

**EFL LEARNERS' PERCEPTIONS REGARDING THE
UTILIZATION OF INSTAGRAM REELS FOR LEARNING
PRONUNCIATION**

THESIS

Submitted in Partial Fulfillment of the Requirements for Bachelor
Degree of English Education Department



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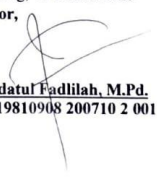
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ABSTRACT

Title : EFL Learners' Perceptions Regarding the Utilization of Instagram Reels for Learning Pronunciation
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This qualitative case study aims to investigate the EFL learners' perceptions in utilizing Instagram Reels for learning pronunciation. The participants were 5 seventh-semester students in class A of English Education Department at State Islamic University of Walisongo Semarang. The participants were chosen through preliminary research based on three criteria: 1) active Instagram users for two years, 2) frequently use Instagram Reels for English learning purposes, 3) frequently use pronunciation-related Instagram Reels. The data were collected through Google form questionnaires and interview through WhatsApp video call, then analysed using thematic analysis within Technology Acceptance Model (TAM) framework. This study revealed that EFL learners have a positive perception toward learning pronunciation through Instagram Reels. This study highlights the potential of Instagram Reels as an additional resource for learning pronunciation. Future researchers can further investigate specific accounts that provides pronunciation learning and explore its effectiveness and impact on enhancing EFL learners' pronunciation.

Keywords: *EFL learners, Instagram Reels, Learning pronunciation, Perceptions*

DEDICATION

This thesis is dedicated to my family, especially my two beloved parents, who endlessly pray for my success and always support me with all the love they give me.

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In the name of Allah, the Most Gracious and the Most Merciful. All praise be to Allah, who has given me the strength, patience, and perseverance to complete this undergraduate thesis. May peace and blessings be upon the Prophet Muhammad SAW, who has guided us to the path of knowledge and wisdom.

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MOTTO

لَا يُكَلِّفُ ٱللَّهُ نَفْسًا ٱلَّ وُسْعَهَا ۚ

“Allah does not charge a soul except [with that within] its capacity” – Q.S. Al-Baqarah: 286

“Strive not to be a success, but rather to be of value.” – Albert Einstein

“We can expand our knowledge not only from one source.” – Tafdhila Tsurayya

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CHAPTER I

INTRODUCTION

This chapter will present several points that the reason for conducting the research, such as background of the study, statement of the problems, and objective of the study.

A. Background of the Study

Regarding the four English language skills, speaking is one that many students find difficult and demanding, particularly EFL students. However, pronunciation is the most crucial in speaking skills (Fraser, 2000). Indonesian students often struggle with mastering the English language, especially in pronunciation skill (Handayani, 2017). Breitzkreutz et al. (2001) state that many teachers do not pay enough attention to English pronunciation because they do not have had special training for teaching pronunciation. It is hard to teach pronunciation purely through practice-based classes because it is frequently seen as an optional activity in university courses (Pourhosein Gilakjani & Sabouri, 2016). As a consequence, many students pay less attention to their pronouncing abilities and struggle to learn pronunciation.

Based on these conditions, students need learning support media to reduce their dependence on the teacher as

the main facilitator. Technology presents itself as an extremely potential adjunct to learning pronunciation (Fouz-González, 2017). Social media is a highly popular technology among the public, especially the students. Because the popularity of social media has a significant influence on students, it is sometimes used as an alternative learning media (Sururi & Fajaria, 2023). Through this type of media, students can learn anytime and anywhere.

Many technology applications may be used in language learning activities, including Instagram. Instagram is one of the most widely used social media platforms among youth at the moment (Kusumaningrum & Pertiwi, 2022). Instagram offers many innovative features that make language learning more interesting, accessible and effective, one of these features is Instagram Reels (Dewi et al., 2022; Mahmudah & Ardi, 2020). So far, early study about using Instagram in language classroom was conducted by Al-Ali (2014). Al-Ali (2014) reported on his paper that Instagram was used as a mLearning platform to provide content for writing and speaking exercises that strengthened vocabulary, grammar, and speaking abilities.

There are several previous studies that are similar related to the use of Instagram in English skills learning especially speaking skill and pronunciation. Nuha & Madayani (2023)

states that Instagram contents could be used by students as a kind of instruction to enhance their public speaking skills. In addition, Pratiwi (2020) who looked into the effects of utilizing Instagram to enhance speaking abilities, found that students who used the social media site Instagram as the learning medium had superior speaking abilities compared to those who were taught using the conventional approach. Qisthi & Arifani (2020) agreed that Instagram is better for speaking learning because it offers a new shape of fun and effective learning tool in speaking skill.

Several studies regarding learning through Instagram have also been conducted in various countries. Erarslan (2019)'s study by involving 219 Turkish university students learning English reported that Instagram can enhance students' spoken and written proficiency. A similar study in Turkiye by Gonulal (2019) reported that Instagram can improve ELLs' language proficiency, especially in vocabulary and conversation. In addition, study by Azlan et al. (2019) involved 8 English students in Malaysia found that students are effectively engaged and motivated to practice speaking English through Instagram and task-based learning activities.

The researcher chose Instagram Reels as the platform of this research based on the researcher's experience in using

Instagram Reels. The researcher used this platform to be able to mastering English skills, especially pronunciation, because the researcher's background is as an English Education student. Furthermore, the researcher realized that many students of English Education Department frequently used Instagram Reels not only for entertainment, but also for English learning purpose.

However, research that focuses on interest in learning pronunciation through Instagram Reels is still limited. Current studies focus more on the vlogging through Instagram to enhance students' speaking skill. Therefore, the study about learning pronunciation through Instagram Reels still needs to be conducted and expanded. To fill the gap, this study aimed to investigated the EFL learners' perceptions in utilizing Instagram Reels for learning pronunciation.

B. Research Question

Based on the brief explanation of research background above, the research question of this research can be conducted as follows:

What is the EFL learners' perceptions in utilizing Instagram Reels for learning pronunciation?

C. Objectives of the Study

Based on the statement of the problem, the objective of the study is to investigate the EFL learners' perceptions in utilizing Instagram Reels for learning pronunciation.

D. Limitation of the Study

The study is limited only on using Instagram reels towards EFL Learners' pronunciation, especially students in English Education Department State Islamic University of Walisongo Semarang.

E. Significance of the Study

1. Theoretical Benefit: This study provides the understanding of social media-based learning, particularly in pronunciation improvement. By applying the Technology Acceptance Model (TAM), it examines perceived usefulness, ease of use, motivation, and confidence influence learners' acceptance toward Instagram Reels as a pronunciation-learning tool.
2. Practical Benefit:
 - a. For English teacher, this study suggests incorporating Instagram Reels into pronunciation lessons to increase understanding of student

preferences and motivations, potentially resulting in more effective technology-based lesson plans.

- b. For EFL learners, this study will help them to enhance pronunciation skills using Instagram Reels and identifying challenges and strategies encountered in digital pronunciation learning.
- c. For future researchers, this study will help them as a reference for future exploration on social media and language acquisition, providing chances to investigate different aspects of pronunciation acquisition, including phonetics, fluency, and accent development.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will explain some previous studies, literature review, and conceptual framework related to learning English pronunciation through Instagram content.

A. Previous Study

1. Perceptions of Using Instagram as EFL Learning Platform

Instagram's interactive features, including stories, live broadcasts, and video posts, offer a multifaceted tool for education development. The study conducted by Lestari & German (2021) investigated the use of Instagram features in English learning and the learners' perceptions of Instagram as a pedagogical platform. Indriani et al. (2023)'s study also investigated how university students use Instagram in learning English as foreign language (EFL). The study by Aloraini (2018) explored Instagram's suitability as an EFL platform. In addition, Instagram is the platform's multimodal nature, which combine images, text, and audio to educational purpose. This is highlighted in Wagner (2021)'s study

that explored the use of Instagram as an effective tool for language learning.

As a social media platform, Instagram is an application that provides simplicity in language learning. It is supported by Lailiyah & Setiyaningsih (2020) in their study that explored students' perceptions in using Instagram for language learning, especially in speaking activity in English. This study highlights the benefits and challenges of using Instagram in language education settings. Additionally, in the study by Syakur et al. (2023) highlights Instagram's expanding effect on student lifestyles while examining its potential to improve English language acquisition among college students. Mansor & Abd rahim (2017) in their study, investigated how often students participated in online forums and what they thought about using Instagram as a platform for language learning activity.

In addition, Instagram also gets a positive response from English learners that Instagram helps them improve their English language skills. This is supported by Zarei & Rudravarapu (2019)'s study that explored the perspective of Malaysian university learners using Instagram in learning English. The study by Al-Garawi (2019) also investigated the use of Instagram in learning

English, especially investigated the advantages and the disadvantages of using Instagram as a MALL tool. Moreover, Syafi'i et al. (2024)'s study examined how university students' perceptions about Instagram as a English mobile learning tool.

Instagram is also used as an English learning platform in various countries. The study conducted by Erarslan (2019) explored how Turkey university students experienced Instagram as a language learning platform and how it affected their language acquisition outside of traditional classroom settings. A similar study in Turkey was conducted by Gonulal (2019) explored how English language learners utilize the platform as a mobile language learning tool and examined learner profiles and attitudes toward utilizing Instagram for independent language learning. Furthermore, Al Ghamdi (2018)'s study investigated how Arabic learners used Instagram to see, share, and respond to English language instruction.

Based on the several previous studies above, it can be concluded that Instagram is perceived positively as a language learning platform by EFL learners. Its interactive and multimodal features, such as videos, images, and audio, make it effective for improving English skills, especially speaking and pronunciation. The

previous studies above also highlight that Instagram is easy to use, accessible, and supports learning beyond the classroom. While some challenges remain, Instagram proves to be a practical and engaging MALL tool that complements traditional English learning methods.

2. Instagram Reels to Improve Students' Speaking Skill

Instagram, a popular social media platform, is more than just sharing photos but can be used to improve speaking skills in both personal and professional contexts. The study conducted by Ramadoni (2019), Subekti & Damaryanan (2023), and Wulandari (2019) were explored the effect of Instagram toward students' speaking skill. In addition, Mahmudah & Ardi (2020), Nuha & Madayani (2023), and Pratiwi (2020) were investigated about the effectiveness using Instagram to improve EFL learners' speaking skill compared to conventional methods. The results stated that using Instagram media to improve students' speaking skills was effective.

Besides that, the existence of Instagram Reels allows students to get content about learning speaking quickly. This is supported by Hikmah et al. (2024) in their research that investigated the students' positive and negative perception of using Instagram Reels to enhance

the speaking skill. The research by Aprian et al. (2023) also investigated the students' perception in enhancing speaking skill using Instagram Reels. Additionally, the study by Kusumaningrum & Pertiwi (2022) also explored the potential benefits of Instagram vlogs for enhancing students' speaking proficiency and addressing issues related to grammar, vocabulary, and pronunciation.

Instagram Reels useful for honing speaking abilities, improving vocabulary, grammar, pronunciation, accent, and cultural awareness, while also increasing awareness and motivation. This statement is supported by Dewi et al. (2022) in their study that explores students' perceptions, challenges, advantages, and strategies when utilizing Instagram Reels for improving speaking skill. The study by Hamsia (2022) also explored how utilizing Instagram Reels to enhance students' intrinsic motivation for online learning English. Additionally, Devana & Afifah (2021) investigated whether using Instagram vlogs improved students' motivation and speaking abilities in English.

Moreover, Instagram can also be applied in project-based learning environment. The study by Qisthi & Arifani (2020) investigated the impact of Instagram to improve speaking skill as well as students' motivation,

confidence, and bravery through project-based learning. In addition, Syahida et al. (2022)'s study analyzed the distinctions between learning speaking provided through Instagram-mediated project-based learning and provided through traditional methods. In addition, Azlan et al. (2019) studied the integration of Instagram features in task-based learning activities and assesses students' motivation levels in enhancing their speaking skills.

Based on the several previous studies above, it can be concluded that Instagram, especially through features like Reels and vlogs, is effective in enhancing students' speaking skills, including aspects such as pronunciation, grammar, vocabulary, and fluency. Moreover, Instagram also boosts learners' motivation, confidence, and participation, particularly when integrated into project-based or task-based learning.

3. Learning Pronunciation from Instagram Reels

English pronunciation plays important role in language learning since it affects how well people can communicate. The researcher found that there are few researches that explores pronunciation learning through Instagram. The first study was conducted by Jamilumkillah & Miftakh (2016) that investigated the influence of the Instagram account @andhopss on

students' interest in comprehensible pronunciation. The findings showed that students' determination to pronounce words correctly in English is increased when they use the Instagram account @andypopss. The students thought the material posted by the Instagram account @andypopss was attractive and easy to learn.

Instagram Reels provides short videos so that viewers are not bored of them and can watch them again. This statement is supported by Ningsih et al. (2023) in their study that attempted to find out the efficiency of utilizing Instagram to teach English pronunciation at SMA Negeri 4 Kota Serang. The result showed that teaching English pronunciation through Instagram Reels is effective. Learning through Instagram Reels also improve the students' motivation. This study also stated that teachers can use Instagram as a media or tool to help students with their pronunciation.

Furthermore, Instagram Reels provides an innovative platform for improving English pronunciation that offering accessible ease to students who want to get better at their language skills. This statement highlighted in the Firmansyah & Widiastuty (2024)'s research that examined how students enhance their pronunciation skill use Instagram. They also explored how well Instagram

works for students' language learning goals. The results showed that the students felt helped by the Instagram Reels feature because it provides many easy-to-access and attractive visual contents. Students can interact with a various content provider that focus on pronunciation, study at their own speed, and re-watch the material in content for practice.

Students had a great time using Instagram to learning pronunciation. In the study by Syamsuriati et al. (2021), they used Instagram to help improve students' pronunciation, especially about Homophone, through experimental classes. During the experiment, the students truly enjoyed learning pronunciation through watching the Instagram videos because the videos were made by native English speaker. Moreover, Instagram also help the students feel comfortable pronouncing some English vocabulary in front of their peers. The researcher also made sure that students in the experimental class understood that learning pronunciation requires a process in order to pronounce vocabulary correctly.

Several previous studies show that Instagram Reels is effective for learning English pronunciation. Its short, engaging videos help learners stay focused, practice repeatedly, and access content that is easy to understand.

In addition, Instagram Reels supports self-paced learning and provides access to content from native speakers, which enhances pronunciation accuracy and confidence.

B. Literature Review

1. Pronunciation in EFL learning

Learning how to pronounce words correctly is very important when learning a foreign language, especially English, for good communication. Gilakjani (2012) defined that pronunciation is described as the way of creating the sounds for building meaning that made comprised of a language's segments of vowels and consonants, as well as speech characteristics like intonation, rhythm, timing, stress, and suprasegmental aspects like phrasing. Yates, L., & Zielinski (2009) argued that pronunciation involves humans creating sounds to convey meaning in speech, including stress, timing, rhythm, intonation, phrasing (suprasegmental aspects), and voice quality. It includes specific consonants and vowels of a language (segments). These elements work together, affecting each other and

determining a person's pronunciation's complexity or difficulty in understanding.

For non-native speakers of English, pronunciation is especially important for precisely and clearly communicating the intended information, as mispronunciations can cause confusion and misconceptions. According to Morley (1998), the first thing that might give someone a positive impression of a speaker's language proficiency when they converse with them is how they pronounce words because pronunciation errors that are difficult to comprehend can lead to misunderstandings for both speakers and listeners. Fraser (2000) states that pronunciation is the most important oral communication skill among other English language skills. The speaker's pronunciation has the most impact on how other people understand them and how they are formally judged for their other skills. Even with additional mistakes, a speaker who pronounces words correctly can still be understood. However, a speaker who pronounces them poorly can be very hard to understand.

A speaker's confidence increases with accurate pronunciation, although it is not possible if learners strive to acquire "native-like" pronunciation. "Listener-friendly" pronunciation makes learners understandable to

others, facilitating meaningful interactions and avoiding discouragement along the way (Gilakjani, 2012). Learners who pronounce words correctly will be understood even if they make mistakes in other areas, whereas those who pronounce words poorly will never be understood, even if they have a large vocabulary and flawless grammar. Furthermore, people can believe that they don't know much English or, worse still, that they are unintelligent or even foolish (Yates, L., & Zielinski, 2009). For relationships to succeed, credibility, self-assurance, and good communication all depend on pronunciation.

English pronunciation is an important component of English lessons. Dewi et al. (2022) stated in their research that the pronunciation skill of students still needs to be improved because students often face several challenges when speaking English. First, lack of students' confidence. This was brought on by a number of things, including a fear of public speaking, a lack of language mastery, and ignorance of correct word pronunciation. Second, students' anxiety about pronounce a word incorrectly and getting negative feedback from teachers and peers.

Moreover, learning pronunciation is more challenging than learning grammar and vocabulary. According to Gilakjani (2012), there are several factors that affect EFL learners' pronunciation learning. First, EFL learners' attitude in acquiring like native speakers significantly affect their success in good pronunciation. Those who concerned more about their pronunciation tend to have better pronunciation skills. Second, EFL learners who have determined clear learning goals for their English language are more likely to attempt pronunciation like native speakers. This motivation encourages increased practice opportunities and deeper language engagement, such as speaking with native speaker. Third, formal teaching of pronunciation is often underemphasized in foreign language curricula. Four, how often EFL students are in environments that can influence their pronunciation development.

2. Instagram Reels in Accommodating Pronunciation Learning

Instagram is the most popular social media platform worldwide. According to upgraded.id, There are more than 1 billion active users on Instagram and Indonesia is the country with the fourth most Instagram

users which has 106 million active users. Instagram was initially introduced in 2010 as a photo-sharing website. However, as time went on, it added other services like messaging, video, and story sharing, all of which significantly aided in the platform's growth (Ellison, 2017). Instagram also serves as a social media platform and sharing tool, allowing users to connect, interact by following each other's account, liking, and commenting on each other's posts (Kusumaningrum & Pertiwi, 2022). These features provide students with a dynamic environment to interact with other people and with educational content, especially in English learning.

Instagram has many features, one of the is Instagram Reels. Instagram Reels is a feature that lets users make short videos including their favorite or currently popular song (Dewi et al., 2022). Instagram Reels has the potential to be a useful and attractive teaching tool, enhancing and deepening the educational process (Carpenter et al., 2020). According to Indriani et al. (2023), learning English via Instagram Reels makes students feel more fun because they are connected to videos and other interesting English-related content. Therefore, Instagram can accommodate speaking practice

because it is regarded as an ideal environment for EFL learners to gain language exposure.

Furthermore, Instagram Reels has emerged as a useful tool for EFL learners to enhance their language abilities, especially pronunciation. One of the advantages of learning pronunciation using Instagram Reels is that EFL students can watch Reels content repeatedly and can immediately repeat and imitate what the content creator said (Sururi & Fajaria, 2023). Besides that, Dewi et al. (2022) found that the fastest way to enhance EFL learners' speaking abilities is to constantly watch content on Instagram Reels. According to Erarslan (2019), Instagram Reels is a perfect tool for English learning for many reasons. First, it provides an interesting visual. Second, it can improve social relationships learning community. Third, Instagram Reels is easy to use. The last is it can used for offline and online learning.

Here are several Instagram accounts that may provide contents how to enhance their pronunciation. The first account is @andypopss that often shares content about learning English, especially pronunciation. This account has a content session called "*MarKiBep*" or which stands for "*Mari Kita Belajar Pronunciation*" (Jamilumulkillah & Miftakh, 2021). This content session

focuses on how to correctly pronounce vocabulary or sentences that people often pronounce incorrectly. The second account is @aaron.english. This account provides various Reels contents that can improve students' English vocabulary, pronunciation, phrases, and tips and tricks about English (Sururi & Fajaria, 2023). These Instagram accounts can be a great tool for students to improve their pronunciation by regularly following these accounts, watching their videos, and practicing pronunciation exercises.

3. Perceptions of Using Instagram Reels for English Learning

Perception is an approach to a situation or a viewpoint that is used to explain a situation. Perception is defined as a form of student observation of the way in which the class and learning process are conducted throughout instructional activities (Saleh & Muhayyang, 2021). Students' perceptions are essential to consider in the learning process in order to improve the quality of learning (Dewi et al., 2022). From this statement, evaluate and examine students' opinions and viewpoints just to finish the assessment for the subsequent learning phase.

Students' perceptions while using social media in learning process, especially Instagram Reels, should be considered. Aloraini & Cardoso (2022) stated in their study that there are differences in perception about learning language through social media between students with different levels of English skills, but they still have positive perceptions about different social media according to their choices. Based on their finding, Twitter is the social media students' choices.

Furthermore, Instagram Reels may be an effective tool for English learners. Students believe that Students say that using Instagram Reels is a comfortable and enjoyable technique to create a new environment while learning to speak (Hikmah et al., 2024). The students also agree that Instagram Reels help them in increase their vocabulary and speaking fluency, fix their mispronounce words, and make them to be more conscious of the English structure (Al Fatih et al., 2022).

4. Technology Acceptance Model (TAM)

Davis (1989) introduced the Technology Acceptance Model (TAM) is a modification of the Theory of Reason Action (TRA) designed especially for simulating information system user acceptance. TAM

modifies the relationship between beliefs, attitudes, intensity, and user behavior of adapted TRA components. TAM focuses on two key factors: Perceived Usefulness (PU), which refers a person believes that utilizing a specific technology would improve their performance, and Perceived Ease of Use (PEOU), which refers a person believe that utilizing the technology would be effortless. Davis & Venkatesh (1996) suggested that external variables can have an impact on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Based on the key factors, it can influence the Behavioral Intention to Use (BI), which directly predicts the Actual Use of the system.

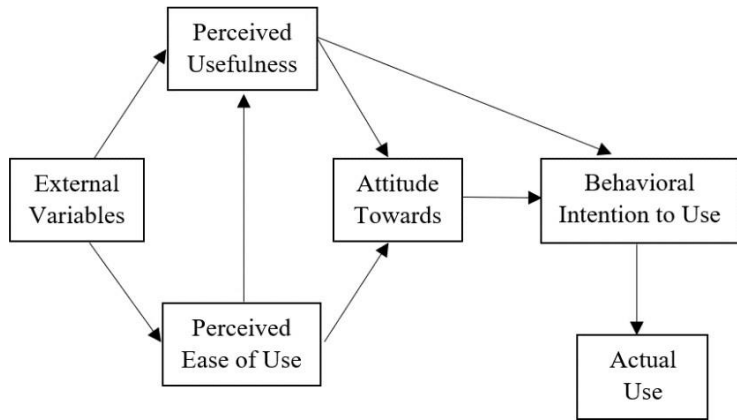


Figure 2.1 Technology Acceptance Model (TAM)

The relationships between the TAM's components are depicted in Figure 1. This suggests that attitudes towards using technology are concurrently predicted by Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). The user's Behavioral Intention (BI) when utilizing technology is also influenced by Perceived Usefulness (PU). The actual use of technology is also determined by intention to use. In his research, Davis (1989) also explains the relationship between perceived usefulness (PU) and Behavioral Intention (BI) that people in organizational settings create intentions for behaviors they believe will improve their job performance, regardless of whether the behavior itself elicits positive or negative feelings.

C. Conceptual Framework

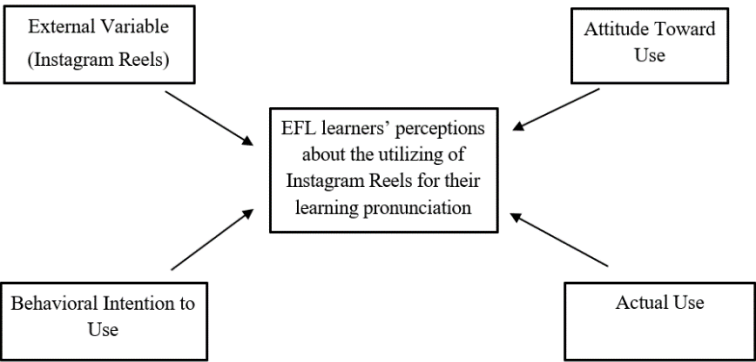


Figure 2.2 Conceptual Framework of the Study

Instagram Reels, based on the Technology Acceptance Model (TAM), accommodating in EFL learners' pronunciation learning. In this framework, Instagram Reels acts as an external variable that influences users' perceptions of the technology's effectiveness in a learning context. From this external variable, several core components of TAM are formed. First is the Attitude Toward Use, which refers to the learners' feelings or attitudes toward using Instagram Reels. If they perceive the Reels content as engaging, enjoyable, and easy to understand, they are likely to develop a positive attitude toward its use.

In addition, the attitude leads to the formation of the

Behavioral Intention to Use, which is the learners' willingness or intention to continue using Instagram Reels in their learning process. This intention eventually results in Actual Use, or the learners' real behavior in regularly accessing, imitating, and practicing pronunciation using Reels content. From this framework, it emphasizes that EFL learners' perceptions are important in describing how Instagram Reels are received and integrated into their learning process, especially in improving their pronunciation skills in a way that feels relevant, enjoyable, and effective.

CHAPTER III

RESEARCH METHOD

This chapter will explain all points related to research methods such as research design, research settings, techniques of data collection, and technique of data analysis

A. Research Design

The research approach used is a qualitative approach, aiming to investigating and understanding the meaning of the phenomenon among EFL learners' perceptions towards learning English pronunciation through Instagram Reels. According to Creswell (2018), qualitative approach uses a variety of designs, distinct steps in data analysis, text and picture data. This approach uses non-numerical data such as interviews, observations, field notes, and documents to explore the meanings, experiences, and interpretations that emerge from participants.

This study uses a case study design, consisting of a questionnaire and interview. Stake (1995) defined that case study is an investigative technique which a researcher explores deeply into a program, event, activity, procedure, or one or more people. Case studies are useful for demonstrating

cause and effect because they allow researchers to examine effects in authentic settings, which highlights the importance of context in determining both causes and effects (Cohen et al., 2007).

B. Time and Location of the Research

This study was conducted in Walisongo State Islamic University Semarang. The university was located in Semarang, Central Java. The reason the researcher chose Walisongo State Islamic University Semarang as the research location is because there is an English Language Education department where this research aims to investigate EFL learners' perceptions about learning English pronunciation through Instagram Reels.

C. The Participants of Research

The participants of this study were the seventh-semester students in class A of English Education Department at State Islamic University of Walisongo Semarang. To determine the participants, the researcher used a preliminary research to ensure the suitability of the participants, with some criteria:

1. The participant is an active Instagram user for two years
2. The participant frequently uses Instagram Reels for English learning purposes

3. The participant frequently watches Instagram Reels that containing of learning pronunciation

The researcher distributed a preliminary research questionnaire to 20 students from the seventh semester in class A of English Education Department at State Islamic University of Walisongo Semarang. The questionnaire contains general information about the perceptions of EFL learners about learning English pronunciation thorough Instagram Reels. The preliminary research was modified from Karim et al. (2022). The preliminary research can be seen in **appendix 1**.

The researcher chose participants by using purposive sampling, a technique that building a sample according to the researcher's specifications based on their evaluation of the distinctiveness or presence of particular desired characteristics (Cohen et al., 2007). Based on the responses, five students were selected as participants. These participants were selected because they suited the criteria regarding the use of Instagram Reels and their perceptions in learning English pronunciation.

D. Research Focus

This research focuses to investigated the EFL learners' perceptions about learning English pronunciation through

Instagram Reels, especially on seventh semester students of English Education Department.

E. Technique of Data Collection

Looking for data is what has to be done in order to find the answers to the issues described in this study. For this study, data collection was carried out in two ways, namely questionnaires and interviews.

1. Questionnaire

To collect data, the researcher used a questionnaire. The main question is to get data about EFL learners' perceptions about learning English pronunciation through Instagram Reels in their lives. It takes one to two weeks to finish the data collecting. The researcher reminded the participants to finish the online survey every four to five days till the deadline in the meantime.

The questionnaire consisted of 13 close-ended question, which using Likert scale with 5 points that is "Strongly Disagree" (SD), "Disagree" (D), "Neutral" (N), "Agree" (A), "Strongly Agree" (SA) (see **appendix 2**). The questions was adapted and modified from the study by Aloraini & Cardoso (2022) and Karim et al. (2022). Five participants that selected using purposive sampling

were given the questionnaire in the form of Google Form. The researcher distributed the questionnaire through WhatsApp.

2. Interview

After completing the questionnaire, the researcher will begin interview with the participants that selected by purposive sampling technique. This research used the semi-structured interview. It means, the researcher allowed to ask additional questions based on the responds of the participants under study (Cohen et al., 2007). In **appendix 3** shows a list of interview questions that adapted and modified from Ghafar et al. (2023).

The interview consisted of 3 questions as validity and reinforcement of the questionnaire answers. The interview was conducted on March 05, 2025. There are five participants that selected to conducted the interview. The participants are Izza, Aisa, Mila, Cintya, and Risa. The researcher employed pseudonyms for the names of the participants in order to conceal the real identities of the participants.

The interview was conducted online through video call WhatsApp platforms. The researcher interviewed using English and then translated it into

Indonesia language. But the participants are allowed to respond using Indonesian language in order to provide responses freely thereby allowing for more in-depth responses.

The interview results of participants can be seen in the **appendix 4**. The researcher thoroughly explains all of the interview data in this study in relation to the following questions:

Question 1: What is your perception in learning English pronunciation through Instagram Reels?

Question 2: Do you find Instagram Reels effective in accommodating your English pronunciation learning?

Question 3: How the way you learn pronunciation through Instagram Reels?

F. Technique of Data Analysis

The data was analyzed by the researcher based on two types of data obtained, questionnaire data and interview data. The questionnaire data was analyzed by frequency analysis to compile the participants' responses. Frequency analysis is a part of descriptive statistics. This technique is makes it simple to finding out how many participants chose each answer

choice, as well as how frequently and in what percentage of situations, is made simple with this approach (Stankovic, 1994). Then, the questionnaire result was analyzed within structured approach guided by 5 core components of Technology Acceptance Model (TAM).

Meanwhile, the interview data was analyzed using an interactive model of data analysis by Miles & Huberman (1994). The steps involve three steps: data reduction, data display, and conclusion drawing/verification. The steps are described as follows:

1. Data Reduction

In this step involves selecting, focusing, simplifying, abstracting, and transforming raw data collected during the research process. The data from participant responses in interview transcripts are reviewed to identify relevant information and the irrelevant data are removed to keep the analysis focused on the research objectives.

2. Data Display

This step is organized and presented the reduced data in a form suitable for comprehension and interpretation. The data are displayed in the form of narrative descriptions based on the interview questions. These displays allow the researcher to draw a conclusion

or proceed to the next step of analysis.

3. Conclusion Drawing/Verification

The final step is drawing conclusion or verification based on the patterns and themes identified in the data display. These conclusions are continuously verified throughout the analysis process by referring back to the raw data to ensure their validity and reliability.

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the findings of the research and the discussion about learning through Instagram Reels has an effect on EFL learners' pronunciation.

A. Research Finding

The research finding presents the results obtained from the data collection process, including responses to questionnaires and interviews conducted with participants. The results of the questionnaire are presented based on five core aspects of TAM: perceived usefulness, perceived ease of use, attitude toward use, behavioral intention to use, and actual use of learning English pronunciation through Instagram Reels.

In addition, interviews were conducted to complement the questionnaire data with more detailed insight into EFL learners' opinion on the perspective of learning pronunciation through Instagram Reels. The results were analyzed with thematic analysis that have been determined and will be presented in detail with a brief discussion to provide context for the data presented.

1. The Questionnaire Results

a) Perceived Usefulness

The first aspect is perceived usefulness Instagram Reels in learning English pronunciation. This aspect refers to the extent to which EFL learners feel that Instagram Reels are useful in learning pronunciation. There are three statements that discussed in this aspect. The details will be explained in the following table.

No	Statements	Participants' Responses				
		SD	D	N	A	SA
1.	Instagram Reels is a good platform for learning English pronunciation	0	0	2	3	0
	Total %	0	0	40	60	0
3.	Instagram Reels are helpful in learning English pronunciation	0	0	1	3	1
	Total %	0	0	20	60	20

10.	I learn about English intelligible pronunciation when I use Instagram Reels	0	1	0	3	1
	Total %	0	20	0	60	20

The findings above showed the perceived usefulness of learning pronunciation through Instagram Reels. The first statement discussed about Instagram Reels is a good platform for learning English pronunciation. We can see in the *table 2* that 3 or 60% EFL learners agree with the statement. Meanwhile, 2 or 40% EFL learners neutral with this statement. EFL learners using Instagram to learn English pronunciation because it is a good platform for learning pronunciation, but a small number of them are still not sure whether Instagram is a good platform for learning pronunciation.

The second statement, 1 or 20% of EFL learner strongly agree, 3 or 60% agree, and 1 or 20% disagree that Instagram Reels are helpful in learning English pronunciation. This percentage indicated that Instagram Reels is effective in helping EFL learners learn English

pronunciation. Even though the minority felt that Instagram Reels content are less helpful in learning English pronunciation, so it is necessary to ensure the selection of more relevant content in order to increase the efficacy.

The third statement showed 1 or 20% strongly agree, 3 or 60% agree, and 1 or 20% disagree to learn about English intelligible pronunciation when use Instagram Reels. This concludes that the majority of EFL learners felt that using Instagram Reels had significant benefits on their English pronunciation skill, although there are also a small number who are not felt the benefits of learning pronunciation through Instagram Reels.

b) Perceived Ease of Use

The second aspect is perceived ease of use Instagram Reels in learning English pronunciation. This aspect is related to the ease felt by EFL students in using Instagram Reels to learn pronunciation. There are two statements in this aspect. More details will be explained in the following table.

No	Statements	Participants' Responses				
		SD	D	N	A	SA
4.	Learning English pronunciation through Instagram Reels is easy to understand	0	1	1	2	1
	Total %	0	20	20	40	20
7.	Instagram Reels are a fun and innovative way to learning English pronunciation	0	0	1	3	1
	Total %	0	0	20	60	20

Based on the table above shows the perceived ease of use of learning pronunciation through Instagram Reels. The first statement showed 1 or 20% EFL learners strongly agree, 2 or 40% agree, 1 or 20% neutral, and 1 or 20% disagree with the statement. This concludes that most EFL learners gave positive responses and felt that when learning pronunciation using Instagram reels it was easy to understand. However, some EFL learners also felt that

they did not find it easy to understand the pronunciation learning content from Instagram Reels.

In the second statement, 3 or 60% EFL learners chose agree that Instagram Reels are a fun and innovative way to learning English pronunciation. Whereas 1 or 20% chose neutral and 1 or 20% chose disagree with this statement. This indicated that EFL learners still cannot felt that learning English pronunciation through Instagram Reels is fun and not enough innovative for them.

c) **Attitude toward Use**

The third aspect is attitude toward use Instagram Reels in learning pronunciation. This aspect measures EFL learners' attitudes and feelings towards using Instagram Reels in pronunciation learning. There are four statements in this aspect. The following table will provide a more detailed explanation.

No	Statements	Participants' Responses				
		SD	D	N	A	SA
2.	Instagram Reels make me excited to learning English pronunciation	0	0	1	3	1
	Total %	0	0	20	60	20

11.	I really enjoy learning English pronunciation through Instagram Reels	0	0	2	3	0
	Total %	0	0	40	60	0
12.	I feel comfortable learning pronunciation through Instagram Reels	0	0	2	3	0
	Total %	0	0	40	60	0
13.	I am not afraid of making mistakes when learning pronunciation through Instagram Reels	0	0	4	1	0
	Total %	0	0	80	20	0

Based on the result of questionnaire, it can be seen the attitude toward use Instagram Reels for learning

pronunciation. In the first statement showed 1 or 20% of EFL learners strongly agree, 2 or 60% of EFL learners agree, and 1 or 20% of EFL learners neutral with the statement. It can be concluded that Instagram Reels provides varied content that makes EFL learners excited to learn English pronunciation through Instagram Reels. Although the minority of EFL learners chose neutral because they are not sure whether Instagram Reels can make them excited to learn English pronunciation.

The second statement showed that 3 or 60% EFL learners chose agree and 2 or 40% of other EFL learners chose neutral with the statement. They enjoy in using Instagram Reels to learn about English pronunciation. This indicates that Instagram Reels are effective and provides an enjoyable learning experience. However, a small number of EFL learners cannot felt the enjoyment when they learn pronunciation through Instagram reels.

In the third statement showed that 3 or 60% of EFL learners agree that learning pronunciation through Instagram Reels feels comfortable. Meanwhile, 2 or 40% of EFL learners chose neutral with the statement. This is indicated that they still not felt completely comfortable when learning pronunciation through Instagram Reels, but

they also did not feel uncomfortable when learning pronunciation through Instagram Reels.

The third statement showed that 1 or 20% of EFL learners chose agree and 4 or 80% of EFL learners chose neutral with the statement. Therefore, it can be concluded that the most EFL learners do not feel too afraid of making mistakes when learning pronunciation through Instagram reels, but also do not feel completely confident. However, the minority think that they did not feel afraid to make mistakes when learning pronunciation through Instagram Reels.

d) Behavioral Intention to Use

The fourth aspect is behavioral intention to use Instagram Reels in learning pronunciation. This aspect assesses EFL learners' intentions to continue using Instagram Reels to learn pronunciation. There are two statement that will be explained in the following table.

No	Statements	Participants' Responses				
		SD	D	N	A	SA
8.	Instagram Reels make me more motivated to learn English pronunciation	0	0	2	3	0
	Total %	0	0	40	60	0
9.	Learning pronunciation through Instagram Reels make me more confident to communicate in English	0	0	2	2	1
	Total %	0	0	40	40	20

Based on the result of questionnaire above discussed the behavioral intention to use Instagram Reels for learning pronunciation. The first statement showed that 3 or 60% EFL learners agree that Instagram Reels content make them more motivated to learn English pronunciation. This indicated that Instagram Reels can increase EFL learners' motivation to learn English pronunciation. However, 2 or 40% neutral with this

statement. A small number of EFL learners think that Instagram Reels had not been able increase their motivation to learn pronunciation using Instagram Reels.

In the second statement, the most EFL learners agree that Instagram Reels content can help increase EFL learners' confident to communicate in English. This can be seen that there were 1 or 20% strongly agree and 2 or 40% choose agree with this statement. The increasing of EFL learners' confident influences their intention to learn pronunciation by using Instagram Reels. Even so, 2 or 40% of EFL learners choose neutral. Their confident to communicate in English is more influenced by other factors.

e) Actual Use

In the last aspect is the actual use of Instagram Reels for learning pronunciation. This aspect explains how EFL learners actually practice pronunciation using Instagram Reels. There are two statements that will be explained in the following table.

No	Statements	Participants' Responses				
		SD	D	N	A	SA
5.	I practice the pronunciation by following the pronunciation example from Instagram Reels	0	1	2	2	0
	Total %	0	20	40	40	0
6.	I play the video over and over again to follow the pronunciation example	0	0	1	3	1
	Total %	0	0	20	60	20

According to the result of questionnaire above discussed about the actual use learning pronunciation through Instagram Reels. In the first statement showed that 2 or 40% of EFL learners agree that they practice pronunciation by following pronunciation examples from the Instagram Reels they watch. Whereas 2 or 40% of EFL learners chose neutral, which means that sometimes they

did not follow the pronunciation examples. However, 1 or 20% chose disagree with the statement. They prefer to just watch the content without following the example.

The second statement showed 1 or 20% of EFL learners agree, 3 or 60% neutral, and 1 or 20% chose disagree with the statement. It can be concluded that most EFL learners find it easy to learn pronunciation using Instagram reels because they can replay Reels content to follow pronunciation examples, but it depends on the situation or their interest in the content. Meanwhile, a small number felt that replaying Reels content does not make it easier for them to learn pronunciation so they prefer not to use this method and choose other methods.

2. Interview Results

In the interview section, there are several EFL learners' perceptions about learning English pronunciation through Instagram Reels.

a) Interview with Participant 1

In the first interview, Izza shared her perceptions on how she learned English pronunciation through Instagram Reels. The interview was conducted on January 8th, 2025 through WhatsApp video call. The interview

results showed that Izza felt helped when learning pronunciation by using Instagram Reels.

- (1) I think Instagram Reels very helpful in learning pronunciation because it provides a lot of content with varying accents (Izza, interview, 8 January 2025).
- (2) Instagram Reels is very effective to learn pronunciation by watching content related to pronunciation learning, it can help me remember for a long time (Izza, interview, 8 January 2025).
- (3) I imitate and practice the pronunciation of a word or sentence conveyed in Reels content (Izza, interview, 8 January 2025).

Based on the interview with participant 1, it can be concluded that Izza found that Instagram Reels are helpful because many accounts provided pronunciation content with various accents, so she could learn more than one accent. She also found that Instagram Reels is effective for learning pronunciation. She often immediately imitated and practiced pronouncing words or sentences conveyed in the Reels content. This helped her to remember and the pronunciation of a word or sentence for a long time.

b) Interview with Participant 2

In the second interview, Aisa also shared her perceptions about learning English pronunciation through Instagram Reels. The interview was conducted on January 8th, 2025 through WhatsApp video call. In this interview, Aisa considers Instagram Reels as a fun and easy to use platform for learning English pronunciation.

- (4) I feel learning pronunciation through Instagram Reels was quite fun because it provides short content with interesting visuals (Aisa, interview, 8 January 2025).
- (5) In my opinion, Instagram Reels is quite effective for learning pronunciation because the fast access to lots of quality Reels content about pronunciation (Aisa, interview, 8 January 2025).
- (6) I practice regularly by imitating the pronunciation on Instagram Reels content (Aisa, interview, 8 January 2025).

From the results of interview with participant 2 above, it can be concluded that Aisa really like the short but informative Reels content, which featured pronunciation tips and examples from native speaker. Besides that, she can quickly access various quality content from Instagram Reels accounts that specifically

focus on pronunciation. From this statement, she considers Instagram Reels quite effective in learning pronunciations. Aisa can also practice regularly by imitating the pronunciation on Instagram Reels content.

c) Interview with Participant 3

Furthermore, in the third interview, Mila also expressed her perceptions when learning English pronunciation through Instagram Reels. The interview was conducted on January 8th, 2025 through WhatsApp video call. Based on the interview with Mila, she stated that Instagram Reels is a good platform because he found it easy to learn pronunciation using Instagram Reels.

- (7) I think that Instagram Reels is a good platform for learning pronunciation because I can watch many contents on accounts that focus on pronunciation (Mila, interview, 8 January 2025).
- (8) I prefer to learn pronunciation in the form of verbal content because it is easier to understand and less confusing (Mila, interview, 8 January 2025).
- (9) I follow many pronunciation learning accounts and watch the Reels contents repeatedly (Mila, interview, 8 January 2025).

Based on the results of interview with participant 3, it can be concluded that she can watch content from accounts that focus on pronunciation, so she can understand how to pronounce words correctly. Mila considered that Instagram Reels is effective for learning pronunciation because the way to convey the correct pronunciation is verbally. She prefers learn pronunciation that way which she found less confusing. She also learned pronunciation through Instagram Reels by follow many pronunciation learning accounts and watching pronunciation Reels content repeatedly.

d) Interview with Participant 4

In the fourth interview, Cintya shared her perceptions on how she learned English pronunciation through Instagram Reels. The interview was conducted on January 8th, 2025 through WhatsApp video call. In this interview, Cintya felt not bored and became confident when learning pronunciation through Instagram Reels.

(10) I think learning pronunciation through Instagram Reels is not boring. There are a lot of interesting pronunciation learning contents (Cintya, interview, 8 January 2025).

(11) I became more confident with my pronunciation because I remembered the content on Instagram Reels that I had watched (Cintya, interview, 8 January 2025).

(12) I usually imitate the pronunciation presented on Instagram Reels content from English learning accounts (Cintya, interview, 8 January 2025).

From the result of interview with participant 4, it can be concluded that when learning pronunciation through Instagram Reels, Mila did not feel bored because the Reels content is made interestingly. She also said that she easily remembered the pronunciation of words from the content she had watched, which increased her confidence in her pronunciation skills. Furthermore, she often imitating the pronunciation presented on Instagram Reels content from English learning accounts. By imitating and practicing more often, she felt that her pronunciation skills continue to improve.

e) Interview with Participant 5

Moreover, in the last interview, Risa also expressed her perceptions about learning English pronunciation through Instagram Reels. The interview was conducted on January 8th, 2025 through WhatsApp

video call. Based on the interview with Risa, she found that fun and easy to understand when learning pronunciation through Instagram Reels.

(13) I think it's quite fun to learn pronunciation with Instagram Reels because it provides many interesting contents about pronunciation and easier to understand (Risa, interview, 8 January 2025).

(14) It's very effective because the Reels content shows examples of how to pronounce correctly according to native speakers. I became more confident with my pronunciation skills and am not afraid to make mistakes when speaking English (Risa, interview, 8 January 2025).

(15) I often practice correct pronunciation by frequently watching content reels that discuss pronunciation and always imitating it (Risa, interview, 8 January 2025).

From the result of interview conducted with participant 5, it can be concluded that Risa felt when learning pronunciation through Instagram Reels is quite fun. It is because provides many pronunciation contents that includes interesting visuals that make it better understood. She also felt Instagram Reels very effective to learn pronunciation because it showed examples of

correct pronunciation from native speakers. This made her more confident and not afraid to make mistakes when speaking English, especially in her pronunciation. In her way of learning pronunciation through Instagram Reels, she practiced correct pronunciation by frequently watching content Reels that discuss pronunciation and always imitating it.

Based on all the interview results above, it can be concluded that the participants considered that Instagram Reels offers many benefits that can help them in learning pronunciation, including being easy to use and easy to understand. On the other hand, learning pronunciation through Instagram Reels is effective and interesting. They felt that the content of Instagram Reels is short but interactive and presented with attractive visual from native speakers. It can help them to understand and imitate the pronunciation better. Instagram Reels also made their learning pronunciation is more fun due to the quick of access to various sources and accents.

Furthermore, the participants felt that their confidence increased after learning pronunciation using Instagram Reels by re-watching and directly imitating the pronunciation of the Reels content. This way also made it

easier for them to remember the correct pronunciation. They stated that they preferred learn pronunciation in the form of verbal content because it was more comfortable and less confusing than just through reading the material.

B. Discussion

In this section, the researcher discussed the findings conducted in English Education Department of the Faculty of Education and Teacher Training in Walisongo State Islamic University. The findings obtained from questionnaires and in-depth interviews. This discussion focuses on the perceptions of EFL learners about how they learning pronunciation through Instagram Reels. To answer the research question, the researcher has outlined the key points in this section based on questionnaire and interview from participants, then correlated them with related previous research.

Instagram Reels is frequently used by EFL students for learning pronunciation because it offers many benefits, including effective, ease of use, and easy to understand. The data shows that the majority of EFL students think that Instagram Reels is a good platform for learning pronunciation. They feel helped when learning pronunciation through Instagram Reels because its benefits. The ease of use and the ease of understanding Instagram Reels also provides

a comfort and makes EFL learners confident when speaking English so it influences their intention of use that platform for learning pronunciation.

Based on the research findings, the researcher will answer the research question. The research question is the EFL learners' perceptions about learning pronunciation through Instagram Reels. From the questionnaire and interview results, the researcher found that there are various kinds of the perceptions of EFL learners about learning pronunciation through Instagram Reels. Most of EFL learners perceive that Instagram Reels is a good and helpful platform in learning pronunciation because it provides the short but innovative content with interesting visual. They enjoy and feel excited learning pronunciation through Instagram Reels because it presented with attractive visual and is well-packaged, making the learning pronunciation fun and not boring.

Regarding to the questionnaire and interview results, most of EFL learners have a positive perception on learning pronunciation through Instagram Reels. They considered that Instagram Reels is effective for learning pronunciation because it offers ease of use. EFL learners can easily access pronunciation content from native speakers with various accents. On the other hand, they felt comfortable when

learning pronunciation through Instagram Reels because the way to convey the correct pronunciation is verbally. They prefer to learn pronunciation that way so they can directly imitate and practice pronunciation on Reels content.

The EFL learners' perspective on learning pronunciation through Instagram Reels are also explained based on five core components of TAM theory, with the following explanation:

1. Perceived Usefulness

Based on the finding results regarding perceived usefulness Instagram Reels for learning pronunciation, with the statements that Instagram Reels is a good platform for learning pronunciation, feeling helped in learning pronunciation, and will learn pronunciation when use Instagram Reels, the result showed that most EFL learners agree with these statements. They feel the benefits of Instagram Reels when learning pronunciation.

This finding is in line with Karim et al. (2022)'s study that examined how the students see and utilize social media to enhance their English language proficiency. They stated in their study that the students believe that social media helped them learn English and it is a good platform to acquire knowledge. Additionally, the students

considered that social media is very helpful in their English learning process.

In addition, this finding is also in line with study by Subekti & Damaryanan (2023) that investigated possible impact of Instagram on English speaking. They found that Instagram helped them to know some expressions and how to pronounce English words through the content available on Instagram. The difference between Subekti's study with my current study is that the participant in Subekti's study are non-English major learners whereas the participants in my current study are English major learners.

Meanwhile, based on the results of interview from question 1, most participants considered that they feel helped when learning pronunciation using Instagram Reels because there are many accounts that provide pronunciation learning content. This is in line with Indriani et al. (2023) in their study about Instagram is utilized by students learning English as a foreign language. They found that Instagram allows students to explore various English learning accounts.

2. Perceived Ease of Use

Regarding perceived ease of use, based on the questionnaire results with the statements that learning

pronunciation through Instagram Reels is easy to understand and Instagram Reels is a fun and innovative way to learning pronunciation, most EFL learners agree with these statements. They considered that they can easily access for the relevant content and easy to understanding the contents. They also felt that learning pronunciation through Instagram Reels is fun.

This finding is in line with Dewi et al. (2022) in their research about students' perceptions toward Instagram Reels as a tool for enhancing students' speaking abilities. They found in their study that it is easy to use Instagram Reels and utilize them as learning material. The difference with my current research is that mine only focuses in pronunciation skill, whereas Dewi's research explored all aspects of speaking skill.

Meanwhile, based on the results of interview from question 2, most EFL learners perceived that Instagram Reels is effective for learning pronunciation because its ease of use and ease to understanding. They also prefer learning pronunciation through Instagram Reels because the way to convey the correct pronunciation is verbally so it is easier to understand and easy to remember.

3. Attitude toward Use

Based on the results of questionnaire, related to attitude toward use Instagram Reels for learning pronunciation, most EFL learners showed a positive attitude towards using Instagram Reels for learning pronunciation. They enjoy and feel excited when learning pronunciation using Instagram Reels. They also feel comfortable when learning pronunciation through Instagram Reels because there are a lot of interesting content to watch and learn.

This finding is in line with study by Aloraini & Cardoso (2022) that investigated students' attitude usage social media in learning English as a foreign language. In their study, they found that students were more excited about utilizing social media to learn the language. The difference with my current study is that mine only focus on using Instagram Reels whereas Aloraini's study investigated on four popular social medias (WhatsApp, Snapchat, Instagram, Twitter).

Meanwhile, based on the interview results, EFL learners did not feel bored when learning pronunciation through Instagram Reels because there are a lot of Reels content that is packaged well and interestingly. This answer is based on the question number 1. Additionally,

they also did feel not afraid in pronouncing words in English after regularly watching and imitating videos on Instagram Reels.

This finding is in line with This is in line with Erarslan (2019)'s study that explored students' perception and impact of using Instagram for language learning. In his study, he found that students' felt no pressure when communicating in English after learning use Instagram. The difference with my current study is Erarslan's study explored Instagram in general while my research only focuses on Instagram Reels.

4. Behavioral Intention to Use

Furthermore, this aspect is to measure EFL learners' intention to use Instagram Reels for pronunciation learning. Based on the questionnaire results, most of EFL learners have the intention to continue using Instagram Reels for learning pronunciation in the future. This is because they became more motivated to learn pronunciation when using Instagram Reels. On the other hand, this aspect also showed that they felt more confident after using Instagram Reels for learning pronunciation.

This finding is in line with the study by Gonulal (2019) that explored how English Language Learners (ELLs) utilized Instagram for learning language. In his

study, he stated that Instagram is suitable for continual English learning. He also found that Instagram make an ELL more motivated to learn the enjoyable materials, including the language learning materials.

This is also almost similar with Hikmah et al. (2024)'s study that investigated the students' perspective on using Instagram Reels to enhance speaking skill. They stated that students still feel confident speaking English even if they have difficulties in enhancing their speaking skill. The difference with my current study is that Hikmah's explored all aspects of speaking skill, whereas my current study only focuses in pronunciation skill.

Based on the questionnaire result, it is also supported in the interview results. Regarding question number 2, EFL learners answered that they became more confident with their pronunciation because they remembered the content on Instagram Reels that they had watched. This shows that EFL learners have the intention to continue using Instagram Reels in their pronunciation learning.

5. Actual Use

In evaluating the actual use of Instagram Reels for learning pronunciation, with the statements such as practice by the following pronunciation example and play

the content over and over. Most EFL learners agreed that they used this way in learning pronunciation through Instagram Reels. They routinely imitated the pronunciation of the Reels content they watched and often watch the Reels content repeatedly.

Based on the interview results, most of the answers supported the findings from the questionnaire results. EFL learners often watch the pronunciation learning Reels content repeatedly and they immediately imitated the pronunciation of a word or sentence conveyed in Reels content. They also said that they can practice pronunciation anytime and anywhere easily.

This finding is in line with with Dewi et al. (2022)'s study that explored about Instagram Reels as an authentic tool for improving speaking skills. According to the finding of their study, students can get knowledge from others by watching their content videos and then practicing their word use and pronunciation. They also stated that watching the Instagram Reels content is the fastest approach to enhance the speaking abilities.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions. The conclusions are written based on the findings and discussions in the previous chapter. Some suggestions are also given to EFL learners, educators, and future researchers based on the results of this study.

A. Conclusion

Based on the findings and discussions, the researcher concluded that EFL learners have a positive perception toward learning pronunciation through Instagram Reels. Almost all the EFL learners perceive that Instagram Reels can help them in learning pronunciation because of its accessible and interesting contents. In addition, they found Instagram Reels easy to use and provided quick access to a variety of educational content from native speakers. EFL learners also showed a positive attitude towards using Instagram Reels, where they felt more motivated, confident, and had the intention to use Instagram Reels after regularly watching and imitating contents on Instagram Reels.

Furthermore, the interview results support the questionnaire findings. The majority of EFL learners considered that Instagram Reels is effective in accommodating pronunciation learning. They also gave a positive perception of the flexibility of Instagram Reels which allows them to learn anytime and anywhere with varied content. From the conclusion above, it shows that Instagram Reels can be a useful learning tool and additional resource for learning pronunciation.

B. Suggestion

The researcher provides some suggestion to optimize pronunciation learning using Instagram Reels:

1. EFL learners

EFL learners are suggested to use Instagram Reels as an additional resource for learning pronunciation. However, they still have to guarantee the accuracy of the pronunciation they learn by being selective in choosing credible learning sources.

2. Teachers

The teachers are suggested to incorporate Instagram Reels into students' pronunciation learning by guiding the students on how to utilize Instagram Reels

effectively. Teachers can also recommend some credible accounts that provide pronunciation content.

3. Future Researchers

Future researchers are suggested to investigate specific accounts that provides pronunciation learning. By focusing on one account, researchers can explore the teaching methods, content effectiveness, and impact on enhancing EFL learners' pronunciation.

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APPENDICES

Appendix 1: Preliminary Research

Preliminary Research

This initial survey research aims to determine the qualifications of respondents who use Instagram Reels for learning pronunciation.

I hope for your participation in filling out this questionnaire, which aims to determine the qualifications of respondents who will be studied in the research "Learning through Instagram Reels: An Accommodation of EFL Learners' Pronunciation".

For your participation, I say thank you.

tdtsurayya@gmail.com [Ganti akun](#)



 Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Email *

Jawaban Anda

Name *

Jawaban Anda

Semester *

Jawaban Anda

Majoring *

Jawaban Anda

Berikutnya

Kosongkan formulir

Respondents' qualifications in using Instagram Reels for learning pronunciation

How long have you been using Instagram? *

- ☐ Less than 1 year
- ☐ Around 1 - 2 years
- ☐ More than 2 years

Do you often use Instagram Reels for the purpose of learning English? *

- ☐ Yes
- ☐ No

Do you often watch Instagram Reels that focus on learning pronunciation? *

- ☐ Yes
- ☐ No

How do you think Instagram Reels helps improve your English pronunciation? *

- ☐ Yes
- ☐ No

[Kembali](#)

[Berikutnya](#)

Kosongkan formulir

Willingness to become a research respondent

Are you willing to complete questionnaires and further interviews regarding this research? *

☐ Yes

☐ No

[Kembali](#)

[Kirim](#)

[Kosongkan formulir](#)

Appendix 2: Questionnaire for participants

No	Statement	Students' Response (%)				
		SD	D	N	A	SA
1.	Instagram Reels is a good platform for learning English pronunciation					
2.	Instagram Reels make me excited to learning English pronunciation					
3.	Instagram Reels are helpful in learning English pronunciation					
4.	Learning English pronunciation through Instagram Reels is easy to understand					
5.	I practice the pronunciation by watching Instagram Reels content					
6.	I play the video over and over again to follow the					

	pronunciation example					
7.	Instagram Reels are a fun and innovative way to learning English pronunciation					
8.	Instagram Reels make me more motivated to learn pronunciation					
9.	Learning pronunciation through Instagram Reels make me more confident to communicate in English					
10.	I learn about English intelligible pronunciation when I use Instagram Reels					
11.	I really enjoy learning English pronunciation through Instagram Reels					

12.	I feel comfortable learning pronunciation through Instagram Reels					
13.	I am not afraid of making mistakes when learning pronunciation through Instagram Reels					

Adapted from Aloraini & Cardoso (2022) & Karim et al. (2022)

Appendix 3: Question List for Interview

Interviewer : Tafdhila Tsurayya

Respondent :

No	Interview Question	Answer
1.	What is your perception in learning English pronunciation through Instagram Reels?	
2.	Do you find Instagram Reels effective for your English pronunciation learning?	
3.	How the way you learn pronunciation through Instagram Reels?	

Adapted from Ghafar et al. (2023)

Appendix 4: Interview Transcript

1. Participant 1

Interviewer : Tafdhila Tsurayya

Respondent : Izza

Q1: What is your perception in learning English pronunciation through Instagram Reels?

A: I think learning pronunciation through Instagram Reels are very helpful because there are many pronunciation learning accounts that provide Reels content pronunciation of various accents. I can follow several of those Instagram accounts, so I don't just know the pronunciation in one accent. One of the accounts that I like is the account that provides pronunciation content in a British accent.

Q2: Do you find Instagram Reels effective for your English pronunciation learning?

A: Instagram Reels is very effective to learn pronunciation. My pronunciation skills improved when I learn through Instagram Reels because I can watch content related to pronunciation so that I remembered it for a long time and was able to practice it in my daily life.

Q3: How the way you learn pronunciation through Instagram Reels?

A: Sometimes I immediately try to imitate and practice the pronunciation of a word or sentence conveyed in Reels content.

2. Participant 2

Interviewer : Tafdhila Tsurayya

Respondent : Aisa

Q1: What is your perception in learning English pronunciation through Instagram Reels?

A: I feel that using Instagram Reels to learn pronunciation was quite fun and interesting. I can find lots of short content Reels with interesting visual from native speakers that provide tips and examples of correct pronunciation

Q2: Do you find Instagram Reels effective for your English pronunciation learning?

A: In my opinion, Instagram Reels is quite effective for learning pronunciation because the fast access to lots of quality Reels content from various Instagram accounts, especially specific accounts for learning pronunciation belonging to language tutors. My pronunciation skills have improved quite significantly, especially in pronouncing difficult words and confusing pronunciation.

Q3: How the way you learn pronunciation through Instagram Reels?

A: I practice regularly by imitating the pronunciation on Instagram Reels content.

3. Participant 3

Interviewer : Tafdhila Tsurayya

Respondent : Mila

Q1: What is your perception in learning English pronunciation through Instagram Reels?

A: Instagram Reels is a good platform for learning pronunciation because I can watch content on accounts that focus on pronunciation. Therefore, I know how to pronounce words correctly in various accents.

Q2: Do you find Instagram Reels effective for your English pronunciation learning?

A: Yes, Instagram Reels is very effective for learning pronunciation. In Instagram Reels content, the way to convey the correct pronunciation is verbally and I prefer learning pronunciation that way. When I learned pronunciation only through writing, I felt less interested and it made me confused.

Q3: How the way you learn pronunciation through Instagram Reels?

A: I follow many accounts that discuss pronunciation with different accents. Then, I watch pronunciation Reels content

repeatedly anytime and anywhere so that my pronunciation skills can improve.

4. Participant 4

Interviewer : Tafdhila Tsurayya

Respondent : Cintya

Q1: What is your perception in learning English pronunciation through Instagram Reels?

A: I think learning pronunciation through Instagram Reels is not boring. There is a lot of Reels content that is packaged well and interestingly so that you don't get bored quickly when watching it.

Q2: Do you find Instagram Reels effective for your English pronunciation learning?

A: For me, there are several reasons why I want to learn pronunciation from Instagram Reels, one of which is that Instagram Reels is very effective for learning. I became more confident with my pronunciation because I remembered the content on Instagram Reels that I had watched.

Q3: How the way you learn pronunciation through Instagram Reels?

A: I often imitate the pronunciation presented on Instagram Reels content from English learning accounts so the more I imitate and practice, the more my pronunciation skills improve.

5. Participant 5

Interviewer : Tafdhila Tsurayya

Respondent : Risa

Q1: What is your perception in learning English pronunciation through Instagram Reels?

A: It's quite fun and to learn pronunciation with Instagram reels because it provides pronunciation content from various accents and includes interesting visuals that make it better understood.

Q2: Do you find Instagram Reels effective for your English pronunciation learning?

A: It's very effective because the Reels content shows examples of how to pronounce correctly according to native speakers. I watched the Reels content related to pronunciation repeatedly so that the results matched those exemplified. Because of that, I became more confident with my pronunciation skills and am not afraid to make mistakes when speaking English.

Q3: How the way you learn pronunciation through Instagram Reels?

A: I often practice correct pronunciation by frequently watching content reels that discuss pronunciation and always imitating it.

Appendix 5: Examples of English Pronunciation content on Instagram Reels



<https://www.instagram.com/reel/DCbacMrS98B/?igsh=MTQxNHdoNXM4NHRpNA==>

Figure 1 Reels @andypopss about how to pronounce the different words



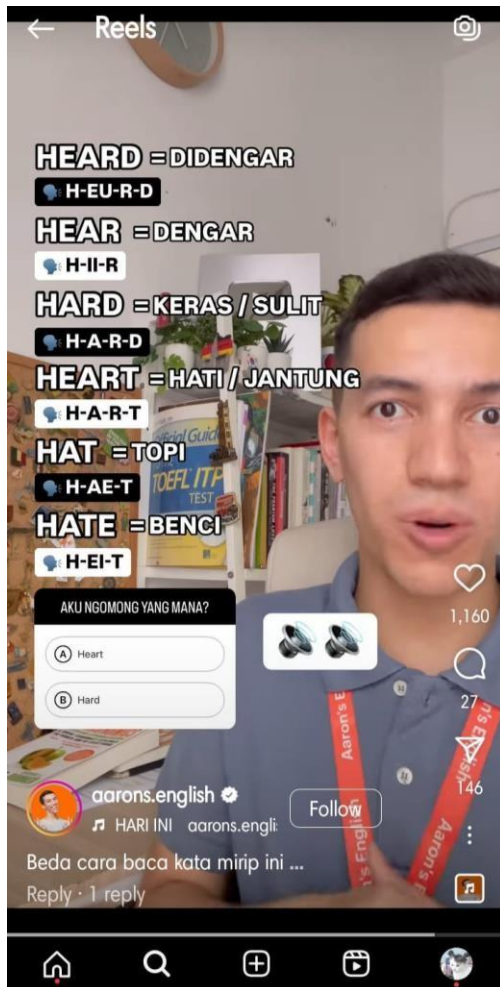
<https://www.instagram.com/reel/DBI911KSIWQ/?igsh=MWQ0NXZzcHY4d3g1dA==>

Figure 2 Reels @andyhopss about "check your pronunciation" session



<https://www.instagram.com/reel/CTrIS44FzDY/?igsh=cWJzbnRremFpbmE2>

Figure 3 Reels @andyhopss about "MarKiBep" session



<https://www.instagram.com/reel/DGNgWSQy59u/?igsh=Ymtxdm5heGZieTlv>

Figure 4 Reels @aarons.english about how to pronounce the different words



<https://www.instagram.com/reel/DFpWeW4yixG/?igsh=MXJ3bDVhaWFjZ2FnaA==>

Figure 5 Reels @aarons.english about how to pronounce the different words

Appendix 6: Documentation



Figure 6 Interview with participant 1

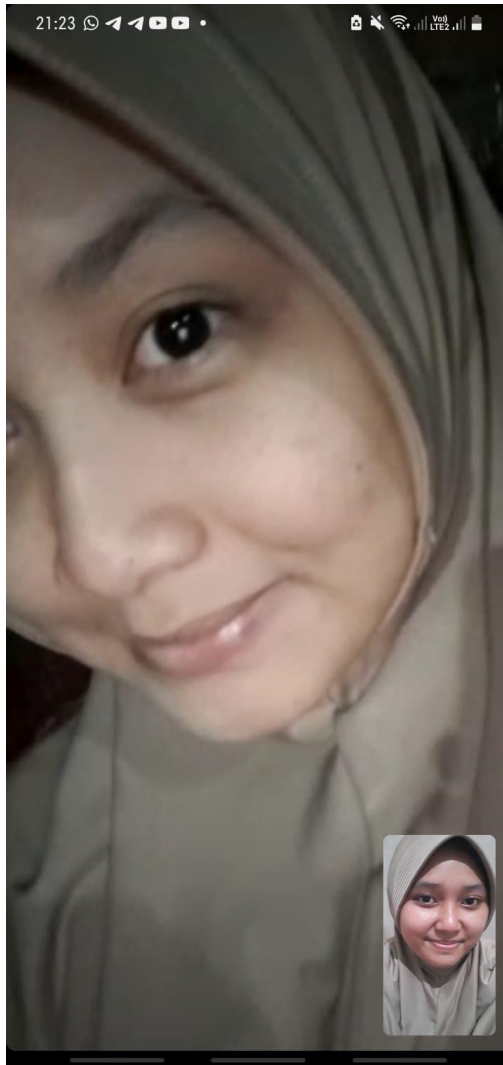


Figure 7 Interview with participant 2

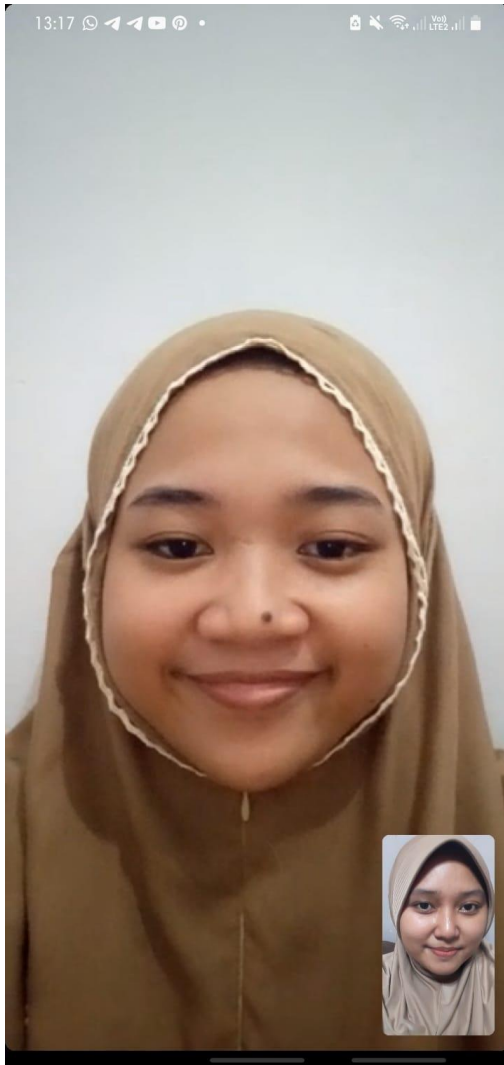


Figure 8 Interview with participant 3



Figure 9 Interview with participant 4



Figure 10 Interview with participant 5

Appendix 7: Curriculum Vitae

1. Personal Details

Name : Tafdhila Tsurayya
Student Number : 2103046005
Place and Date Birth : Jepara, 2nd March 2003
Address : Gang Sakura, RT 019/RW 004
Lebuawu, Pecangaan, Jepara,
Central Java, Indonesia
Gender : Female
Religion : Moslem
Phone Number : 085602760892
Email : tdtsurayya@gmail.com

2. Education Details

- a. SD Negeri 1 Pecangaan Kulon
- b. MTs Negeri 1 Jepara
- c. SMA Negeri 1 Pecangaan
- d. English Education Department of Walisongo State Islamic University Semarang