Implementation of Reel as American Popular Culture for Improving Speaking Media

Ade Christanty Yudha Bestari [1], Dinar Faiza[2], Meilina Haris Mayekti[3], Rosyid Dodiyanto[4]

Nahdlatul Ulama University of Purwokerto[123], Jenderal Soedirman University[4]

acy.bestari@gmail.com[1], dinarfaiza1689@gmail.com[2], meilina.haris@gmail.com[3]
[4]rosyid.dodiyanto@unsoed.ac.id[4]

Abstract

This research contains an analysis of the implementation of reels on Instagram as American Popular Culture as a medium for improving speaking. This research aims to determine the implementation process and impact of implementing reels on Instagram as American Popular Culture as a medium for improving speaking. This research uses a qualitative approach using the interview method. The sampling technique was carried out by purposive sampling of students in the Speaking course. This research presents student perceptions about the implementation process and content as well as the impact of implementation. The results of this research, first are the process and content of implementing reels in learning. Second, the effect of implementing the reel is (a) expression and confidence in speaking (b) grammatical understanding in speaking (c) increasing pronunciation (d) vocabulary improvement.

Keywords: Reel, Instagram, Speaking, American Popular Culture

Abstrak

Penelitian ini berisi analisis implementasi reels di Instagram sebagai Budaya Populer Amerika sebagai media untuk meningkatkan kemampuan berbicara. Tujuan dari penelitian ini adalah untuk mengetahui proses implementasi dan dampak penerapan reel di Instagram sebagai Budaya Populer Amerika sebagai media untuk meningkatkan kemampuan berbicara. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metode wawancara. Teknik pengambilan sampel dilakukan dengan cara purposive sampling terhadap mahasiswa mata kuliah Speaking. Penelitian ini menyajikan persepsi mahasiswa tentang proses implementasi dan isi serta dampak implementasi. Hasil penelitian ini, pertama adalah proses dan isi penerapan reel dalam pembelajaran. Kedua, dampak penerapan reel adalah (a) ekspresi dan rasa percaya diri dalam berbicara

(b) pemahaman gramatikal dalam berbicara (c) peningkatan pengucapan (d) peningkatan kosa kata.

Kata Kunci: Reel, Instagram, Speaking, American Popular Culture

INTRODUCTION

The era of globalization and popular culture is increasingly influential in all circles. The phenomenon of gadget dependence is increasingly endemic in the World, especially in Indonesia. American popular culture products like movies, Western songs, Fashion, social media, Gadgets, and TV Programs. However, the researchers will focus on Instagram as a social media. Social media is the online community in which people interact with each other.[1] Social networking activities have the possibility of enhancing lecturers' professionalism and adding media/ways in their teaching. The lecturers will be close to their students and will be interactive to enrich English students' competencies. The students and the lecturers can organize activities such as writing skills, grammar understanding, etc.

Social Media users can create and organize a profile for them, edit and comment on each other's posts, and share information. Instagram as one of the famous social media, can be well integrated into the world and society in general. Inference, social media is digital and online communities to build interaction with others. The students are familiar with Instagram as an online social community. Instagram is one of the social network platforms in which the students usually use it to share their personal information, such as uploading their pictures or videos and writing Instagram captions. Instagram is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself.[2] Instagram has over 400 million active monthly users who share over 40 billion pictures.

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[1] Agustrianita, A. (2017). Teachers Perceptions Towards Social Media Use to Improve Professional Development and Integration in English Language Teaching. *English Language and Literature International Conference (ELLiC) Proceedings, 1,* 17–22.
[2] Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media+ Society, 3*(1), 2056305117691544.

According to (Anggraeni, 2017), students have different perspectives about the use of Instagram in the teaching and learning process.[3] The notion of perspective derives from the idea of viewpoints or perceptions about a case of applying Instagram. According to (Alfalah, 2023), perception is an external factor in participants' point of view, understanding, belief, and reaction to an innovation.[4]

State of Art and Novelty from previous research regarding Instagram social media is that the research team will analyze the implementation of Reels on Instagram for students at Nahdlatul Ulama University, Purwokerto. Recently, Instagram as American popular culture has become increasingly innovative in developing its platform. One of the popular platforms on Instagram is Reels. Instagram Reels has various advantages such as video editing, installing audio, effects, and various filters. Content in Instagram reels can be shared with followers on the Instagram account feed. When an Instagram account is set to be publicly discoverable, Instagram video reels can be found in the "explore" menu. Therefore, researchers will certainly carry out innovations in Instagram research. The researcher will interview the process and content of its implementation. This research presents student perceptions about the process and content of the video reel implemented and the impact of implementation. The outputs to be achieved in this research are international journals, accredited national journals, and research books. The results of this research, first are the process and content of implementing reels in learning. This will of course provide a video reel outcome that can be used as a reference for viewers. Second, the impact of implementing the reel includes; expressiveness in speaking, grammatical understanding in speaking, increased pronunciation, and addition of vocabulary.

This research is entitled "Implementation of Reels on Instagram as American Popular Culture as a Media for Improving Speaking." Researchers analyzed student accounts. What was analyzed was student reel content posted on their Instagram accounts with the hashtag #learningenglishwithmrsade.

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[3] Anggraeni, C. W. (2017). Students Perspectives Toward the Use of Instagram in Writing Class. *English Language and Literature International Conference (ELLiC) Proceedings, 1* (0), 68–74.
[4] Alfalah, A. A. (2023). Factors Influencing Students' Adoption and Use of Mobile Learning Management Systems (m-LMSs): A quantitative study of Saudi Arabia. *International Journal of Information Management Data Insights, 3*(1), 100143.

RESEARCH METHODS

The researchers used a qualitative approach. The participants were students at Nahdlatul Ulama University, Purwokerto. They are in the odd semester of the 2023/2024 academic year. Researchers used purposive sampling, namely taking a sample of 17 students in the speaking class. The researchers conducted interviews with 17 students in the speaking class. The data collection method used is interviews. The role of researchers is to control the interview and recording. According to (Alshenqeeti, 2014), the most frequently used qualitative data collection instruments include observations and interviews to have thick and rich data, and to explore the situation.[5] The data collection method used was interviewing from the results of implementing reels on Instagram. Researchers also observed reels those students had uploaded to their Instagram accounts with the hashtag #learningenglishwithmrsade. This research used open questions to get the data and the result. The researchers did the interview. The researchers analyzed the results of the interview. The researchers make a table of the results interview. The data of interview results is made to be a group of sub-headings. The researchers wrote the analysis on the tables.

RESULTS AND DISCUSSION

Results

The data analysis of participants' interview results was presented in Table 1. In Table 1, the researchers analyzed to look for the findings. The researchers wrote notes from the interview process. Thus, the research showed the reel implementation process and 4 impacts based on the analysis of the column. Then, the researchers wrote the results of the answers in Table 1. We can look analysis of the interview results in Table 2 below. In Table 3, there is data on students' Instagram accounts.

Table 1. Students' results of the interview

Questions	Q 1	Q 2	Q3	Q4	Q5
The	Implementatio	Expressio	Grammatical	Increasing	Vocabularie

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[5] Alshenqeeti, H. (2014). Interviewing As A Data Collection Method: A Critical Review. *English Linguistics Research, 3*(1), 39–45.

questions about	n	n in Speaking	Understanding	Pronunciation	s Improvement
Total Students	17	15	12	16	16
Percentage	100%	88.2%	70.5%	94.1%	94.1 %

Table 2. Analysis Data of Interview

Participants (students)	Interview process *sample of dialogue	Analysis	Category	Results
17 students	*"My method to implement reels in my class, is I make notes for the points that I will tell in reels. Before I start to take a video, I will make sure that the phone is ready and I also prepare to look nice in camera. And I also practice first before taking a video. After that, I take and watch the video before I edit the video to make sure that my video is good enough to be uploaded to my Instagram. After editing the video, I upload the video and watch again to make sure the video is good enough....."Student 1*	All students talked about the implementation of reels	Implementation	Implementation

	"Reel is featured on Instagram. I prepare the video and sentences before I upload my reel on Instagram" Student 4 *"The implementation of the reel in the speaking class went well according to the instructions from the lecturer and the students followed enthusiastically"* Student 7			
15 students	*"For me, the impact of making a video to improve my speaking skills is how to be confident in front of camera….."*Student 1. *"..can improve our speaking skill and make our confident"* Student 3 *"I'm also more expressive when making a video"*, Student 7. *"I can improve my expression"* Student 11	15 students improved their expression and confidence	Impact	Expression and Confidence in Speaking
12 Students	*"Reel's impact on grammar is important because we have to*	12 students got improving grammatical in	Impact	Grammatical Understanding

	think about using grammar before speaking" Student 5	speaking		
	"I also learn more about grammar and try to not be wrong", Student 7.			
	"This activity is carried out to increase their motivation so that they can balance and improve mastery of good grammar" Student 9			
	"Because the reel was posted to the public. I have to focus on grammatical things", Student 12.			
16 students	*"The impact of the reel on pronunciation is important because we have to be able to pronounce the word correctly and then upload it", Student 5.*	16 students said that they improved their pronunciation skill	Impact	Increasing Pronunciation
	"So, I can get good grades in my pronunciation", Student 7			
	"Reel implementation activities can further improve student			

	pronunciation because students continuously practice getting good pronunciation because the uploaded video will listen to public" Student 9		
	"Pronunciation is important. I think because I have to present it or post it to the public" Student 12		
16 students	*"There is an increase in vocabulary because we will discover new vocabulary that we know", Student 5.*	16 students increased vocabularies through reel implementation	Impact	Vocabularies Improvement
	"...before students make a reel, they make a text first, when making a text students will encounter many new vocabularies so that it will increase the number of vocabularies memorized by students" Student 9			
	"I think obviously yes. I have to know more words/vocabulary before I can say what's inside my thoughts" Student 12			

In Table 2, the results showed that the results of the research were achieved regarding the implementation of reels on Instagram as American Popular Culture as a medium for improving speaking.

From the data analysis process, we can see the findings;

1. Reels Implementation Process on Instagram

2. Impact of reel implementation

    a. Expression and Confidence in Speaking

    b. Grammatical Understanding

    c. Increasing Pronunciation

    d. Vocabulary Improvement

The results of this research showed the reel implementation process on Instagram and there are four impacts of reel implementation.

Discussion

Reel Implementation Process on Instagram

Instagram is one of the social networking platforms that students usually use to share their personal information, such as uploading their photos or videos and writing Instagram captions. According to (Alhabash & Ma, 2017), Instagram is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself.[6] Instagram has over 400,000,000 active monthly users who share over 40,000,000,000 images. Instagram (also called IG or Insta) is a photo and video-sharing application that allows users to take photos, shoot videos, apply digital filters, and share them on various social networking services, including Instagram's own.

According to (Kwon, 2019), Instagram is gaining popularity faster than Facebook. This popularity is possible because many famous figures like Barack Obama, Oprah Winfrey, Beyonce, and also K-pop artists have active Instagram as

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[6] Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat among college students? *Social Media+ Society, 3*(1), 2056305117691544.

well.[7] Sharing pictures and videos became one of the top three most common usages of social for students' attitudes(Bussie, 2018). Those activities are one of Instagram's basic features. These features are useful because Instagram offers visual elements for learning media.

The implementation of reels on Instagram as American Popular Culture as a medium for improving speaking which was carried out in the Interpersonal Speaking class was carried out over 5 meetings.

"My method to implement reels in my class, is I make notes for the points that I will tell in reels. Before I start to take a video, I will make sure that the phone is ready and I also prepare to look nice on camera. And I also practice first before taking a video. After that, I take and watch the video before I edit the video to make sure that my video is good enough to be uploaded on my Instagram. After editing the video, I upload the video and watch it again enough to make sure the video is good......"Student 1

"Reels are a feature on Instagram. I prepare the video and sentences before I upload my reel on Instagram" Student 4
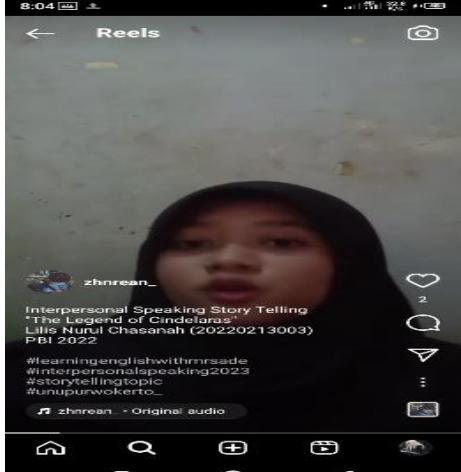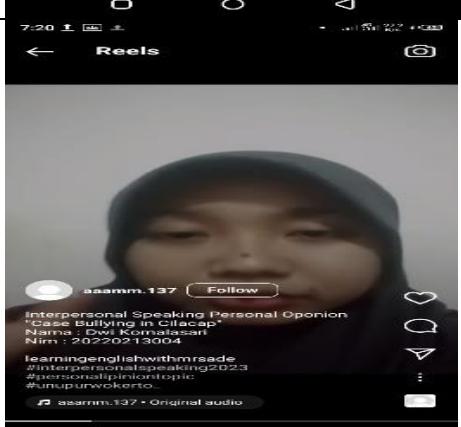
"The implementation of the reel in the speaking class went well according to the instructions from the lecturer and the students followed enthusiastically" Student 7
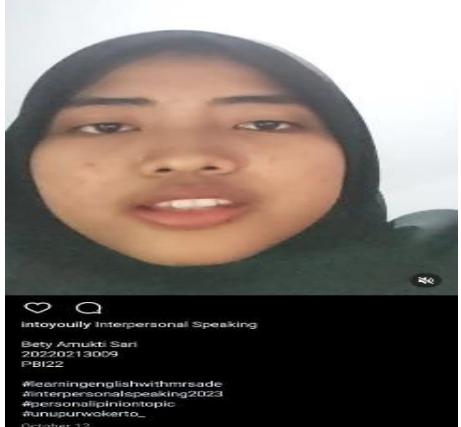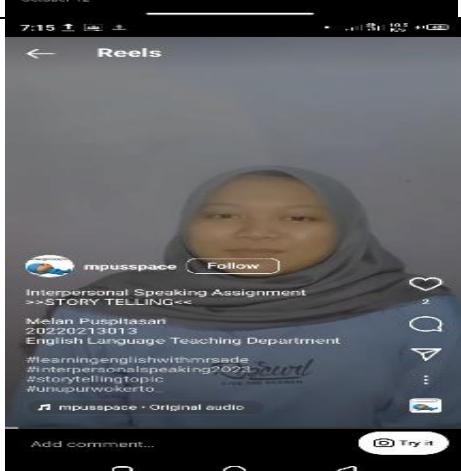
After conducting interviews with participants, the data revealed that 17 students followed the reel implementation in the speaking class well according to the lecturer's instructions and the students followed enthusiastically. Students are given lecture material topics and then students make notes or sentences before students make a video reel which is uploaded to Instagram. The topics for making video reels are topics regarding story-telling, personal opinion, and being an MC in English. Students prepare texts and sentences well including correct pronunciation and grammar before uploading them on the reel. The uploaded reel is given the hashtag #learningenglishwithmrsade to make it easier for lecturers to check the course.
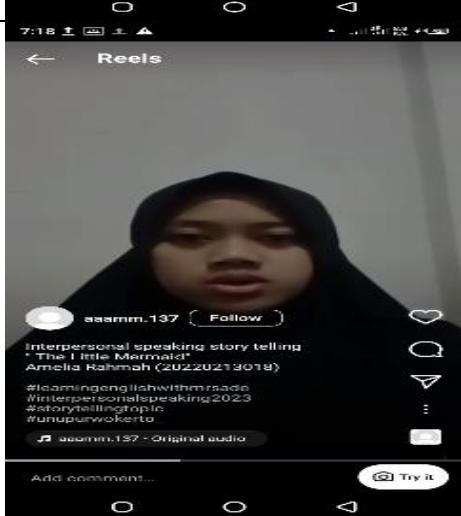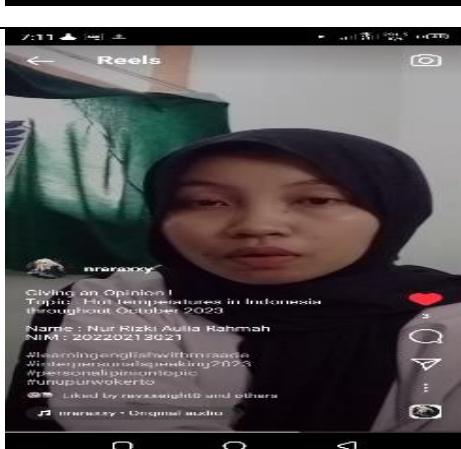
Table 3. Instagram Accounts
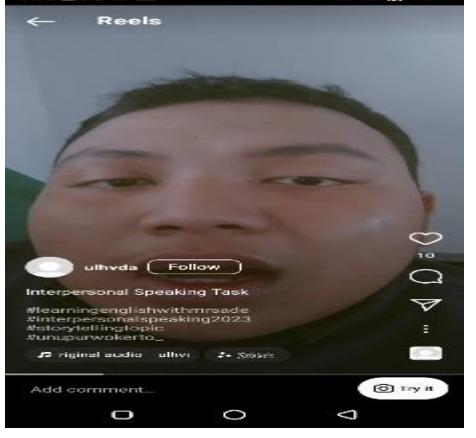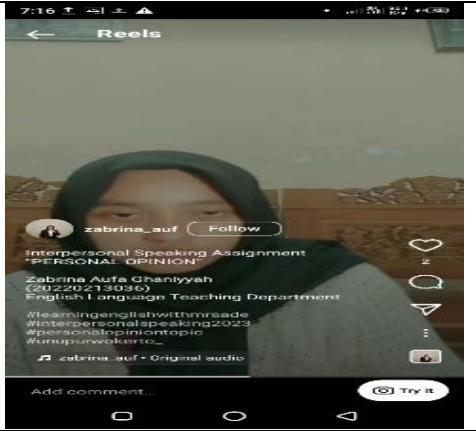
| No	Name of Students	Instagram	Screenshots

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[7] Kwon, J. (2019). Between Hyorish and Hyorism: A Korean TV Star and Social Media Activism. *Television & New Media, 20*(3), 241–256.

1	Nabilah Rizky K.	**ibong.png**	
2	Lilis Nurul C.	**zhnrean_**	
3	Dwi Komalasari	**aaamm.137**	
4	ALIFIA NUR F..	**Abngelic**	

5	Nuzul Muhtadi	**Nuzulmuhtadii**	
6	BETY AMUKTI S.	**Intoyouily**	
7	MELAN PUSPITASARI	**Mpusspace**	
8	Al Aminudin	**alaminudin_27**	

9	Sari Nursariroh	**aeraira_**	
10	Amelia Rahmah	**aaamm.137**	
11	NUR RIZKI A. R.	**Nraraxxy**	

12	Nuzul Iman R.	**rama_in02**	
13	Ulumul Huda	**Ulhvda**	
14	Zabrina Aufa G.	**zabrina_auf**	

15	Wiwit Sutriani	**wiwits13**	
16	Mochamad Ajibullah .S	**vnzhltn.zx7**	
17	Didi Rahman Setiadi	**joe.vans07**	

Impact of Reel Implementation on Instagram

Expression and Confidence in Speaking

Students feel that Instagram is a medium of expression to convey ideas and content. Apart from that, creating Instagram content can build confidence in practicing speaking or writing captions. After that, students can upload the content. And you can like each other's content or leave comments. Through Instagram,

students can express ideas and express their English skills. Because they are directly involved in the process of making video reels or writing captions on Instagram. This will increase students' self-confidence because they are trained to appear in Instagram content and everyone can see and comment on students' Instagram captions/content.

> *"For me, the impact of making videos to improve my speaking skills is how to be confident in front of the camera....."Student 1.*

> *"..can improve our speaking skills and make us confident" Student 3*

Grammatical Understanding

> *"Reel's impact on grammar is important because we have to think about using grammar before speaking" Student 5*

> *"I also learn more about grammar and try not to get it wrong", Student 7.*

> *"This activity is carried out to increase their motivation so that they can balance and improve mastery of good grammar" Student 9*

> *"Because the reel was posted to the public. I have to focus on grammatical things", Student 12.*

Based on the results of interviews with 17 students as research participants, it can be seen that 12 students answered that they said that the implementation of reels on Instagram had an impact on grammatical abilities. Students said that they think about the use of grammar before speaking. Apart from that, students also said during the interview that students learn more about grammar and try not to make mistakes in speaking. The activity of uploading video reels on Instagram motivates students to master grammar understanding.

Increasing Pronunciation

Based on the results of interviews with 17 students as research participants, it can be seen that 16 students answered that they said that the implementation of reels on Instagram had an impact on pronunciation skills. Pronunciation is very important so they try to prepare to pronounce words in speaking correctly. Students ensure that the pronunciation of the words or sentences that will be uploaded on the reel is appropriate. The video reel that students upload will be seen by the public. So that students prepare their pronunciation knowledge before speaking.

> *"The impact of the reel on pronunciation is important because we have to be able to pronounce the word correctly and then upload it", Student 5.*

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"So, I can get good grades in my pronunciation", Student 7

"Reel implementation activities can further improve student pronunciation because students continuously practice getting good pronunciation because the uploaded video will be listened to by the public" Student 9.

"Pronunciation is important. I think because I have to present it or post it to the public" Student 12.

Vocabularies Improvement

Students gain increased vocabulary. When they upload a video reel, they compose sentences and understand the sentences before starting to speak on the video reel. Students prepare text or narratives that will become reel content on Instagram so that students' vocabulary insight increases.

"There is an increase in vocabulary because we will discover new vocabulary that we know", Student 5.

"...before students make a reel, they make a text first, when making a text students will encounter many new vocabularies so that it will increase the number of vocabularies memorized by students" Student 9

"I think obviously yes. I have to know more words/vocabulary before I can say what's inside my thoughts" Student 12

CONCLUSION

In conclusion, the results of this research showed the students' perceptions regarding the implementation of reels on Instagram as American Popular Culture as a medium for improving speaking. The results of this research, first are the process and content of implementing reels in learning in interpersonal speaking classes. Second, the impact of implementing the reel is Expression and Confidence in Speaking, grammatical understanding in speaking, increased pronunciation, and vocabulary improvement. From the results of interviews with 17 (100%) students, it was found that students followed the reel implementation process in the interpersonal speaking class. The confirmed impact is that 15 (88.2%) students felt the impact of expression and confidence in Speaking. 12 (70.5%) students said there was grammatical understanding in speaking. 16 (94.1%) students said in interviews that they experienced increased pronunciation skills and vocabulary improvement.

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