

“Learning English Through Instagram: Gen Z Students’ Social Media Experiences”

SKRIPSI

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Humanities, Nurul Jadid University Institute as one of the requirements
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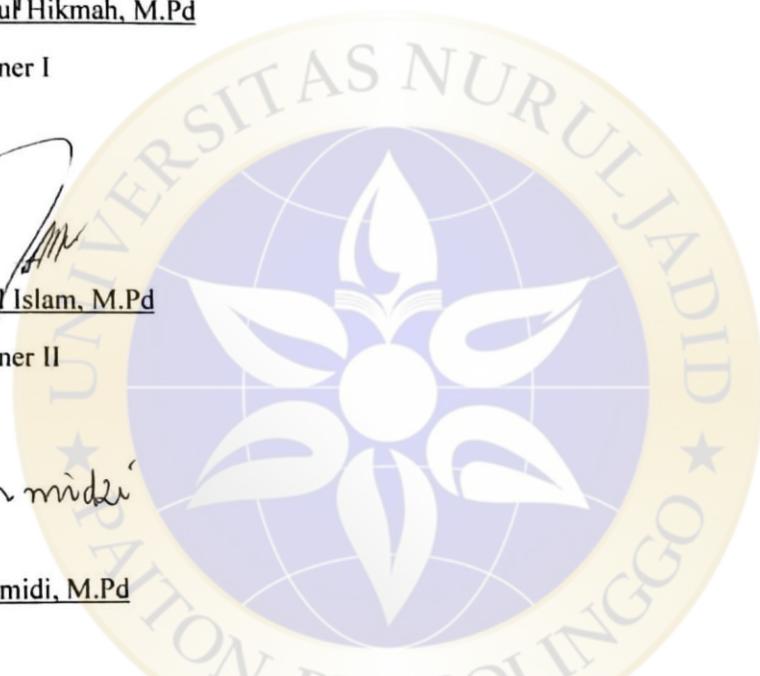


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MOTTO AND DEDICATION

*Harapan adalah penghubung antara sepedih-pedihnya
keadaan dengan seindah-indahnya kesyukuran.
Kita diminta untuk bersabar dan terus melakukan kebaikan
yang berada dalam kemampuan kita, karena tuhan akan meneruskan
dari situ untuk melakukan yang tidak bisa kita lakukan.*

(Mario Teguh)

~ ♡ ~

There is nothing more special than this thesis that I dedicate to myself. Bila Ayu Sheptia Ningrum. Thank you for your enthusiasm and persistence in facing the pressure and difficulties in writing this thesis. Thank you for proving to me that with broad patience, strong determination, hard work, and prayer, now you can achieve the best results. Thank you to my parents, my sisters, all my lecturers, and my friends who always support and love me.

DECLARATION OF AUTHORSHIP

Bismillahirrohmanirrohim

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Declare that :

1. This Thesis is the sole work of the author and was not written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If, at a later time, it is found that the skripsi is a product of plagiarism, I am willing to accept any legal consequences that may be imposed on me.

Paiton, 15 July 2025



BILA AYU SHEPTIA . N

ACKNOWLEDGMENT

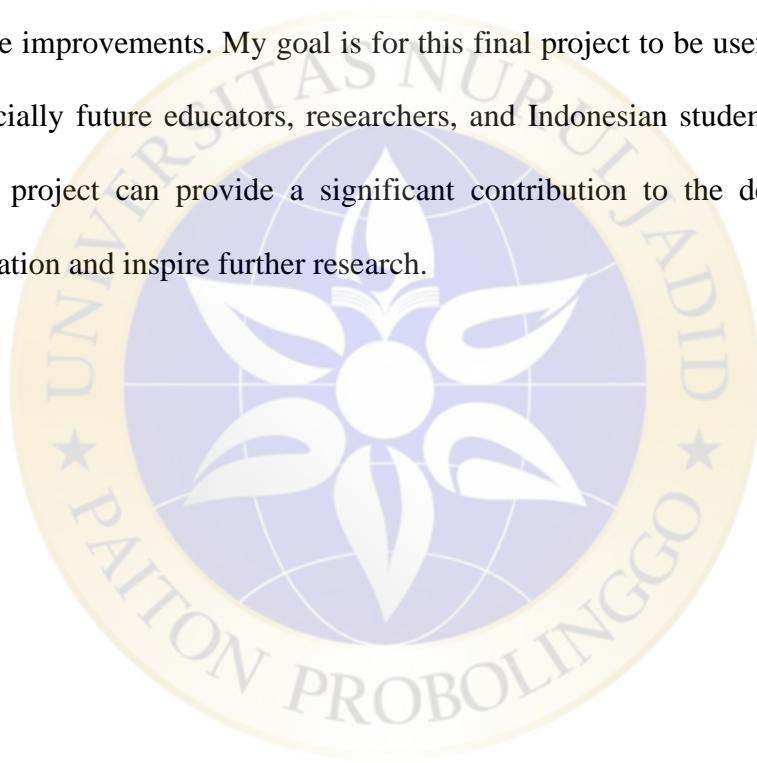
First of all, Alhamdulillah, all praise and gratitude we offer to the presence of Allah SWT, the Almighty God, who has given us strength, patience, health, and blessed and helped us in every step with His mercy and guidance so that we can complete this final project well. Second, praise and respect we offer to the Prophet Muhammad SAW who has guided us from darkness to light.

I would like to express my deepest gratitude to the people who have helped, guided and motivated me in writing this paper:

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Although not perfect, I expect constructive criticism and suggestions for future improvements. My goal is for this final project to be useful for readers, especially future educators, researchers, and Indonesian students. I hope this final project can provide a significant contribution to the development of education and inspire further research.



The Researcher,

Bila Ayu Sheptia Ningrum

ABSTRACT

Ningrum, Bila Ayu Sheptia.2025. "Learning English Through Instagram: Gen Z Students' Social Media Experiences". Undergraduate program Nurul Jadid University. Advisor M. Sofyan Adi Pranata, M. Li

Keyword: Generation Z, Instagram, English learning.

This study aims to explore Generation Z students' experiences in learning English through Instagram. Given their digital nature, Gen Z learners are accustomed to visual and interactive platforms, making Instagram an engaging learning tool. This study employed a qualitative descriptive method, employing interviews with five female participants aged 21-22. Data were collected through interviews and documentation, then analyzed using thematic analysis, which involves data reduction and grouping. Findings indicate that Instagram supports English learning across several dimensions, including vocabulary acquisition, grammar comprehension, pronunciation, fluency, and writing skills. Features such as reels, infographics, live sessions, and story quizzes were identified as the most impactful content types. Students reported increased motivation, confidence, and cultural awareness as affective benefits. However, challenges such as distractions, low-quality content, and a lack of structure were also noted. To address these issues, students developed strategies such as curating their feeds, saving educational content, setting language learning goals, and producing their own content. This discussion emphasizes the alignment of Instagram's features with Gen Z learning preferences and highlights the platform's potential to complement formal education. In conclusion, Instagram offers a relevant, engaging, and multimodal environment for English language development when used consciously and strategically. Educators are advised to integrate social media into their teaching practices while simultaneously developing digital literacy and learner independence to maximize educational benefits.

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