was to evaluate how student experience Instagram as an educaatinal tool while aiding the research process (Ayu et al., 2025). The researchers created an educational Instagram account called @dailybahasainggris, which specifically contained daily vocabulary content, vocabulary teaching strategies, short reels containing examples of word usage in context, and weekly vocabulary quizzes. This account was created to provide students with consistent, targeted vocabulary exposure that aligns with the research objectives. The study was conducted at IPB

Cirebon in December 2025. The data collection methode involves observation,in-depth interview,and document collection. Authors emphasize that use of these three methods enhances data reliability (Purba & Arfin, 2021).

We collected the research data through observation, which was conducted by directly monitoring the research subjects in order to regularly record behavioral events, interview questions, and background information. Direct observation is considered a method for studying individual behavior in their actual environment in a structured manner without intervention. This observation process was carefully recorded so that events, actions, and social contexts could be analyzed accurately (Fix et al., 2022). The interview is a method of data collection that requires direct contact between the researcher and the interviewee in order to get a deep an understanding of what they feel and think about the topic being studied. It is semi-structured in order to obtain in-depth data on Gen Z Acceptance of Student's attitudes toward Instagram usage in improving their command of English adjectives. Meanwhile, documentation includes the collection of documents, old notes, and related writings to reinforce the data obtained at the location (Jailani, 2023).

FINDINGS AND DISCUSSIONS

RESEARCH RESULT

Instagram is generally considered an interesting, practical, and relevant medium for learning English among Generation Z students at IPB Cirebon. Based on interviews, observations, and documentation, students' experiences in using Instagram to learn vocabulary, especially through the @ dailybahasainggris account, can be divided into four themes: favorite features, ways of interacting with content, perceived learning benefits, and challenges encountered (Fitri et al., 2025).

Features that are liked

- 11 out of 15 students liked the reels feature, because it displays vocabulary and adjectives in the form of short, visual, and easy-to-understand videos.
- 4 out of 15 students also felt that captions helped them understand the meaning of words because they included brief explanations and examples of usage in sentences.
- The image upload feature, which includes illustrations and example sentences, is considered effective in helping students understand the meaning of adjectival vocabulary in real-world contexts.

These results show that short video content (reels) is more popular than long text-based learning methods or conventional books.

How to interact with content

- 14 out of 15 students follow Instagram accounts that provide English language materials, particularly @ dailybahasainggris, as an additional source for learning vocabulary.
- They often like and save vocabulary and adjective content to study again.
- Interactions such as reading captions and paying attention to usage examples are more dominant than writing comments or uploading their own content.

Although interactions in the form of language production are still limited, Instagram continues to support passive but continuous learning of adjective vocabulary.

Perceived benefits of learning

- All 15 students stated that Instagram helped them understand and remember English vocabulary more easily, mainly due to the visual support and examples in everyday contexts.
- Learning adjectives became clearer because they could see how adjectives were used in real sentences.
- 13 out of 15 respondents mentioned that learning through Instagram feels more relaxed, enjoyable, and less burdensome, thereby increasing their motivation to learn.

These results prove that Instagram provides real benefits in learning vocabulary and adjectives through a visual and contextual approach.

The research results indicate Whereas Instagram plays important role in increasing the English vocabulary comprehension of Generation Z student at IPB Cirebon, especially through the educational account @ dailybahasainggris. From interviews, observations, and documentation, This is relevant because most student access Instagram almost every day. While Instagram was initially used as a form of entertainment, over time, the platform has also been used for English language learning. This is evident from the statement of one respondent who said, "I open Instagram almost every day for fun" (R1). The high level of Instagram usage shows that this platform has become a daily part of students' lives, allowing vocabulary learning, especially adjectives, to take place naturally and continuously.

Instagram is considered more appealing than traditional learning methods because of its concise, visual- based, and easy-to-understand content. Features such as Reels, Captions, and Stories help students understand vocabulary more quickly through visual and audio contexts. One respondent revealed, "Reels helps me understand the context of word usage" (R2). This finding is in line with research (Ali, n.d.) which reveals that Instagram is effective for English vocabulary learning because it presents material visually, concisely, and contextually, making simplifying the process for ELF students to grasp both the definition and the practical use of word.

The documentation results in the form of screenshots from the @ dailybahasainggris account show that vocabulary is presented through a collaboration between images, concise text, and example sentences related to everyday life. This presentation helps students understand the meaning of vocabulary and its application in sentences. One respondent said, "Learning vocabulary through Instagram is easier to remember because it is presented in an interesting and visual way" (R3). These findings support the idea of learning vocabulary in context, where vocabulary learned through real and visual situations is usually easier to understand and remember

DISCUSSION

In addition to improving general vocabulary comprehension, Instagram also helps students learn adjectives in English. The example sentences and images displayed in Instagram content help students recognize and use adjectives appropriately in sentences. This result aligns with prior investigations carried out by (Korell, 2021) which demostrates that employing social media platfrom for English education is capable of expanding students'
lexicon as well as various linguistic elements because it provides real and easily accessible examples of language use.

In terms of motivation, learning vocabulary through Instagram increases student interest and participation. The learning process feels more relaxed, flexible, and less boring, so students are more motivated to learn English. This shows that Instagram, especially the @ dailybahasainggris account, not only serves to improve vocabulary mastery but also creates a learning experience that suits the characteristics and learning needs of Generation Z students.

CONCLUSIONS

This study shows how important is Instagram in increasing the English vocabulary comprehension skills of Generation Z students at IPB Cirebon, especially through the educational account @ dailybahasainggris. The results of interviews, observations, and documentation show that Instagram is not only used as a entertainment, but also functions as a learning tool that suits the nature and digital learning habits of Generation Z students.Visual content such as Reels, short videos, images, explanatory texts, and example sentences help students understand, remember, and use English words more effectively than traditional learning methods. These findings are consistent with previouse research showing that learning with a multimodal and contextual approach can improve vocabulary comprehension and memory (Mujiwati et al., 2022). In addition, Instagram has proven to be effective in helping students learn adjectives through example sentences and clear visual contexts. Learning through Instagram also increases students' enthusiasm and interest in learning because it

feels flexible, relaxed, and interesting, as supported by previous research on social media-based learning among Generation Z. (Baruti & Subekti, 2023).Overall, Instagram, especially the @dailybahasainggris account, has the Become an effective learning medium for improving English Vocabullry of Generation Z students and is suitable for use as a support tool in the English learning process at universities.

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