

ABSTRACT

THE USE OF INSTAGRAM AS MEDIA TO IMPROVE STUDENTS' WRITING ACHIEVEMENT IN DESCRIPTIVE TEXTS

By

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This research aimed to find out whether or not there is any significant improvement in students' writing descriptive text after using Instagram and which aspect of writing improves the most after they are taught by using Instagram. The sample of the research were 26 students, and the population is class VIII at SMPN 01 Way Tenong. This research was quantitative. One group of pre-test and post-test designs was used in this research. The instruments used in this research were writing test. Firstly was used to give the pre-test in order to know students' initial achievement in writing descriptive text. Secondly giving treatment, Finally, the pos-ttest, was given to find out the improvement of students writing achievement after getting treatment using the Instagram media. The pre-test and post-test were carried out using the essay method. The collected data were analyzed both statistically through a Paired Samples T-test and descriptively through a descriptive analysis.

Based on the calculation, the result of the research showed that the mean score of pre-tests is 55.77 and the post-test is 70.12. The results of t-value (15.179) is higher than t-table (2.0595) and the value of two-tailed significance is $0.000 < 0.05$. It showed that the hypothesis is accepted that is, there is a significant improvement of students' writing achievement after the use of Instagram. The result also shows that the most improving aspect of writing is language use with the mean score of pre-tests is 10.90 and the mean score of post-tests is 16.42. The improvement of the language use is 5.52 with the percentage is 38%. On the other hand, the lowest improvement aspect of writing is mechanics. It showed that the mean score of pre-tests is 2.12 and the mean score of post-tests is 3.02. The gain is 0.90 with the percentage is 6 %. The results indicate that 1.) There was a significant improvement in their writing achievement after being taught by using Instagram. 2.) Language use has a significant increase because based on the data obtained from the assessment of the writing test using a scoring rubric during the pretest and post-test aspects of language use

increased 38% greater than other aspects. Based on the result, it is concluded that there was a significant improvement in their writing achievement after being taught by using Instagram. To sum up, teaching writing through Instagram was beneficial and gave a positive effect to improve students' writing achievement. Several suggestions with recommendations for future research are also discussed.

Keywords : Instagram, writing, descriptive text, junior high school, students.