Social Media to Boost Student Communicative Competence

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Abstract. Online learning or people in Indonesia called as *pembelajaran dalam jaringan (daring)* has been widely used in teaching and learning particularly in pandemic Covid-19. Teachers try hard to create interesting activities with social media as a means for students to develop their communicative competence. This paper is to describe the implementation of Instagram Live Streaming as the media platform for speaking activity in vocational school as well as to reveal the students' perception after implementing Instagram Live Streaming in their speaking activity. This is a descriptive qualitative research for the 11th grader students of a vocational school in rural area. Findings show teachers implemented Instagram Live Streaming in the 2013 curriculum consisting of observing, questioning, experimenting, associating and communicating. This application is applied on the communicating phase. Students' responses are positive due to its benefits on improving students speaking skills in particular on pronunciation, intonation, and self- confidence.

Keywords: Instagram Live Streaming, communicative competence, social media

INTRODUCTION

English has an important role in almost every aspects of life. World Economic Forum noted about a quarter of the world population, or 1.75 billion people use English as the main conversation language (Ugwuanyi, 2021). This important role of English occurs in several sectors and aspects such as communication, business, information, diplomacy, science, technology until the education area. People in many countries are motivated to learn and communicate in English wherever and whenever they communicate or create texts, spoken and written ones. Everyone can learn English nowadays – offline and online – and through formal and informal institution – general school and private course as well as social media.

In learning English, learners learn various skills listening, speaking, reading and writing in which speaking is the use of language to indicate to others that they can understand the feeling (Cameron, 2001). The other purpose of speaking is to bind communication among members of society as a manifestation of one language competence. Thus, learners need to practice this skill continuously in order to speak fluently.

There are lots of activities that can be done to support learners in improving their speaking. Typically, learners learn to speak directly with teacher in the classroom. In such situation, teachers create activities such as short talks, debate, discussion, interview, picture cued, role play, and many more. However, as the world now face the pandemic covid-19 outbreak, teachers had to do all of the teaching and learning process online.

Accordingly, teachers need to choose and decide the application that could possibly use as the

most suitable the media in the teaching and learning process. The digital revolution necessitates a shift from traditional to digital education methods (Affini et al., 2019). A number of familiar applications are offered to use in teaching and learning process, such as Microsoft teams, Google Classroom, WhatsApp, YouTube, Instagram, and many more.

Instagram is one of the applications which is very popular nowadays. Instagram enables its users to connect with friends or people across geographical, political or economic borders. Unlike other social media applications that rely on both, text and pictures. In fact, the data on Napoleon Cat's website showed that the Instagram users in Indonesia until January 2020 already reach 78.670.000 users (napoleoncat, 2020). The popularity of Instagram could possibly happen because of its features. There are many interesting features which Instagram keep on adding new features for its users. The features such as a feature to post pictures or videos, write a captions, or stories. These features are very attractive.

As for these features, some would not use it solely to share images or videos with their audience but also for other purposes, such as online discussion, online marketing and also online teaching. The feature named Instagram Live Streaming gives a service to the user to do a live streaming activity as in television. This feature enables the user to be seen by their audience, known as the followers, to see all the activities shared by them. Moreover, the newest updates of this feature enables the user to invite other people to join on their live streaming, up to four people, although they are in a different place. This feature usually used by a person who wants to share something and wants to be seen by many people both alone or with others.

Previously, people use Instagram application for sharing their life, style, hobbies, or story. Nonetheless, lately, people are realizing that this application can be used not only for publishing someone's daily life activities, but it also can be used for educational purposes. There are several researchers who have tried to combine teaching and learning process on improving the students` English skills using Instagram.

This paper describes how English teachers implement social media – Instagram Live Streaming as the media for applying speaking activity during the class to involve the technology in the learning process at a vocational school in rural area focusing on nursing. Most all of the subjects in this school were done using online, since March 2020, including English subject. However, some of the productive subject and productive skill in nursing should be done directly using a very strict health protocols. Although English are not counted as productive lessons in this school, the teachers also need to be creative in carrying out the online teaching and learning process. Thus, all of the material can still be conveyed and understood by the students. So that, all of the teachers are forced to be more aware of the current technology to achieve this goal.

On implementing the Instagram application to the teaching and learning process, the researchers applied this application to the speaking activity in the lesson plan. The researchers found this school implements the 2013 Curriculum in running the teaching and learning process. The 2013 curriculum aims to prepare the Indonesian people to have the ability to live as individuals and citizens who believe, productive, be creative, be innovative, and be effective and be able to contribute to society, nation, state, and world civilization (Permendikbud, 2013). Hence, during the teaching and learning process, teachers stimulate students to observe, create questions, associate, experiment, and then communicate. All those steps are called as scientific approach. Based on (Sani, 2015), scientific approach involves observation activities that are needed to formulate a hypothesis or collect data. Moreover, (Fauziati, 2014) also explains that a scientific teaching approach is an approach of teaching which is designed with the same rigor

as science at its best; learners make observations, develop hypotheses about phenomena, devise tests to investigate their hypotheses and communicate their findings to others. By paying attention to that statement, scientific approach is considered as a teaching method that can encourage learners to be curious about learning material and to improve their oral communication and critical thinking. In this research, the scientific approach will be used in the teaching and learning process to achieve the learning objectives successfully.

To be brief, this paper describes the implementation of Instagram Live Streaming as the media platform in speaking activity and to reveal the students' perception after implementing this application as their media in a speaking activity.

II. Literature Review
A. English in Vocational School

As international language, English becomes the most studied language. This language is studied in all of the educational institutions starting from kindergarten to the regular senior high school, including Vocational School. This kind of school is different to the regular senior high school. The difference comes from the educational purposes. Based on the government regulations *PP No. 29 Tahun 1990 Pasal 3* (Kemendikbud), the education purposes in the vocational school, the students are prepared to be ready on having and mastering several skills from productive to the general subject. The material given in vocational school also will be different from one major to another one. It is because each major has their own specialization, for the example, a vocational school which focus on nursing will be focus on giving their students some materials that have correlation to the healthy field, but the vocational school which is focus on computer, the teacher in that school will also give material related to the computer to their students.

On language learning in vocational school, especially for English subject, all the skills has the same importance. The skills are writing, listening, reading and speaking are interconnected one and other. Thus, in this study, the researchers focus to reveal one skill to develop the oral communication with others, which is speaking skill.

B. Definition of Speaking

Speaking is one of the four language skills (reading, writing, listening and speaking). By appling these skills, learners can communicate with others to achieve certain goals and also to express their opinion, intention, or viewpoints. Speaking is expressing thought, ideas, and feeling which use the ability to pronounce the words to organize the words into phrases or sentence to choose the words related to the topic. Words can persuade listeners to agree with what the user is attempting to express (Susanto, 2019). Moreover, (Wongsuwana, 2006) said that speaking is one of the skills that can be trained and it does not depend on the talent of someone. It means that anyone can speak without any exception. Through speaking, humans are able to connect their mind in every aspect of life. This way can make the students be more fluency in their communication. It is because when they speak, they know what they are thinking and how they feel about it. Besides, speaking is oral-language proficiency and a complex language skill that involve knowledge, pronunciation, grammar, vocabulary, and culture. Speaking is also used for many purposes, and each purpose involves different skill. In some situation, many people use speaking to give instructions or to get thing done. They use speaking to describe thing, to complain about peoples behavior, or to make polite requests.

Overall, speaking is one of four skills of English that has aimed to communicate someone opinion, idea, thought, and feeling to the other people. Speaking can also make people can communicate to each other. Moreover, the people especially the students have

to mastery this skill because it can help everyone to build communication in our daily life. Furthermore, without speaking, people cannot express their feeling, wants, opinion, and make people difficult to communicate with other which can be a cause of bad relations.

METHOD

The research design is descriptive qualitative. Qualitative research methodologies have been created in the social sciences to allow researchers to investigate social and cultural phenomena (Susanto, 2018). The participants were the 11th grade students of vocational school in rural area. The researchers employed document, interviews, and questionnaires. The collected data analyzed by qualitative descriptive analysis. Whereas, in order to find the students perception after using Instagram Live Streaming in their speaking activity, students' answers were elaborated to the distributed questionnaire based on (Qiong, 2017) which were selection, organization, interpretation.

FINDINGS AND DISCUSSION

The implementation of Instagram Live Streaming as the media platform for speaking activity

In the learning process, speaking activity is one of the important activities that need to be conducted for providing students to practice their communication ability. Usually, this activity was done in the class by speaking naturally and holding communication between two people in a role play based on a dialogue text or even speech. Meanwhile, the current situation, the pandemic outbreak that frightening everyone in this world because of the virus that hard to be detected, gave a big impact which also reached the educational field. Almost one and a half years the teaching and learning process was done online, people could not do their activity freely as before. By facing the distance apart, the teacher needed to be creative for the main purpose that the lesson given can still be accepted and understood by the students.

Based on this situation, the possible tools for connecting teacher and students in teaching and learning process was only mobile phone and internet connection. Although the adaptation time to this kind of situation was long enough, there were so many teachers and researchers who had involved various kinds of media technology in the teaching and learning process. One of those media technology that purposed namely the Instagram application. Lately, this application could be more popular than the others media that were used by everyone especially in the education field, such as WhatsApp and Google Classroom. It was because this application always focused on developing the feature as what that people need nowadays. Besides, it was also proved by lots of researchers, not except the English education researcher who collaborates this application with the teaching and learning process. The finding research that collaborating the teaching and learning process used Instagram application, mostly focused on how they could apply Instagram in teaching writing and for finding the effectiveness of using Instagram in teaching writing. Those only dwell on Instagram in general and teach writing. The activity where students write sentences and publish them to the Instagram application, that called feed posting. Meanwhile, this application provided several new features that can also be used to apply skills other than writing skills.

In this research, the researchers proved that statements by combining, speaking skills with one of the feature on Instagram which did not analyze by any other researchers, the feature was Live Streaming feature on Instagram application. The students, however, rarely practised

speaking practice during the pandemic. The researchers referred to each stage of the implementation of Instagram Live Streaming as the media platform for speaking activity which was conducted by cooperating with the English teacher and 20 students of the 11th grades in SMK Kesehatan Rahani Husada Klaten that explained in finding. Each stage that had been implemented especially in the communicating part when the students applied speaking activity using this application showed that technically they did not find any difficulty. The instructions and steps given were not found any problems yet. Practically all of the students also have collected the recorded video as planned.

The purpose of communicating was to develop students` skills to offer or demonstrate all knowledge and ability that has been mastered verbally or nonverbally. (Suharyadi, 2013, p. 4) argues that communicating is also called collaborative learning. For teachers, collaborative learning was directive-oriented active-oriented in which the teachers are managers in the students' learning. The students presented the communicative and effective written or spoken knowledge based on what they have learned. The following excerpts display the communicating stage:

Excerpt 1

Teacher: *sekarang mari kita persilakan setiap kelompok untuk **mempresentasikan** dialog yang telah dibuat. Yang lain harap memperhatikan, dan nanti setelah satu kelompok presentasi, yang lain diminta untuk memberikan saran dan kritik atas pekerjaan teman kalian.*
[For now, let us invite each group to present their dialog. Please, the other students pay attention to the presenters because after they finished their presentation, the audience was asked to give feedback such as critics and suggestions.]

The excerpt above explained the teacher's instruction for the students to start the presentation of the dialogue that has been arranged in front of the class. During the presentation, it was found that the students' pronunciation and intonation on uttering the sentences were mostly wrong. Therefore, the teacher explained that there was a different way when they read a dialogue text. It needed a natural speaking as we talk in our daily life. In improving student's ability in speaking the students needed to give more speaking practice using dialogue text.

In line with the feedback given by the teacher to the students which stated that the students needed more activity in speaking practice, then she gave the last activity that could help the students for practicing their speaking. It was a speaking activity that involved Instagram Live Streaming. The students were asked to practice their speaking based on the dialogue text about *Offers and Suggestion* they had created in good intonation and pronunciation. It was planned as a part of homework.

In addition, the student's feedback related to the learning process using Instagram Live Streaming as their speaking activity was good. When the researchers asked their response to the activity that day especially when using Instagram for their speaking activity, they were so excited. Therefore, the researchers concluded that implementing Instagram Live Streaming in speaking activity could be a solution for students on practicing their speaking during the pandemic. They also felt enthusiastic about the application that is known as a popular media or application nowadays and they can use it not only for entertaining but also for education.

The students' perception after implementing Instagram Live Streaming in their speaking activity

The second research problem of this research is finding students` perceptions related to the after implementing Instagram Live Streaming in their speaking activity at SMK Kesehatan Rahani Husada Klaten. To answer the research question, the researchers distributed questionnaires. The questions in the questionnaire included as the short-answer question in a form of Google Form. The questionnaire link was distributed to the students of 11 grades students through the WhatsApp group. Based on the theory from (Qiong, 2017) which stated that to find someone's perception, there are needed to pass some steps below as selection, organization, and interpretation.

The second step in the process of finding perception is organization. It meant from each activity that has been done, the student's perception of using Instagram Live Streaming was the same. The proving explanations were needed to pass the two characteristics of the organization. The First was the organizing process provides the structure of human perception. In this stage, before the students practiced their speaking using Instagram Live Streaming, it could be said that during the pandemic, they were almost very rare on applying speaking practice. Then, when the researcher proposed the students practice their speaking using one of today`s popular applications, they seemed enthusiastic. It could be stated as enthusiast because the atmosphere of the student spirit feels more alive. Moved to the second characteristic of the organization was the process shows that human perception has stability. Since the very first speaking activity that did not use Instagram or speak directly in the class, up to the second and the third speaking activity using Instagram Live Streaming, the students have a gradual increase in each stage. Start from incorrect pronunciation, then after the first practice theirs pronounce has improved, but the problem changed to intonation. When the student read or spoke a dialogue that needed to use a good intonation, their speaking still liked reading a text. It continued when the students asked to do the second speaking practice use the different dialogue text and asked to speak using correct intonation, they did it well.

The last step in finding perception was interpretation. In this session, the interpretation would be achieved after analyzing the student's answer in the questionnaire. From all of the students` answers to the questionnaire about their perception in implementing Instagram Live Streaming revealed that most of them explained the reasons in six different aspects.

The first finding was like or dislike perception after implementing Instagram Live Streaming by adding their reason. From the data served, most of them stated that they like to use this application for doing this activity because of their very first time in experimenting their speaking activity by implementing this application which they knew as a popular media. In case, when they got a chance to do their speaking activity using this application, they were so enthusiastic which they show by showing an excited expression.

The second finding was the effect to the students related to their speaking competence. Based on the students` answer, there found that all of the students got an improvement of their speaking competence after implementing Instagram Live Streaming for speaking activity with several words that had the same meaning as the word improvement, such as better, increase, be more trained, and more good in speaking.

STUDENT	STUDENTS' ANSWER

S1	my speaking increase
S2	better
S3	increasing
S4	My speaking is little bit increase
S5	my speaking is better
S6	my speaking is good
S7	My speaking is more good
S8	My speaking increase after the activity
S9	more confidence to speak
S10	*sedikit ada peningkatan*
S11	good enough
S12	improve
S13	increase
S14	Better than before
S15	increase
S16	My speech got better and improved after using instagram live streaming
S17	*menjadi lebih terlatih*
S18	better
S19	My speech got better and improved after using instagram live streaming
S20	improve

The third was the student's perception of what they felt with their self-confidence improvement after implementing Instagram Live Streaming for speaking activity with the reason of their answer. By analyzing the student's responses, it could be seen that all of the students got the increasing self-confidence effect after implementing Instagram Live Streaming for a speaking activity. Besides, during Live Streaming, the other people could participate in seeing our activities directly, so they would be more required to be more serious and braver when speaking by using this application.

The fourth finding was the student's response related to the benefit they got after implementing Instagram Live Streaming for a speaking activity. The answers showed that that each of them found at least one benefit of this application. The benefit that felt by the students consisted of several aspects such as the effectiveness and the efficiency of this application that can be done anytime and anywhere especially during a pandemic or distance learning at this moment, the easy steps on practicing the feature, the easy steps to learn this application for the students who never use this feature, and also the effect they got from using the Live Streaming feature of this application which can improve their speaking ability.

The fifth question directs the students to give their answer to the obstacle they met after implementing Instagram Live Streaming for a speaking activity. Based on the student's

responses they stated that they found several obstacles when they use this application for their speaking activity in such as the unstable signal and they felt that it ran out of the internet quota which was quite a lot.

The last, the students were asked to state whether Instagram Live Streaming was good to be continued as a media for implementing speaking activity followed by the reason. By leading to the student's answers, it revealed that all of the students agreed continuing to use the application to be applied as the media for the next speaking activity. It was proved by "yes" answer which delivered by the students that defined as their agreement. The reason of their agreement came with the various views such as its benefits like the efficiency and the effectiveness which could help them to practice their speaking which then affected of students' increase in speaking skills. The ease of operating this application to be practiced in speaking activity. While the students finished on practicing their speaking, they could save their Live in that application so that they can look back their video. By re-looking at the video, they also use it as a tool for evaluating their speaking.

CONCLUSION

This study aimed to reveal the implementation of Instagram Live Streaming as the media platform for speaking activity and the students' perception after implementing Instagram Live Streaming in their speaking activity. Based on the analysis of the data, and the discussion in the previous chapter, the conclusion could be drawn that the implementation of Instagram Live Streaming as the media platform for the speaking activity that had been applied to the students of the 11th grades at vocational school. This could be seen from the students` responses that stated on the questionnaire given at number four and six about the benefits and continuity of Instagram application for implementing speaking activity. Several students stated that they felt the steps in practicing the Live Streaming feature from Instagram application was easy to be practiced.

After implementing Live Streaming as the media for the students speaking activity, there were also found several benefits of this application that they felt which has been generated from the question in the questionnaire at number four such as the effectivity and the efficiency of this application that could be done anytime and anywhere especially during a pandemic or distance learning at this moment, the easy steps on practicing the feature, the easy steps to learn this application for the students who never use this feature, and also the effect they got from using the Live Streaming feature of this application which could improve their speaking ability.

In line with the benefits of the Live Streaming feature in the Instagram application, the students also felt the benefit for themselves. From the student's answers in questionnaires number two and three, most of them stated that after implementing this application as a media for their speaking activity, they felt that their speaking competence and self-confidence were increase.

As result, the last conclusion of the implementation of Instagram Live Streaming as a media platform in speaking activity was that this application good to be continued as a medium for implementing the speaking activity. It could be seen from the student's answers in questionnaire number six which shows that they stated "yes" which defined as their agreement continuing the use of the application as a media in a speaking activity. The reason of their agreement came with the various views such as its benefits, such as the efficiency and the effectiveness could help them to practice their speaking which then affects increasing students' speaking skills, the ease of operating this application to be practiced in speaking activity, and after practicing their

speaking, they also could save their Live in that application so that they could rewatch their video. Moreover, the video also could be a tool for evaluating their speaking.

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