

Instagram in English Language Learning: A Systematic Literature Review

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ABSTRACT

In the ever-growing digital era, social media, especially Instagram, plays a significant role in English language learning. The platform is a multifaceted communication tool and offers visual and interactive features to enhance the student learning experience. This research analyzes the use of Instagram in the context of English language learning through a Systematic Literature Review (SLR) approach. The article selection process involved two stages: selection based on the title and abstract and selection based on the full text. An article search using the keywords "Instagram" and "English language learning" in Science Direct and Google Scholar produced 142 article titles, which were then filtered into 24 articles for further analysis. The conclusion of this research shows that Instagram has great potential in improving English language skills, especially in vocabulary and communication skills. Students' positive response, especially towards the development of writing skills, shows the potential of this platform in language learning contexts. In conventional and distance learning, Instagram is effective in various aspects of learning, including vocabulary, writing skills, grammar, and collaboration. Positive impacts are seen on student skills, creating creative and multimodal learning experiences. The flexibility of Instagram in teaching English for Specific Purposes (ESP), especially collocations and colligations, shows its potential. Future research recommendations include an evaluation of Instagram's effectiveness in teaching specific content and a deeper understanding of the platform's evolving landscape in education.

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1. INTRODUCTION

In the ever-growing digital era, the role of social media is becoming increasingly significant in the educational context, especially in learning foreign languages such as English. The development of information and communication technology, especially social media, not only influences the way we communicate but also opens the door to innovation in the world of education (Erarslan, 2019; Muntaha et al., 2023; Rahmanita & Cahyono, 2018). Amidst these dynamics, Instagram has emerged as a prominent social media platform, offering visual and interactive features with great potential to enhance students' learning experiences (Abdullah Al-Garawi, 2019; Dincer, 2020). Instagram in promoting student interaction and participation in language learning activities (Mansor & Rahim, 2017). Instagram is a place to share moments of everyday life and a multifaceted communication tool combining image, video, and text elements. Thus, Instagram offers a

different and more engaging learning approach, which can create a dynamic and enjoyable learning experience, especially in English learning.

It is important to note that Instagram's popularity is not just limited to teenagers or millennials. Various age groups are starting to access and integrate Instagram in various aspects of life, including learning (Cobena & Muhtadi, 2023; Maslova et al., 2019). In English language learning, the richness of Instagram's visual content and functionality, such as the visual storytelling feature, can enrich students' understanding of the language (Gurrieri & Drenten, 2019; Lim & Childs, 2020). Recognizing the critical role of Instagram in education, this research aims to provide in-depth insights for educational practitioners and researchers in optimizing the use of this platform. By detailing usage practices, this research seeks to provide a richer view of the best practices, challenges, and opportunities that arise when adopting Instagram in an English learning environment. Hopefully, the implications of this research finding can become a basis for developing innovative and effective pedagogy in teaching English through this popular social media platform.

It is important to remember that integrating Instagram into English learning creates opportunities to enrich learning material and challenges educators to overcome various obstacles. Therefore, this research is not just about observing Instagram usage trends but also exploring strategies to increase the effectiveness of teaching and learning English through this platform. Thus, this research has the potential to provide valuable practical guidance for educators and policymakers in dealing with the latest developments in learning technology (Aloraini, 2018; Blanche et al., 2021). This research aims to conduct a systematic and comprehensive literature review of the use of Instagram in the context of English language learning. This research aims to identify usage practices and evaluate their effectiveness and impact on students' motivation, engagement, and achievement in English language learning. Thus, it is hoped that this research can positively contribute to developing English language learning methods that are innovative and relevant to current technological developments.

2. LITERATURE REVIEW

2.1 Instagram

Instagram has been explored as a potential tool for English language learning, and research shows positive perceptions among English language learners (Gonulal, 2019). The platform contains various language learning resources, including speaking, listening, grammar, pronunciation, and vocabulary content, making it suitable for continuous English learning (Anindita & Noveintine, 2022). Additionally, Instagram has been identified as a medium for teaching and learning, with a qualitative systematic review highlighting its potential as a teaching tool for English language learners (Rizal & Farikhah Z, 2021). Additionally, research has investigated how Instagram can improve students' English speaking skills, particularly their confidence and motivation (Mohammed et al., 2022). These findings collectively suggest that Instagram shows promise as a mobile-based language learning tool, offering a variety of resources and opportunities for language acquisition and skill development.

The potential of Instagram as a language learning tool is increasingly supported by students' positive perceptions of online communication language learning through this platform (Lailiyah & Setiyaningsih, 2020). It shows that Instagram is a popular platform for language learning and aligns with students' preferences and learning styles. Additionally, integrating the platform into formal language learning contexts has been explored, with some concerns raised as Instagram was not explicitly designed for educational purposes. This research shows that Instagram offers a variety of benefits for English language learning, including diverse language learning resources, positive student perceptions, and the potential to improve speaking skills. Although there are some concerns regarding using Instagram for formal education, the overall positive experiences and perceptions of Instagram as a language learning tool support its integration into language learning contexts.

3. RESEARCH METHODOLOGY

This research method is a Systematic Literature Review (SLR) that aims to collect and analyze literature on the use of Instagram in English language learning (Rasheed et al., 2020; Snyder, 2019). The article selection process is carried out in two stages: selection based on title and abstract and selection based on full text. Inclusion and exclusion criteria were established previously, emphasizing aspects of Instagram use in the English language learning context. The article search was carried out in November 2023. To find relevant articles with titles and research questions. Investigations were carried out using keywords searched on Science Direct and the Google Scholar database. The keywords used to search for related articles are "Instagram" and "English language learning." Found 68 articles from Science Direct and 74 articles from Google Scholar. A total of 142 article titles related to these keywords were found. Then, 6 of the duplicate article titles were found, so the complete titles filtered for abstracts were 136 articles. After the abstract screening, 93 articles were excluded because 80 articles did not focus on learning, and 13 were not empirical. The following process was full-text screening, and 19 articles were not included because 14 articles were not about learning and 5 articles were not empirical. So, at the synthesis stage, there were only 24 articles. Figure 1 shows the details of the article selection process.

The research problem formulation includes three main questions: (1) How is Instagram used in English language learning? (2) How effective is using Instagram as an English language learning medium? Moreover, (3) How does using Instagram affect English language learning? The article selection process is explained in detail in Figure 1 to provide a transparent overview of the research steps.

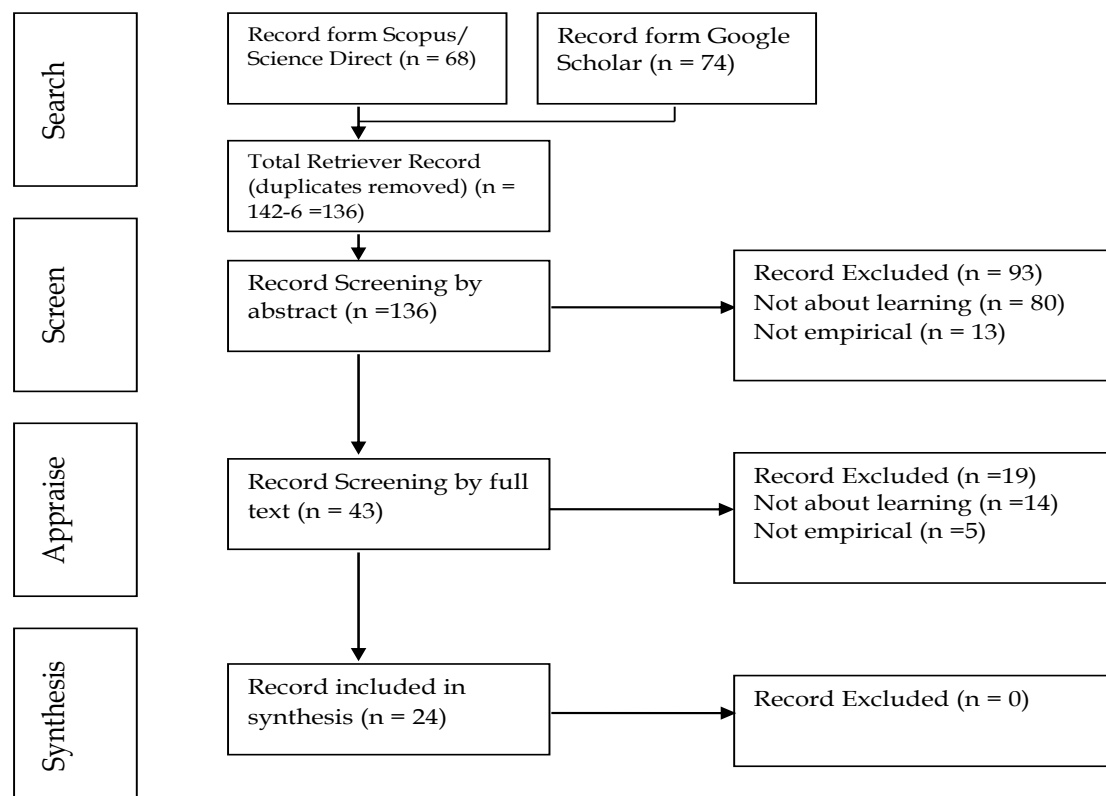


Figure1. Flowchart article selection process, adapted from (Xiao & Watson, 2019)

4. FINDINGS

4.1. Results

4.1.1 Use of Instagram in English Context

Based on the search results, several articles are relevant to the research question: "How is Instagram used in the context of English learning?". Complete data can be seen in Table 1. This table provides a structured overview of relevant articles to answer research questions about using Instagram in English language learning.

Table 4.1. Use of Instagram in English context

No	Title/Author	Methodology	Key Findings	Significance
1	The use of Instagram as a mobile-assisted language learning tool (Gonulal, 2019)	Mixed-methods study with online comprehensive survey	Instagram helps improve overall language skills, especially vocabulary and communication.	Highlights the potential of Instagram in language learning, especially for ELLs.
2	Social Media and Learning of the English Language (Rezaul Karim et al., 2022)	Descriptive English essay writing activity on Instagram, questionnaire, and focus group discussions	Students showed highly positive perceptions towards using Instagram to improve writing skills.	Encourages language teachers to use Instagram to enhance language learning.

3	Students' Perceptions of Social Networking Sites for English Language Learning (Suryanti Tambunan et al., 2022)	The survey was disseminated to 176 students	Instagram is seen as the most helpful learning tool by students.	Underlines the effectiveness of Instagram in mobile-assisted language learning.
4	Undergraduate students' perceptions toward blended learning through Instagram in English for business class (Sari & Wahyudin, 2019)	Exploratory study with 116 undergraduate students	Positive student perceptions towards the implementation of Instagram in English for Business class.	Supports the use of Instagram in blended learning environments, particularly in business English.
5	Integrating visual literacy and language learning through Instagram (Sánchez-Moya, 2023)	Investigation of applications and perceptions around Instagram in ESP contexts	Benefits and pitfalls of using Instagram in ESP learning communities.	Provides insights into the integration of Instagram in ESP and its impact on visual literacy and multimodal language learning.
6	Instag(R)ite: integrating visual social media into academic writing instruction (Korucu-Kış, 2023)	Case study with 49 first-year undergraduates in an ELT program	Positive impact of visual social media-supported pedagogy on academic writing skills.	Demonstrates the potential of Instagram in enhancing academic writing instruction.
7	Analysis of the digital marketing strategy of Anak Hebat Indonesia publisher through Instagram (Andi, 2022)	Action Research	Instagram is effective for developing vocabulary and grammatical accuracy, positive learner attitudes	Highlights Instagram's role in language acquisition
8	Instagram: A Platform to Develop Student's Writing Ability (Shazali et al., 2019)	Descriptive	Instagram encourages creative classroom activities and improves writing skills.	Demonstrates Instagram's potential to enhance writing abilities
9	Exploring	Mixed Methods	Positive student	Emphasizes the

	Students' Experiences of Using Multimodal CMC Tasks for English Communication: A Case with Instagram (Muntaha et al., 2023)		perceptions of multimodal CMC tasks delivered through Instagram	effectiveness of Instagram in multimodal language learning
10	Instagram-Assisted Learning of Collocations and Colligations: The Case of EFL Learners (Nushi & Dayani, 2022)	Experimental	Instagram-assisted instruction is beneficial for learning collocations and colligations.	Shows how Instagram aids in specific language-learning aspects
11	Exploring the Impact of Using Instagram to Develop Saudi EFL Learners' Vocabulary (Alotaibi, 2023)	Qualitative & Quantitative	Instagram fosters language learning with positive perceptions from students.	Indicates effectiveness in vocabulary development
12	The Use of Instagram to Increase Students' Motivation and Students' Competence in Learning English (Pujiati et al., 2019)	Case Study	Instagram enhances motivation, and English competence focuses on grammar, vocabulary, and writing.	Highlights motivational aspects of Instagram in language learning
13	Using Instagram Captions to Improve Students' Vocabulary Mastery (Rosdiani et al., 2022)	Quasi-experimental	Significant improvement in vocabulary mastery through Instagram captions	Shows practical application of Instagram in language learning
14	The Effectiveness Of Mr Dhanis's Video On Instagram Toward Students'	Quantitative Experiment	Increased vocabulary mastery from Instagram videos	Demonstrates the effectiveness of Instagram videos in vocabulary learning

	Vocabulary Mastery (Evafaliyanti & Usmawita, 2019)			
15	The Effectiveness Of Uploaded- Recorded Video On Instagram At Second Graders (Himmah, 2020)	Descriptive	Instagram videos enhance speaking skills	Emphasizes the role of Instagram in improving speaking abilities
16	Mobile Technologies in Teaching English As a Foreign Language in Higher Education: A Case Study of Using Mobile Application Instagram (Khalitova & Gimaletdinova, 2016)	Case Study	Effective use of Instagram in Teaching EFL in higher education	Shows Instagram's application in advanced EFL learning
17	Investigating Instagram as an EFL Learning Tool (Aloraini, 2018)	Mixed Methods	Instagram is effective for EFL learning, particularly in comprehension skills.	Highlights Instagram's versatility in EFL learning
18	Utilizing Instagram for Engaging Students in Creative Writing (Kurniawan & Kastuhandani, 2016)	Descriptive	Instagram engages students in creative writing activities	Demonstrates Instagram's role in creative language exercises
19	The Use of Instagram to Increase Students' Motivation and Competence in English (Pujiati et al., 2019)	Semi-structured Interviews	Instagram supports vocabulary learning and boosts student motivation	Emphasizes Instagram's motivational impact on language learning

4.1.2 Effectiveness of using Instagram as an English learning medium

Based on the search results, several articles discuss the effectiveness of Instagram as a medium for learning English. Table 2 provides an overview of the effectiveness of Instagram in various aspects of English learning, including vocabulary, writing skills, grammar, collaboration, motivation, and connecting learning at and outside school.

Table 4.2. Effectiveness of using Instagram as an English learning medium

No	Title/Author	Methodology	Key Findings	Effectiveness
1	The use of Instagram as a mobile-assisted language learning tool (Gonulal, 2019)	Mixed-methods study with online comprehensive survey	Instagram helps improve overall language skills, especially vocabulary and communication.	Highly effective in improving vocabulary and communication skills.
2	Social Media and Learning of the English Language (Rezaul Karim et al., 2022)	Descriptive English essay writing activity on Instagram, questionnaire, and focus group discussions	Students showed highly positive perceptions towards using Instagram to improve writing skills.	Effective in improving writing skills and student engagement.
3	Mobile assisted language learning in learning English through social networking tools: An account of Instagram feed-based tasks on learning grammar and attitude among English as a foreign language learners (Teng et al., 2022)	Experimental and control group study with Instagram feed-based tasks	Instagram feed-based tasks significantly improved learning grammar.	Highly effective in enhancing grammar skills.
4	Using Instagram to raise the effectiveness of distance learning in English: The experience of Kazakhstani students (Ramazanova et al., 2022)	Study on the effectiveness of distance learning in English through Instagram	Instagram significantly facilitated collaboration and improved language learning motivation and achievement.	Effective in distance learning contexts for enhancing collaboration, motivation, and achievement.

5	Bridging activities: Social media for connecting language learners' in-school and out-of-school literacy practices (Yeh & Mitric, 2020)	Pedagogically-focused project design using Instagram	Instagram helped bridge skills learned in the classroom to out-of-school literacy practices.	Effective in connecting in-school and out-of-school language learning practices.
6	Analysis of the digital marketing strategy of Anak Hebat Indonesia publisher through Instagram	Action Research	Instagram is effective for developing vocabulary and grammatical accuracy, positive learner attitudes	Highly effective in vocabulary and grammar enhancement
7	Instagram: A Platform to Develop Student's Writing Ability	Descriptive	Instagram encourages creative classroom activities and improves writing skills.	Effective in enhancing writing abilities
8	Exploring Students' Experiences of Using Multimodal CMC Tasks for English Communication: A Case with Instagram	Mixed Methods	Positive student perceptions of multimodal CMC tasks delivered through Instagram	Effective for multimodal language learning
9	Instagram-Assisted Learning of Collocations and Colligations: The Case of EFL Learners	Experimental	Instagram-assisted instruction is beneficial for learning collocations and colligations.	Effective in specific language learning aspects
10	Exploring the Impact of Using Instagram to Develop Saudi EFL Learners' Vocabulary (Alotaibi, 2023)	Qualitative & Quantitative	Instagram fosters language learning with positive perceptions from students.	Effective in vocabulary development

11	The Use of Instagram to Increase Students' Motivation and Students' Competence in Learning English (Pujiati et al., 2019)	Case Study	Instagram enhances motivation, and English competence focuses on grammar, vocabulary, and writing.	Effective in motivating and enhancing language competence
12	Using Instagram Captions to Improve Students' Vocabulary Mastery (Rosdiani et al., 2022)	Quasi-experimental	Significant improvement in vocabulary mastery through Instagram captions	Highly effective in improving vocabulary mastery
13	The Effectiveness Of Mr Dhanis's Video On Instagram Toward Students' Vocabulary Mastery (Evafaliyanti & Usdawita, 2019)	Quantitative Experiment	Increased vocabulary mastery from Instagram videos	Highly effective in vocabulary learning
14	The Effectiveness Of Uploaded-Recorded Video On Instagram (Himmah, 2020)	Descriptive	Instagram videos enhance speaking skills	Effective in improving speaking abilities
15	Mobile Technologies in Teaching English As a Foreign Language in Higher Education: A Case Study of Using Mobile Application Instagram (Khalitova & Gimaletdinova, 2016)	Case Study	Effective use of Instagram in Teaching EFL in higher education	Effective in advanced EFL learning

16	Investigating Instagram as an EFL Learning Tool (Aloraini, 2018)	Mixed Methods	Instagram is effective for EFL learning, particularly in comprehension skills.	Highly effective in EFL learning, especially comprehension
17	Utilizing Instagram to engage students in their creative writing (Kurniawan & Kastuhandani, 2016)	Descriptive	Instagram engages students in creative writing activities	Effective in creative language exercises
18	The Use of Instagram to Increase Students' Motivation and Students' Competence in Learning English (Pujiati et al., 2019)	Semi-structured Interviews	Instagram supports vocabulary learning and boosts student motivation	Effective in boosting motivation and supporting vocabulary learning

4.1.3 The impact of using Instagram in learning English

Table 4. 3 provides an overview of the various impacts of Instagram on various aspects of English language learning, including vocabulary, writing skills, grammar, collaboration, motivation, and bridging learning practices at and outside school.

Table 4.3. Impact of using Instagram in learning English

No	Title/Author	Methodology	Key Findings	Impact
1	The use of Instagram as a mobile-assisted language learning tool (Gonulal, 2019)	Mixed-methods study with online comprehensive survey	Instagram helps improve overall language skills, especially vocabulary and communication.	Positive impact on vocabulary and communication skills.
2	Social Media and Learning of the English Language (Rezaul Karim et al., 2022)	Descriptive English essay writing activity on Instagram, questionnaire, and focus group discussions	Students showed highly positive perceptions of using Instagram to improve their writing skills.	Enhances writing skills and student engagement.

3	Mobile assisted language learning in learning English through social networking tools: An account of Instagram feed-based tasks on learning grammar and attitude among English as a foreign language learners (Teng et al., 2022)	Experimental and control group study with Instagram feed-based tasks	Instagram feed-based tasks significantly improved learning grammar.	Significant improvement in grammar learning.
4	Using Instagram to raise the effectiveness of distance learning in English: The experience of Kazakhstani students (Ramazanova et al., 2022)	Study on the effectiveness of distance learning in English through Instagram	Instagram significantly facilitated collaboration and improved language learning motivation and achievement.	Facilitates collaboration, motivation, and achievement in distance learning.
5	Bridging activities: Social media for connecting language learners' in-school and out-of-school literacy practices (Yeh & Mitric, 2020)	Pedagogically-focused project design using Instagram	Instagram helped bridge skills learned in the classroom to out-of-school literacy practices.	Bridges in-school and out-of-school literacy practices.
6	Analysis of the digital marketing strategy of Anak Hebat Indonesia publisher through Instagram (Andi, 2022)	Action Research	Instagram is effective for developing vocabulary and grammatical accuracy, positive learner attitudes	Positive impact on vocabulary range and grammatical accuracy
7	Instagram: A Platform to Develop Student's Writing Ability (Shazali et al., 2019)	Descriptive	Instagram encourages creative classroom activities and improves writing skills.	Positive impact on writing skills development

8	Exploring Students' Experiences of Using Multimodal CMC Tasks for English Communication: A Case with Instagram (Muntaha et al., 2023)	Mixed Methods	Positive student perceptions of multimodal CMC tasks delivered through Instagram	Positive impact on student experiences with multimodal language tasks
9	Instagram-Assisted Learning of Collocations and Colligations: The Case of EFL Learners (Nushi & Dayani, 2022)	Experimental	Instagram-assisted instruction is beneficial for learning collocations and colligations.	Positive impact on learning specific language aspects (collocations and colligations)
10	Exploring the Impact of Using Instagram to Develop Saudi EFL Learners' Vocabulary (Alotaibi, 2023)	Qualitative & Quantitative	Instagram fosters language learning with positive perceptions from students.	Positive impact on vocabulary development and learner perception
11	The Use of Instagram to Increase Students' Motivation and Students' Competence in Learning English (Pujiati et al., 2019)	Case Study	Instagram enhances motivation, and English competence focuses on grammar, vocabulary, and writing.	Positive impact on motivation and English language competence
12	Using Instagram Captions to Improve Students' Vocabulary Mastery (Rosdiani et al., 2022)	Quasi-experimental	Significant improvement in vocabulary mastery through Instagram captions	Positive impact on vocabulary mastery
13	The Effectiveness of Mr Dhanis's Video On Instagram Toward	Quantitative Experiment	Increased vocabulary mastery from Instagram videos	Positive impact on vocabulary learning

	Students' Vocabulary Mastery (Evafaliyanti & Usmawita, 2019)			
14	The Effectiveness Of Uploaded-Recorded Video On Instagram At Second Graders (Himmah, 2020)	Descriptive	Instagram videos enhance speaking skills	Positive impact on speaking skills
15	Mobile Technologies in Teaching EFL: Instagram Case Study (Khalitova & Gimaletdinova, 2016)	Case Study	Effective use of Instagram in Teaching EFL in higher education	Positive impact on EFL learning in higher education
16	Investigating Instagram as an EFL Learning Tool (Aloraini, 2018)	Mixed Methods	Instagram is effective for EFL learning, particularly in comprehension skills.	Positive impact on EFL learning, especially in comprehension skills
17	Utilizing Instagram for Engaging Students in Creative Writing (Kurniawan & Kastuhandani, 2016)	Descriptive	Instagram engages students in creative writing activities	Positive impact on engaging students in creative writing
18	The Use of Instagram to Increase Students' Motivation and Competence in English (Pujiati et al., 2019)	Semi-structured Interviews	Instagram supports vocabulary learning and boosts student motivation	Positive impact on student motivation and vocabulary learning

5. DISCUSSION

This discussion details how Instagram can be used effectively in English language learning, emphasizing its potential to improve language skills and engage learners in meaningful language activities. This information can guide educators and curriculum developers who wish to integrate Instagram into language teaching methods. In general,

the research results show that Instagram can be used effectively in English language learning by utilizing the advantages of this platform, such as visual content features, social interaction, and student motivation (Gonulal, 2019; Ramazanov et al., 2022). Thoughtful implementation of Instagram-based activities can create a more engaging and meaningful learning experience for English language learners.

A summary of research findings shows that Instagram can be an effective tool for learning English. First, Instagram has been proven to contribute to improving overall language skills, especially vocabulary development and communication skills. The students showed a positive attitude towards using Instagram to develop writing skills in general contexts and business learning. These findings highlight the potential of Instagram as a learning tool that interests students and supports mobility-based teaching methods. In addition, Instagram provides positive results in various aspects of language learning, including improving speaking skills through videos, mastering vocabulary through captions, and motivating students through challenges and creative activities. The research also highlights the application of Instagram in the context of English for Specific Purposes (ESP), showing the benefits and risks in ESP learning communities, as well as providing insight into the use of Instagram in teaching specific skills such as collocations and colligations (Brebera, 2019; Sánchez-Moya, 2023).

Instagram is generally efficacious in improving language skills and encourages students' creativity and motivation. Teachers can use this platform by designing image-based assignments, videos, and language challenges to create more interactive and relevant learning experiences. By focusing on aspects such as vocabulary, academic writing, speaking skills, and understanding specific content, Instagram shows its flexibility in supporting English language learning in various contexts, including teaching English for Specific Purposes (ESP) and English as a Foreign Language (EFL) (Fitria, 2020; Gueye, 2022; Khalil & Kholofelo Semono-Eke, 2020).

Based on research findings, there are various methods of using Instagram in learning English. First, Instagram can be used to improve students' writing skills. Teachers can design writing assignments that involve posting pictures, stories, or captions, motivating students to develop their writing skills. Second, Instagram is effectively used for teaching English for business purposes. Teachers can leverage this platform to share business-related content, promote discussion of business terminology, and develop Instagram-based projects relevant to the business context. Third, Instagram has a significant role in teaching vocabulary and grammar. Image and video-based activities on Instagram can be integrated into teaching to strengthen students' understanding of vocabulary and grammar. Fourth, Instagram can function as a multimodal tool that supports various types of social media-based tasks, including collocations and colligations, helping students understand the contextual use of words.

Additionally, Instagram can be used to increase students' motivation and speaking skills through vocabulary challenges, picture comprehension, and Instagram-based research projects, allowing students to actively participate in developing their English skills (Çakmak, 2020; Gonulal, 2019). The use of Instagram in teaching English for Specific Purposes (ESP) highlights its ability to present visual content that is relevant to the context of students' use of English in specific specialized fields, such as business.

Overall, these methods of using Instagram reflect the potential of this platform in supporting various aspects of English language learning, from improving general skills to mastering specific content in the ESP context.

The use of Instagram in English learning has proven to be very effective, with various research findings supporting it. Instagram can improve overall language skills, especially in vocabulary development and communication. The students showed positive perceptions towards using Instagram, especially in improving writing skills and being actively involved in learning. Instagram feed-based assignments have proven to be highly effective in improving grammatical understanding, while the platform also encourages collaboration, learning motivation, and academic achievement, especially in distance learning contexts. Additionally, Instagram effectively connects skills learned in the classroom with literacy practices outside of school, creating an integrated learning experience (Parangu & Sulistyowati, 2020; Rizal & Farikhah Z, 2021). With its highly effective ability to develop vocabulary, grammatical accuracy, and writing skills, Instagram has proven itself to be a tool that supports and motivates English language learning with various creative approaches.

The use of Instagram in English learning has a significant positive impact, as revealed in various studies. Instagram has proven to be very effective in improving overall language skills, especially vocabulary development and communication skills. Additionally, the platform supports improved writing skills and student engagement, positively impacting English language teaching. Instagram feed-based assignments have also proven effective in improving grammatical understanding. In distance learning, Instagram contributes positively by facilitating collaboration, increasing learning motivation, and achieving academic achievement. Instagram has also successfully connected skills learned in the classroom with literacy practices outside of school, creating an integrated learning experience. Additionally, using Instagram in English language teaching encourages students' creativity, improves writing skills, and creates positive multimodal learning experiences (Al-Garawi, 2019; Zarei & Rudravarapu, 2019). Instagram supports various aspects of English language learning, from improving general skills to motivation and understanding specific content in ESP and EFL contexts.

6. CONCLUSION

The findings and discussion conclude that Instagram has great potential to improve English language skills, especially in vocabulary and communication skills. The positive response from students towards using Instagram, especially in developing writing skills, is an essential indicator of the potential of this platform in the context of language learning. Various studies also confirm that Instagram effectively improves various aspects of language learning, such as vocabulary, writing skills, grammar, and collaboration, but can also be applied successfully in distance learning contexts. Positive impacts are seen on students' vocabulary, writing, grammar, collaboration, and motivation skills, as well as creating creative and multimodal learning experiences. The use of Instagram in teaching English for Specific Purposes (ESP), especially in teaching specific skills such as collocations and colligations, shows its flexibility. Therefore, teachers must design Instagram-based assignments wisely, engaging students with image content, videos, and

language challenges to create engaging and meaningful learning experiences. In conclusion, Instagram is an additional tool and an integral element that can open up new opportunities for students' creativity and participation in English learning.

With the rapid development of technology, especially social media platforms, the findings of this research may have limitations in accommodating the latest changes and developments on Instagram or similar platforms. Further research could be conducted to evaluate the effectiveness of using Instagram in teaching specific content, such as visual literacy, academic writing, or developing speaking skills. Through future, more in-depth research, a more comprehensive understanding of the potential and limitations of using Instagram in English language learning and its development in an ever-changing educational context can be produced.

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