The Implementation Of Instagram In Mastering Arabic Vocabulary Among The Millennial Generation In The MTSN 2 Jember

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Abstract:
This study aims to determine the effectiveness of the use of Instagram media in learning the Arabic language, especially vocabulary, in the millennial generation. The qualitative method uses a descriptive approach according to the issues at hand, which is the effectiveness of Instagram in mastering Arabic vocabulary among millennials. The results of this study indicate that Instagram is one of the social media that supports learners (the millennial generation) to learn, understand and memorise Arabic vocabulary without being restricted by time and place. Based on the results of an online survey given to the students who received positive responses, six agreed to use Instagram to learn Arabic vocabulary. Students responded positively because it was flexible, interesting, timeless, and creative. Negative response because it requires an internet connection, and learning cannot be implemented directly. Through this research, it is hoped that millennials can use Instagram media wisely, such as technology, to gain knowledge and expand their horizons.

Introduction

In today's era of rapid advancement in science and technology, teacher professionalism is no longer limited to the ability to teach students, but must also include the ability to manage information and the learning environment to facilitate student learning activities.(Indriyana & Nugroho, 2024) The era of globalization in the world of education places more emphasis on creativity. With today's technological developments, anything can be done, so we can develop our talents without having to have a teacher. Vocabulary is very necessary in language learning programs so that language learners can understand what they are learning effectively. (Bahanshal, 2015)Along with the development of information technology, it has had a big impact on the development of teaching media. Arabic is an

important international language and Arabic is the language of the Koran and Hadith, both of which are fundamental Islam.(Chejne, 1968) For this reason, in the current millennium era, we should be able to increase the use of social media as much as possible. (Rosyidi & Ni'mah, 2011) which can be seen from the lifestyle of Westerners, including the spread of Arabic in the Islamic world. It turns out that globalization from Western influence has not replaced the Arabic language. However, it turns out that this cultural influence can reduce interest in learning Arabic among the younger generation of the millennial generation (Ridlo, 2015)

As time goes by, a person's need to master a language is very important. Learning a language is not easy, especially Arabic.(Shouby, 1951) In terms of language, Arabic has many variations and changes in word forms. Therefore, the learning process requires not only reliable sources of books and teaching materials, but also appropriate media. Because learning media has a positive impact on students in increasing their enthusiasm for learning.(Rivaldi & Maryanti, 2023) According to VF Musyadad, the use of learning media makes learning material more fun, effective, efficient, interesting, not boring, and provides deeper learning results, especially for students, in this case college students.(Musyadad et al., 2022) As technology becomes more sophisticated, the process of learning Arabic also requires innovation in the media in order to maximize the language learning process Arab (Fawzani, 2022)

With current developments which have an impact on the development of Arabic language teaching, in this case it is necessary to have tools or devices that can support Arabic language learning so that it can be carried out well. The existence of the media is then linked to the conditions under which it is used. And you also need to consider the goals you want to achieve in the learning process.(Huda, 2021) Social media is a means that can be used by someone to share knowledge with many people, one of which can be used to learn Arabic. There are many types of teaching media, some in the form of hardware and software, making the process of teaching Arabic easier. There are lots of advanced technologies that can attract someone's interest in learning, especially applications that are available on mobile phones today, and one of them is Instagram.(ilfitriyah Nisak, 2020) Therefore, the author adopts Instagram as an educational method to improve the ability to memorize Arabic vocabulary in this millennium era.

In Cindy Octaviani's research, she explains that the development of multimedia and information technology has influenced the traditional learning process to become a digital service that is fast, flexible, effective and efficient, thereby introducing an education model that uses an open and easily accessible system. So that education does not lag behind the times, one of the keys is innovation and creativity in all forms of learning, namely by using technology as a supporting medium.(Tolinggi, 2021)

However, previous research has largely focused on the general use of technology or social media in education, without providing a specific and detailed analysis of how individual platforms such as Instagram can be optimized to enhance the mastery of Arabic vocabulary among millennials. Few studies explore the pedagogical mechanisms embedded in Instagram features—such as Story quizzes, comment interactions, and visual content—that directly affect vocabulary acquisition in a structured learning context. This gap needs to be

addressed to better understand the functional role of Instagram in supporting formal language instruction, particularly for a language as morphologically complex as Arabic.

Scientifically, this study is urgent because it combines linguistic, technological, and generational dimensions in one integrative investigation. In the midst of declining interest in learning Arabic among millennials, it is crucial to explore methods that align with their learning preferences and digital habits. The integration of Instagram as a learning tool offers the potential to transform passive consumption into active language engagement, making this topic not only relevant but also timely in educational discourse.

Therefore, the purpose of this research is to examine how Instagram as a digital platform can be utilized to improve the mastery of Arabic vocabulary among millennial students. This study specifically aims to analyze the types of Instagram features that support vocabulary learning, assess student perceptions of Instagram-based Arabic instruction, and identify the strengths and limitations of using Instagram in the language learning process.

Method

This study employed a qualitative descriptive analysis method to explore the use of Instagram in mastering Arabic vocabulary among millennial learners. The choice of this issue was based on the observable shift in learning preferences among the millennial generation, who increasingly rely on digital platforms—particularly social media—for accessing educational content. Instagram, as a widely used platform among this demographic, presents unique pedagogical potential that warrants in-depth academic investigation.

Data were collected using triangulation techniques, which included observation of Instagram content related to Arabic vocabulary, semi-structured interviews with selected respondents, and documentation of relevant Instagram posts, features, and interactions. The respondents consisted of millennial students who actively use Instagram as part of their learning routine. A purposive sampling technique was employed to select participants who met specific criteria, such as age range (18–30 years), active use of Instagram for educational purposes, and current engagement in Arabic language learning. Secondary data from academic books, journals, and relevant articles were also utilized to support and contextualize the findings.

The data analysis process followed Miles and Huberman's interactive model, which involves three main stages: data reduction, data display, and conclusion drawing. In the data reduction phase, the researcher filtered the data to focus on the core themes relevant to Arabic vocabulary learning via Instagram. The analysis began with identifying the types of Arabic language materials presented, particularly vocabulary-related content. These were then categorized based on visual features, content delivery methods, and interactive tools used (e.g., polls, quizzes, comments). The data display phase involved organizing this information into tables and thematic charts to identify emerging patterns. Finally, conclusions were drawn by interpreting these patterns in relation to the research objectives, with the aim of understanding how Instagram contributes to vocabulary mastery and learner engagement.(Fadli, 2021)

Results and Discussion
Result
1. Learning media

Learning media is one of the means so that students do not feel bored in participating in learning and the biggest impact is that it is hoped that students will be motivated and make it easier to accept subjects. One example of educational media that can be created by taking advantage of technological developments in the field of education is educational media based on the Android system. Educational media is a set of tools that convey messages in the teaching and learning process from teachers to students to achieve predetermined goals effectively.(Winarto et al., 2020) Education that takes place should be carried out wisely so that teachers and students can have good communication, thereby creating a conducive atmosphere.(Zazin & Zaim, 2019) Educational media is an important part of learning resources that helps achieve educational goals. Educational media contains various types of information and knowledge intended to support learning activities.(Karami et al., 2021)

2. Media Instagram

Currently we are in an era of revolution accompanied by the development of increasingly sophisticated technology through the use of various types of digital technology.(Li et al., 2017) Currently education can also be done online. Currently we can use Android and internet technology to learn and increase our knowledge. Android is currently widely used by various groups, including millennials. Android provides many social media applications and services that can be used as educational media, one of which is Instagram. The word "Insta" comes from the word "Instant", while the word "Gram" comes from the word "Telegram". Telegram's function is to transfer information to other people quickly, just like Instagram which can function to display images with other information using the Internet, so that the information you want to transfer can be transferred quickly(Rachmawati & Husin, 2022)

Instagram is a media that can function to upload photos, videos and information. This makes it easier for users to capture and read the screen at the desired time. Instagram can be used as a means of teaching Arabic without exception for material related to Arabic vocabulary. Through online education methods, one can learn anywhere. Instagram is a social media application that applies several filters. As Instagram develops increasingly rapidly, Instagram now has many interesting features in it. Among the various features that Instagram has, it can be used as a means of teaching Arabic, including teaching Arabic vocabulary.(Rembulan & Fauziah, 2020) The interesting features on Instagram are: First, Instagram Vid, which is an application on Instagram that is used to display photos, educational material or videos permanently and only the account owner can delete them. By using this application, other people can benefit from the content offered by the account holder. Second, Instagram Stories The function of Instagram Stories is to share photos and videos, but only a maximum of 15 minutes within 24 hours, after that the post will disappear by itself.

In the Stories feature on Instagram, there are several types of features that can be used as innovative educational media for Arabic, including: (1) Poll Stories feature, this feature can be used to vote on two options in teaching Arabic. Can be used as a question and answer test with the option to test the correct answer. (2) The Comment Stories feature, which is a feature that can be answered directly by other Instagram users in teaching Arabic, can be used to ask questions that will be answered in writing. (3) Test Stories feature, which is a feature that is almost similar to the Stories Survey feature. The difference is, it seems that the ranking is lower with the test form.(Fuadah, 2020) In this case it can be concluded that Instagram media is included in this category. a tool that can facilitate the learning process and Instagram is a social media that can display images and clips. Videos and educational materials using various interesting features. This will make the learning process easy, interesting and effective.

3. Arabic Vocabulary

Vocabulary is defined as a group of words that a group of people own and know in Arabic.(Fajriah, 2015) Vocabulary is one of the most important language elements that a person must have when learning a foreign language or Arabic. By mastering a lot of vocabulary, it can help a person communicate and write in Arabic. Therefore, language skills are considered important in relation to the language teaching process. The quality of a person's language depends on the quality and quantity of vocabulary he has. The more vocabulary we have, the more likely we are to become fluent in speaking.(Azizah, 2020) Language is a system of vocal symbols that humans use to socialize, interact, work the same, and identify him. Good words, behavior and character show the character of a nation. Meanwhile, Arabic is the name of a nation that has similarities between Arabia and the Middle East. In conclusion, Arabic is the speech used by people in the Arabian Peninsula and the Middle East. Arabic is the language of worship in Islam because it is the language used in the Koran.

Arabic is a descendant of the human race and a language family that played a major role in the history of ancient civilization, namely the Semitic civilization.(Al-Sharkawi, 2016) After that, their descendants moved from their homeland and settled in the Tigris and Euphrates river valleys, forming new language groups and nations such as Babylonian, Assyrian, Hebrew, Armenian, Tunisian, etc. There was conflict between languages, thus influencing each other. The language that is most widely used is the language that wins and becomes the standard language, such as Arabic.(Juta et al., 2020) Traditionally, most vocabulary is only used at certain times and vocabulary education does not necessarily assume that vocabulary expansion will occur through practice in other languages which has been shown not only through vocabulary expansion. In the Big Indonesian Dictionary, vocabulary is named noun vocabulary, which means all words are in one language.(Qibtiyah & Walfajri, 2020) Based on the explanation above, it can be concluded that vocabulary is all the words that a language has, that a person has or that the speaker has, and vocabulary also has a very important function in language skills, so the more vocabulary, the more skilled a person is in language.

4. Millennial Generation

The millennial generation is a generation that lives in an instant era, and is a generation that has to face complex challenges, which of course have a big impact on their attitudes and behavior. One of the advantages This generation is a generation with a big, creative soul and full of self-confidence.(Putri et al., 2020) Agile has many characteristics, including the following: Very comfortable and free to use technology, able to quickly complete tasks on many online products and sophisticated technological equipment, having access to a lot of information so that it fosters a high sense of responsibility and always being able to Connect with social media across cultures and countries. In the Millennial generation, global issues give rise to attitudes and reactions in them. In terms of education, this generation prefers learning in a visual form because the part of the brain that regulates this part is more developed than others. The millennial generation emerged when technology was developing, and there came a time when the world started to worry about the issues of terrorism and climate change caused by viruses and liked to take risks, because this generation saw firsthand the technology they used."(Daud, 2020)

The millennial generation has its own characteristics, one of which is changes in consumer lifestyle.(Gurău, 2012) Millennials are a generation that lives at the turn of the millennium. But at the same time, digital technology is slowly starting to damage various areas of life. The millennial generation was born around one thousand nine hundred and eighty to two thousand years old. With all the conveniences that exist, many people fall in love with the technology that is presented, and as a result humans become individuals who are lazy in achieving results.(Hidayatullah et al., 2018)"The millennial generation is indeed strong in the field of technology and is also known as the creative generation. The works produced by the millennial generation in the field of technology cannot be underestimated. Apart from being creative, this generation is also very productive in the media industry. However, not all millennial generations are able to adapt to the changes that occur, there are pros and cons to this technological development, while the negative side of the crisis of self-confidence is seen when the results obtained are not appropriate with desire.(Poluakan et al., 2019)

5. Using Instagram media to teach Arabic vocabulary

In the world of learning, there is a need for media that supports the process of understanding Arabic vocabulary in this case. The media used is Instagram media. Instagram is used to teach Arabic vocabulary by many Arabic language students who are the millennial generation. As you know, the millennial generation is a mountain that has several characteristics, including: very comfortable and proficient in using technology, and able to complete tasks. fast task. With many online products and sophisticated technological equipment, with access to so much information that it fosters a great sense of responsibility and always being able to be connected to social media, based on this definition it can be concluded that one of the characteristics is that the current millennial generation's learning method is by utilizing technology. On this occasion the author tries to explain the author's ideas regarding the use of social media in teaching Arabic vocabulary to the millennial generation, namely using Instagram.

Instagram is a social media application with several filters. The faster the implementation of Istaraam, now Istargam has many interesting features in it. Among the various features that Instagram has, it can be used as a means of teaching Arabic, including

learning Arabic vocabulary as more and more applications contain it.(Rembulan & Fauziah, 2020) With these many interesting features, the author tries to explain how to use Instagram media in teaching Arabic vocabulary

Use Instagram feed

The first feature that the author describes is using the Instagram feed feature, which is an Instagram feed feature. This is a collection of all the photos and videos that Instagram account owners use as a means of teaching Arabic vocabulary. In this case, the account owner shares Arabic vocabulary which is also supported by images, making it easier for students to understand the meaning of the vocabulary. As you know, language mastery is important in the language learning process. A person's language recovery depends on the quality and quantity of the vocabulary they have, the greater their chances of being skilled at speaking.

Instagram account profile

Figure 1, front page, Instagram account used for teaches Arabic vocabulary
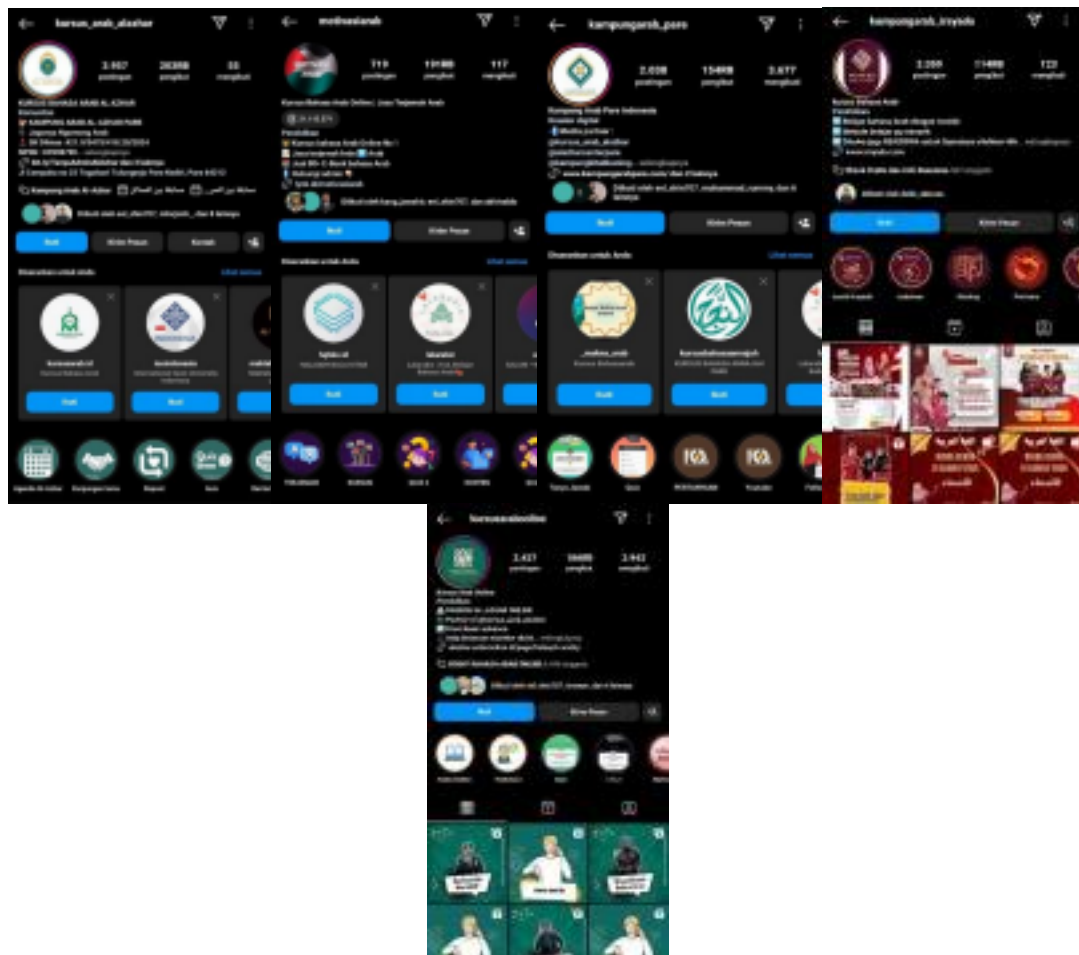
The Instagram account above is an Instagram account that is followed by many Arabic language learners. You also know that the essence of teaching Arabic is knowing vocabulary and its meaning, by teaching vocabulary through Instagram and giving examples. Using it in one word will make it easier for students to learn vocabulary, fluency and memorize it. The education system used by the Instagram account is to prioritize teaching Arabic vocabulary

and then applying grammar. Because it records vocabulary comprehension, grammar cannot be used in reading the Yellow Book or Arabic books

Figure 2, vocabulary material and example sentences

The image above is an example of vocabulary teaching which is presented using video demonstrations within one month. You can publish the vocabulary several times in various ways that are useful for readers or students of material related to Arabic vocabulary, because vocabulary is a basic lesson that must be taught. Apart from displaying Arabic vocabulary in the form of images, teaching Arabic using Instagram can also display video clips which are displayed in the form of animated video clips using Arabic.

Figure 3, is an example of using vocabulary in the form of a video learning Arabic from cartoons

We also explained that Instagram is a medium that can function to upload photos, videos and information, making it easier for users to capture and read the screen at the desired time. Instagram can be used as a means of teaching Arabic without exception for material related to Arabic vocabulary. By using online teaching methods, what can be studied in the image above, is an educational video documentation of Arabic vocabulary which is represented in sentence form.

Instagram Stories

We have explained previously, Instagram Stories is a feature that functions to share photos and videos, but the maximum is only 15 minutes in 24 hours. After that, the post will disappear by itself

Figure 4, Arabic quiz questions
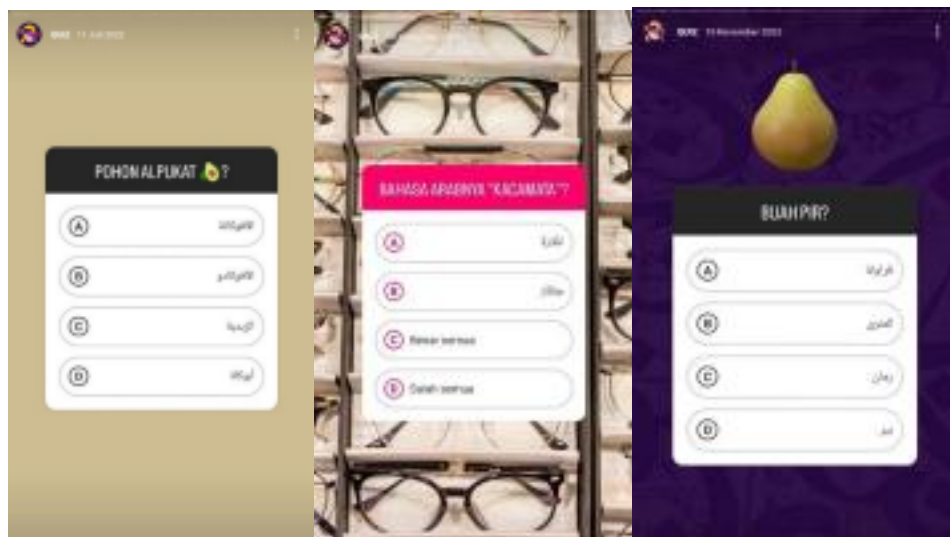
The image above is the result of using Instagram to teach Arabic vocabulary using the story feature.

Instagram In this image, Arabic students can test their ability to memorize previously studied Arabic vocabulary, and the answer results can be immediately identified with a green mark if it is correct and red if the answer is correct. Specifically, this offer is only valid for 24 hours, and after 24 hours the test will disappear from the meeting itself. In this study, researchers took samples from Instagram followers and users for teaching Arabic vocabulary, stating that Instagram media can be used as a means of teaching Arabic vocabulary because it is more interesting and can be used by students or anyone in everyday life. Researchers gave followers of the Instagram account about two weeks to read the vocabulary posts that appeared on the home page, which provided them with new material about Arabic vocabulary, in addition to the vocabulary. They also took part in filling out the tests displayed on the home page. Instagram story by Arabic motivation account After running for two weeks, researchers asked several questions regarding the use of Instagram as a means of teaching Arabic vocabulary.

Based on the responses of students who follow or read some of the material published on the Instagram account mentioned above, they are of the opinion that Instagram is used to teach language vocabulary Arabic adds a second glance to the knowledge of new vocabulary, and can be memorized more easily because in addition to images, there are also video clips uploaded. Displaying it, while the exam questions are memories, there is a user's Instagram story feature that displays these questions. Apart from that, the material provided by the account owner is not neat, interesting and easy to understand, making learning enjoyable. The material obtained consists of vocabulary and examples of its use in Arabic sentences, regardless of the form of the image. The material is also delivered in video form so that learning becomes more interesting and makes it easier for students to understand Arabic vocabulary.

The advantages of Instagram as a means of teaching Arabic vocabulary are: (1) It has many interesting features, so it is not in the form of sentences (2) There is no limit to the width of the material to be conveyed, (3) It can be studied anywhere and at any time. (4) Can hone skills by completing tests or reasoning on each item presented on Instagram feeds and story queries (2) Easier to memorize new vocabulary (6) Very popular among millennials. The similarities between Instagram as a method for teaching Arabic vocabulary are (1) the features on Instagram can only be used using an Internet connection service (2) learning takes place indirectly (3) students can only use the material presented on Instagram (4) beginner learners agree to learning material on an Instagram account that displays Arabic language teaching from the start.

Level of vocabulary mastery among millennials

Mastery of vocabulary is a very important factor in learning Arabic. A person's language transfer is marked by the large amount of vocabulary he or she transfers. Meanwhile, vocabulary mastery is characterized by a person's ability to memorize and know the meaning of the vocabulary and with current understanding, the person is able to change the memorized vocabulary into sentences that can be used in everyday communication. Learning Arabic using Instagram media can significantly improve vocabulary mastery. If learning Arabic by using Instagram media able to encourage the millennial generation to understand vocabulary only so as to increase their ability to master vocabulary which is characterized by mastery of everyday vocabulary, because learning Arabic using Instagram media does not provide education in the form of Hussein's vocabulary. Apart from that, material about correct sentence construction is also provided. Apart from that, on Instagram stories there are also practice quizzes which will make learning stronger.

The success of Arabic vocabulary learning through Instagram has shown promising outcomes, particularly for millennial learners who are already immersed in digital technology. The increasing accessibility of infrastructure and mobile technology further supports this approach. Instagram's features—such as story polls, quiz tools, and interactive comments— can be effectively utilized to promote engagement and enhance vocabulary acquisition. These interactive elements not only support language exposure but also stimulate learner motivation through real-time feedback and participation.

This study affirms the crucial role of learning media in achieving instructional objectives. Based on theoretical perspectives, the integration of effective media significantly

contributes to improved comprehension and retention of vocabulary. When educational content is presented in an appealing and learner-centered format—as Instagram allows—it increases students' interest and facilitates deeper understanding.

From a transformational perspective, while the research demonstrates a positive short-term impact on vocabulary acquisition, further development is needed to embed this innovation into broader educational policy and curriculum design. The findings highlight the potential for integrating social media into formal language instruction, especially in digital-era classrooms. Future efforts should focus on building institutional frameworks that incorporate social media as supplementary, curriculum-aligned tools. This would ensure sustainable, scalable implementation that aligns with long-term educational transformation goals.

Discussion

Based on the research results presented above, it can be concluded that Instagram plays a significant role in the process of learning Arabic vocabulary, especially for millennial students who are already familiar with technology. Instagram, with its various engaging features such as Feeds, Stories, quizzes, and video content, offers a more visual, interactive, and practical learning experience. This aligns well with the learning preferences of the millennial generation, who tend to favor flexible, digital-based, and visually engaging methods of education. The Feed feature facilitates the presentation of vocabulary accompanied by images or illustrations, helping students grasp the meaning of words more easily. In addition, the use of example sentences in video content helps students better understand the practical use of vocabulary in everyday conversation. The Stories feature also creates opportunities for student interaction through polls, Q&A features, and short quizzes, thereby fostering active participation and aiding vocabulary retention.

Another finding from this research is the positive response from students regarding the use of Instagram as a learning medium. Students report that Instagram not only enriches their vocabulary but also increases their motivation to learn Arabic. The material is perceived as dynamic, engaging, and easily accessible anytime and anywhere, unlike traditional, text-heavy learning resources. However, several limitations remain. Instagram-based learning lacks a structured curriculum and is highly dependent on internet connectivity. Furthermore, its asynchronous and indirect nature necessitates continuous guidance from teachers or educators to avoid misinterpretations. In this context, Instagram should be viewed as a complementary tool rather than a replacement for formal instruction. When used wisely, Instagram can enhance students' interest and learning outcomes through the implementation of appropriate educational strategies.

Compared to previous studies, the findings of this research support and expand upon earlier work that highlights the potential of social media in language learning. For example, research by Al-Ali (2014) and Manca & Ranieri (2016) also emphasizes the effectiveness of social media platforms in increasing learner engagement and autonomy. However, this study offers a more focused analysis on the features within Instagram that are specifically effective for Arabic vocabulary acquisition. Unlike earlier studies that often generalize across various languages and platforms, this research provides concrete examples of how Instagram's multimedia affordances align with the cognitive processes involved in vocabulary retention and contextual understanding in Arabic.

Based on these findings, it is recommended that policymakers and educators begin integrating Instagram and similar digital platforms into Arabic language curricula, particularly at the beginner and intermediate levels. Educational institutions can develop structured learning modules that utilize Instagram features systematically—such as weekly vocabulary challenges, thematic video content, and interactive quizzes through Stories—under the supervision of trained educators. In addition, teacher training programs should incorporate digital pedagogical skills, ensuring that educators can effectively moderate and scaffold learning via social media. For future research, it is advisable to explore longitudinal studies to evaluate the long-term effects of Instagram-based learning and to compare its impact with other digital platforms such as YouTube or TikTok. Such efforts can lead to the development of an integrated, multimodal approach to Arabic vocabulary instruction that balances innovation with pedagogical rigor.

Conclusion

Vocabulary teaching is a fundamental aspect that must be mastered by anyone intending to teach a language, including Arabic. Mastery of Arabic vocabulary requires creativity in the learning process and the ability to adapt to technological developments. In today's digital era, students are inseparable from the use of smartphones. Instagram is one of the most widely used social media platforms among the millennial generation, making it highly potential to be utilized as a medium for teaching Arabic. Several Instagram accounts reviewed in this study present Arabic vocabulary content in a practical, engaging, and easy-to-understand manner, often accompanied by quizzes designed to enhance learners' vocabulary comprehension. The use of Instagram as a learning medium presents both advantages and limitations. Its advantages include practicality and flexibility, allowing learners to study anytime and anywhere. Additionally, the content is delivered in an attractive format, often using videos and interactive quizzes that facilitate comprehension. On the other hand, the limitations include the restricted scope of content—typically focused on beginner-level vocabulary—and the requirement of stable internet access to engage with the materials.

The primary contribution of this study lies in the application of a digital-based learning approach aligned with constructivist learning theory, wherein learners actively construct knowledge through interaction with visual, auditory, and interactive content. The use of Instagram as an educational platform demonstrates how informal learning environments can support vocabulary acquisition through contextual exposure, repetition, and engagement with visually appealing materials. This method offers a practical model for Arabic language educators to integrate modern communication platforms into vocabulary teaching strategies.

Nonetheless, this study has certain limitations. The vocabulary content delivered through Instagram tends to be limited to basic levels and does not yet address more complex aspects, such as grammatical understanding or semantic variations. Moreover, access to learning depends on the availability of proper devices and reliable internet connectivity. Therefore, future research is recommended to develop more in-depth and structured content that covers intermediate to advanced levels. Further studies may also explore the effectiveness of other digital media platforms—such as YouTube, TikTok, or mobile-based learning

applications—in comparison to Instagram, to assess their potential in supporting Arabic vocabulary acquisition.

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