AN ANALYSIS OF THE LANGUAGE USED IN ELT CONTENT UPLOADED ON INSTAGRAM

THESIS

Submitted in partial fulfillment of the requirement for the degree of

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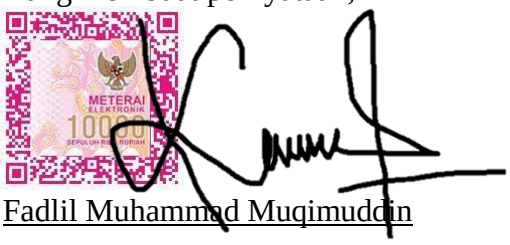

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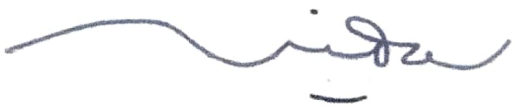

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ABSTRACT

Muqimuddin, Fadlil Muhammad. (2023). *An Analysis of the Language Used in ELT Content Uploaded on Instagram*. Program Studi Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan keguruan, UIN Sunan Ampel Surabaya.
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Keywords: ELT content, Instagram, English Language.

Social media has played an important role in most people's lives in the twenty-first century, also social media has become a popular platform used by people. This study is set to examine the language used in ELT content posted to Instagram. Because the researcher intended to delve deeply into the subject, he used qualitative research. That was consistent with Creswell's argument that a qualitative research approach should be used to investigate or comprehend a subject. According to Creswell, qualitative research has variables to provide a broad explanation of views and actions. Data for this study were gathered from 24th March to 31st March 2023. The research comprised 30 different contents. The content is from the @gurukumrd Instagram account. The researcher watched the videos and noted any information that met the previously stated criteria. That determines the language used in ELT content posted on Instagram, and the data were evaluated using content analysis. Based on the information presented above, the conclusion shows that all 3 uses of language for communicative purposes are used in ELT content uploaded on Instagram. The results of the content analysis show that 3 uses of language are used in all the content that the researcher has collected. Informative has 3 parts namely lecture, offer advice and reply which is the highest kind of the use of language.

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ABSTRAK

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Kata kunci: Konten ELT, Instagram, Bahasa Inggris

Media sosial telah memainkan peran penting dalam kehidupan kebanyakan orang di abad kedua puluh satu, juga media sosial telah menjadi platform populer yang digunakan oleh orang-orang. Studi ini bertujuan untuk mengkaji bahasa yang digunakan dalam konten ELT yang diposting ke Instagram. Karena peneliti bermaksud untuk mendalami subjek, ia menggunakan penelitian kualitatif. Hal itu sejalan dengan argumen Creswell bahwa pendekatan penelitian kualitatif harus digunakan untuk menyelidiki atau memahami suatu subjek. Menurut Creswell, penelitian kualitatif memiliki variabel untuk memberikan penjelasan pandangan dan tindakan secara luas. Data untuk penelitian ini dikumpulkan dari 24 Maret hingga 31 Maret 2023. Penelitian ini terdiri dari 30 konten berbeda. Konten tersebut berasal dari akun Instagram @gurukumrd. Peneliti menonton video dan mencatat informasi apa pun yang memenuhi kriteria yang disebutkan sebelumnya. Itu menentukan bahasa yang digunakan dalam konten ELT yang diposting di Instagram, dan datanya dievaluasi menggunakan analisis konten. Berdasarkan informasi yang disajikan di atas, kesimpulannya menunjukkan bahwa ketiga penggunaan bahasa untuk tujuan komunikatif digunakan dalam konten ELT yang diunggah di Instagram. Hasil analisis isi menunjukkan bahwa 3 penggunaan bahasa digunakan dalam semua konten yang dikumpulkan oleh peneliti. Informatif memiliki 3 bagian yaitu ceramah, saran dan balasan yang merupakan jenis tertinggi dari penggunaan bahasa.

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