

ABSTRACT

IMPROVING STUDENTS' ACHIEVEMENT IN LISTENING SKILLS THROUGH INSTAGRAM REELS IN THE FIRST GRADE OF ACCOUNTING STUDENTS AT SMKN 7 BANDAR LAMPUNG

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This study aimed to investigate the use of Instagram Reels in improving students' listening achievement at the first grade of accounting students at SMKN 7 Bandar Lampung. This research used a one-group pre-test post-test design involving 32 students. The data were collected through a pre-test and post-test using a listening comprehension test focused on narrative texts. The findings indicate a significant improvement in students' listening achievement after using Instagram Reels as a learning medium. The mean score from 36.81 (pre-test) to 70.65 (post-test). The paired sample t-test shows a statistically significant difference ($p < 0.001$) between the pre-test and post-test results, confirming the positive impact of Instagram Reels on students' listening comprehension. The study concluded that Instagram Reels are an engaging and effective tool for improving listening skills, providing authentic language exposure and promoting active learning. Recommendations were provided for teachers and future researchers to optimize the use of Instagram Reels in teaching English listening skills.

Keywords: *Instagram Reels, listening skills, narrative text.*