The Potentials and Challenges of Using Instagram Captions on Students' Writing Skill: A Systematic Literature Review

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Abstract: Social media is part of everyone's modern lifestyle, especially among teenagers. Several social media that students use is Instagram as a place to post every activity they did. Therefore, this study aims to reveal the potential and challenges of using Instagram captions on students' writing skills. The systematic searching method was applied, and 20 articles published from 2020 until 2023 were selected for this paper. Most of them were written in Asian nations. The finding shows that writing Instagram captions can help the students' motivation in writing because it helps them start writing anything in English. Since Instagram as a platform makes it easier for students to write stories or quotations, not all students can write Instagram captions with correct grammar. In conclusion, Instagram captions were not yet optimal for developing students' writing with correct grammar, but this was enough to help students write in English.

Keywords: Instagram captions, Students' Writing Skills, Potentials, and Challenges

I. INTRODUCTION

Social media is part of everyone's modern lifestyle, especially among teenagers. Social media was used to communicate, interact, share, and network. Social media, as a mode of communication, may be used not just to convey information, but also for self-expression and personal branding. Many individuals, from children to adults, utilize social media these days. Facebook, Twitter, Path, and Instagram are some of the most popular social media platforms in Indonesia. Instagram is a photo-sharing and captioning social networking platform where users submit photos and explain them in words. Writing on social media is a current status that is both instructive and inspirational.

Social networking has become an integral aspect of most people's lives. Instagram is one of the most popular social media platforms. Instagram was started in October 2010 and quickly gained popularity, with over 100 million daily active users as of April 2012 and over 500 million as of March 2018 [1].It has been added that Instagram is still the most popular social media network among college students aged 18-24. Instagram is a web-based and mobile photo-sharing, video-sharing, and social networking service. As a result, it allows its users to shoot photos and videos and publish them on the app either publicly or privately.[2]also stated that infographics of social media users reveal that young people all across the world are anxious to interact with their peers and are very skilled at doing so via smartphones. There are also people who use Instagram to share knowledge, motivation, or wise words in English, or even some accounts that use their account to share English knowledge such as spelling, pronunciation, or even sharing lots of vocabulary that only a few people know, such as English slang[3]. Students may communicate their words in various utterances with other persons due to the excellent Instagram. As a result, the phenomena of meaning exchange may also be noticed on Instagram.

Captions are phrases that are used to clarify Instagram photographs. According to [4]individuals not only post their images but some photos are also captioned with information about the circumstance, which might be their

sentiments or emotions. It is possible to conclude that the writer's message is conveyed through the captions. The writer may utilize mood types that have speech functions and are related to illocutionary behavior in captions. Accordingto Gerot and Wignell, 1994 as cited in[5]each mood type is related to an illocutionary act: declarative for expressing a statement, interrogative for expressing an inquiry, imperative for expressing a directive such as an order or a request, and exclamative for expressing an exclamation.

A previous study has shown that Instagram captions may help people reach their full potential and improve their writing abilities. Previously, [6]showed that the majority of students believe e-learning is an innovative notion that should be supported. The Nahdlatul Ulama University of Purwokerto displays the findings of a study on the use of Instagram captions as online learning material on the subject of the extension during the Covid-19 epidemic. The first benefit demonstrates that participants grasp grammatical English, such as basic past tenses, subject-verb agreement, and accurate spelling. Second, by creating some Instagram captions, participants can boost their confidence in English writing. Third, participants write on a daily basis. They are stimulated to write English captions during the lockdown time. Fourth, the participants got improved vocabularies [7]

The aims of this study are to uncover the benefits and drawbacks of utilizing Instagram captions on students' writing skills. Since Instagram has become a great social network to engage with other friends, the writer is interested in doing a study on the usage of Instagram captions on students' writing skills. The author is interested in discovering how Instagram may improve English skills by studying social network users in an educational context. The research was structured as follows: introduction, literature review, methodology, findings and discussion, and conclusion. The sections that follow outline some of the subject's important themes. The goal of the study is to obtain answers to the following questions:

1. What are the potentials of the students in writing skills using Instagram captions?
2. Whether Instagram captions can assist the challenges of students with their writing skills.

II. METHODS

This study was elaborated using a qualitative research methodology combined with a systematic literature review strategy. This project's literature review began with a study of key articles[8] A qualitative systematic literature review seeks to understand the significance of earlier studies. There is no single definition that satisfactorily unifies several meanings and concepts [9] While according to Pedersen et, al., a qualitative literature review seeks to identify various conceptual frameworks that incorporate critical reflections on impact assessment from earlier studies and serve as foundational ideas for subsequent research. In order to uncover research gaps and explore their research's goal, qualitative research using a systematic literature review technique is helpful. As it highlights the main streams of publications in the field, this review is helpful for future investigations on pertinent themes.

This research selected the data source from Publish or Perish. The main research terms are Title-Abstract-Keyword about (Challenges, Potential, Instagram caption, and writing skill), publication stage is "final", data source period is between 2020 and 2023, the document type is "article", and subject area is "Writing Skill", keyword are "The Challenges and The potential" and "Instagram Caption"; this database is the primary source for the analyses. In a nutshell, 20 chosen articles were used to examine the data after being found while looking for research material using a tool for sources of evidence. We use VOSviewer to locate and debate the finest.

III. RESULT AND DISCUSSION

The result of a systematic review of 20 studies on Instagram captions can assist students with their writing issues and potential. Results include geographic distributions, temporal distributions, research methods for hybrid learning research, Density Visualization analysis, overlay network visualization, an analysis of the effectiveness of hybrid learning, and Language Learning Aspect.

Analysis of Geographical Distribution
Based on a geographical analysis of the papers, the bulk of the studies (n=20) were done in Asian nations.

Indonesia ranks first among nations, with (n=17) articles. Furthermore, Malaysia has a single (n=1) article. An essay in Turkish (n=1) was discovered in India (n=1). Table 1 provides specific information regarding the research group depending on location.

Region	Country	No. Studies	Studies
Asia	Indonesia	17	Achmad Yudi Wahyudin, et.al (2020) Emiliana Putri (2022) Candradewi Wahyu Anggraini(2020) Soviyah& Diana Rahayu Etika Ningsih (2020) Ade ChristantyYudha Bestari, et.al (2020) Retno Widia Agustin & Mutiara Ayu (2021) Hanip Pujiati, et.al (2020) Fatimah Mulya Sari &Achmad Yudi Wahyudin (2020) Abdul Basith& Ahmad Syafi'i (2020) Octana Ayu Prasetyawati&PriyatnoArdi (2020) Daviq Rizal &RestiFarikhah (2021) Diana YesiPrastiwi (2021) AuliaJuliSaputri, et.al (2021) Intan Permata Sari, et.al (2020) Devy AnggaGunantar& Tatas Transinata (2020) Cut RosiMaulina. Et.al (2020) Hena Rifa Fauziyah&NunungNurjanah (2020)
	India	1	Norain Mansor &Normaliza (2020)
	Malaysia	1	Ayuni Akhiar, et.al (2020)
	Turkey	1	Ali Erarslan (2020)

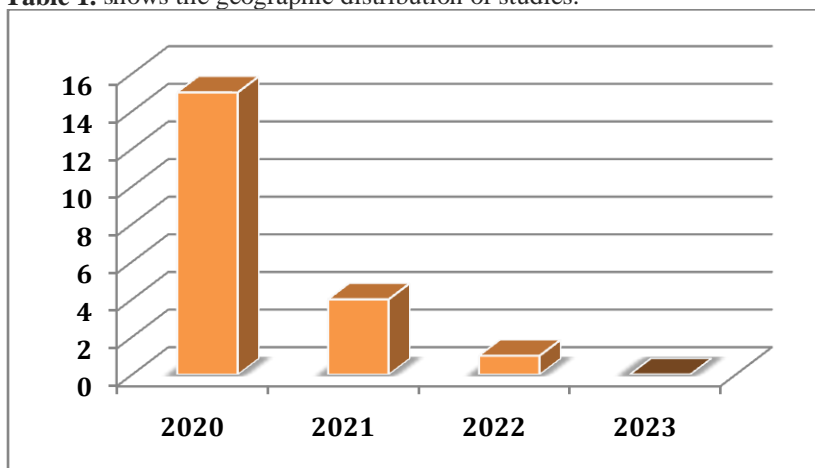**Table 1.** shows the geographic distribution of studies.

Fig.1. Temporal Distribution

(Number of Publication per Year (2020-2023)

In recent years, there has been a decline every year in the annual release of papers. With 15 papers, this study is now a trend in 2020. The author discovered 4 articles in 2021 about the Instagram caption for learning English writing skills. The author discovered 1 article relating to Instagram captions in 2022. The writers searched via Publish and Perris in 2023 but were unable to locate any publications that covered Instagram captions, especially for learning English.

Design	Studies	Frequency	Percentage
Quantitative	AchmadYudiWahyudin& Fatimah Mulya Sari (2020), Soviyah& Diana Rahayu (2020), Diana YesiPrastiwi (2021), Cut RosiMaulina, et.al (2020)	4	20%
Qualitative	Emiliana Putri (2022), Ade Christanty, et.al (2020), Retno Widia Agustin & Mutiara Ayu (2021), Fatimah Mulya Sari &AchmadYudiWahyudin (2020), Abdul Basith& Ahmad Syafi'I (2020), Octana Ayu, et.al (2020), Daviq Rizal &RestiFarikhah (2021), AuliaJuliSaputri, et.al (2021), Intan Permata Sari, et.al (2020), DevyAnggaGunantar& Tatas Transinita (2020), Hena RifaFauziyah&NunungNurjanah (2020), FitriHandayani (2020)	12	60%
Mix-Methods	AyuniAkhiar. et.al (2020), NoraienMansor&NormalizaAbdrahim(2020)	2	10%
Case Study	Candradewi Wahyu Anggraeni (2020), HanipPujiati, et.al (2020)	2	10%
TOTAL		20	100%

The table above showed how frequently and how frequently each research approach was used in studies on Instagram captions. The frequencies show that 12 of the studies (n=12) were qualitative and that 4 of the studies were used quantitatively. In the interim, 2 studies utilizing the Mix-methods were found and 2 studies used Case studies.
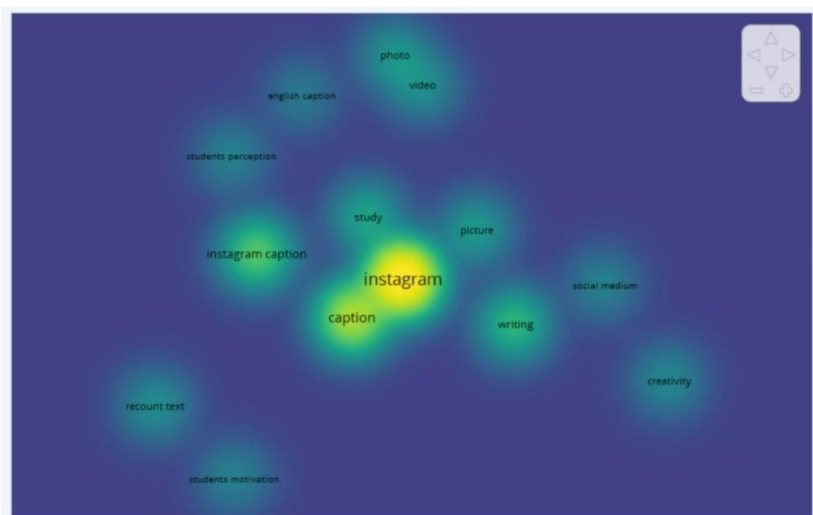
Fig.2. Density Visualization Analysis
Dissemination of Density for Instagram, Caption, Instagram Captions, Writing skill from 20 Articles Keywords
(Source: Density Visualization, VOS viewer, 2022)

The data in the aforementioned image, which is based on VOS viewer and relates to the targeted keywords of Instagram, caption, Instagram caption, and writing skill in the years 2020–2023, A more detailed explanation is as follows; 1 cluster, 13 links, 262 total link strengths, 91occurrences for Instagram; 3 clusters, 13links, 147 total link strengths, 41 occurrences for caption; 2 clusters, 11 links, 72 total link strengths, 22 occurrences for Instagram captions; 1 cluster, 8 links, 66 total strength, 15 occurrence, for writing skill.
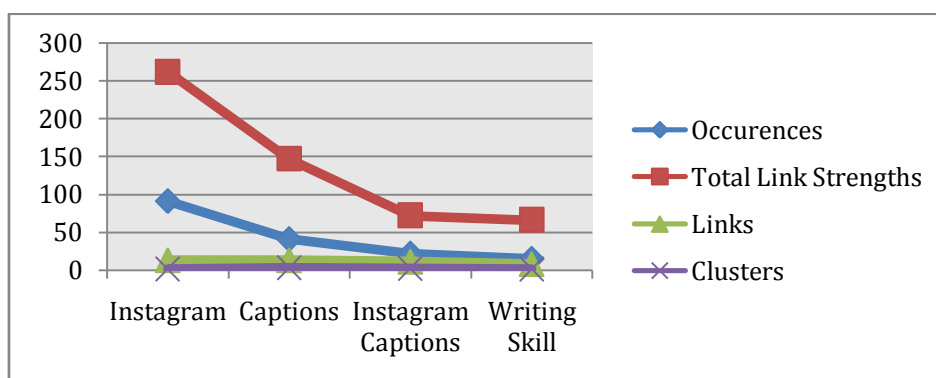

Fig. 3. Chart of Dissemination of Density for Instagram, Captions, Instagram captions and Writing skill from 20 Articles Keywords

In order to identify the most popular area of study in the industry, keyword frequency queries are performed. To create overlay visualization, we first conducted a keyword search on VOS viewer, emphasizing the phrases that were most frequently used in the sample. Figure 1 displays the term concentration for the entire article. Overall, for a specific issue in this study, Instagram, captions, Instagram captions, and writing skills stand out as the most important topics to emphasize. In essence, this frequency and link strength overall

Overlay Network Visualization

Additionally, the study trend was integrated to overlay network visualization using VOSviewer once more (figure 4). We replaced the visualization with article content, and while searching for that, some keywords for recent research trends between 2020 and 2023 emerged, including Instagram, captions, Instagram captions, and writing skill, process, language, and response.
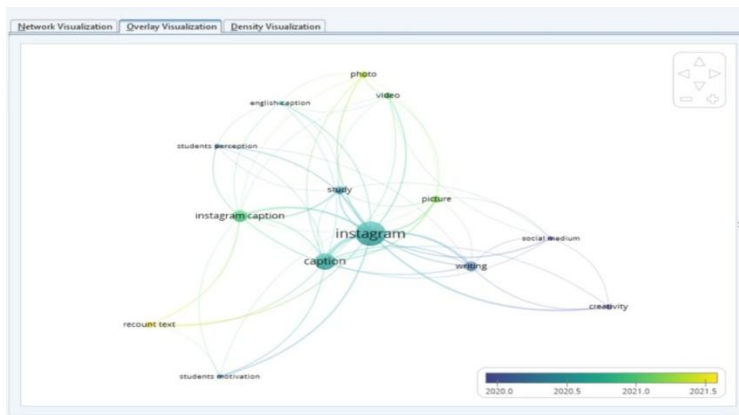

Fig.4. Research Keyword Trends – Overlay Color Range Visualization

An Examination of Effective Instagram Captions on student's writing Skill

The results show that Instagram captions have been considered as a language teaching and learning approach that supports learning English in challenges and the potential in writing skills. Grammar was reported to be the most difficult academic writing challenge experienced by 27 Mechanical Engineering Vocational Education students in the current study. Grammar problems can be caused by a variety of factors[10]As the findings show, most of the studies reviewed how the application of Instagram captions improves students' writing skills.
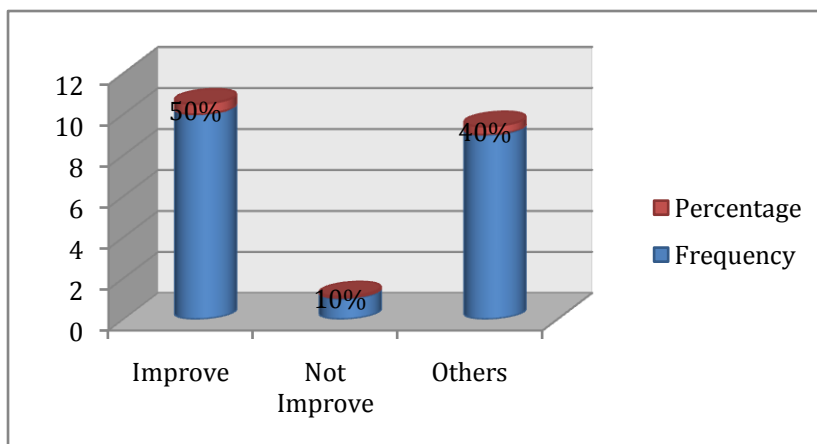

Fig.5. The Frequency and Percentage Effectiveness of Instagram Captions

From the diagram above, the use of Instagram captions has significantly increased students' writing skills in 10, or 50% of the total publications that have been chosen. These are some previous studies that show

the potential of Instagram captions. According to[3], the findings suggest that Instagram might be utilized as a useful teaching and learning tool. It is backed by [11] research on whether or not using this Instagram may boost student vocabulary. This study will be based on the writing class PI 17 A, and the writer will select 28 students as a sample to support this research. According to[12], the findings revealed students' extremely positive opinions and perspectives regarding utilizing Instagram to improve their writing talents, but moderate attitudes.[13] The study's findings revealed that students' writing abilities improved after they were taught to use Instagram captions as a medium. Another research by [14]found that students' ability in writing Instagram captions is strong, while there are certain areas that might be improved. The results of [15]revealed that using Instagram captions may boost pupils' enthusiasm and writing skills. [16]believe the findings will be useful in encouraging English language instructors to utilize Instagram in their classes.

While some of the study's findings may be seen in the difficulties section. According to [7]the findings of this study show that there are benefits to adopting Instagram captions as an online learning medium on the subject of prolonged during the Covid-19 epidemic. The first benefit demonstrates that participants grasp grammatical English, such as basic past tenses, subject-verb agreement, and accurate spelling. Second, by creating some Instagram captions, participants can boost their confidence in English writing. Third, the participants write on a daily basis. During the lockdown, they are encouraged to write English subtitles. Fourth, the participants' vocabularies improved. According to [17]research, Instagram had a favorable influence on pupils' language learning based on accomplishment scores. As a result, it is argued that Instagram may be utilized to augment formal instruction of English by exposing students to language as they use the site as part of their daily activities. As a result, the author thought that composing Instagram captions might boost students' willingness to write since it allows them to begin writing in English. Because Instagram makes it simpler for students to compose tales or quotations, not all students are able to write Instagram captions with proper grammar.

IV. CONCLUSION

This paper reviewed 20 articles referenced that have looked at the potential and challenges of using Instagram captions on students' writing skills. It is suggested that the Instagram caption can help students develop their potential and give a change to critical thinking when writing something. Through Instagram, captions can spur students to explore how a post can be ordered and easily understood by everyone. The usage of Instagram captions is simple for pupils who are already familiar with the platform. Furthermore, students were excited to use this media during the learning process because it was their first-time studying English using Instagram captions. Students and teachers may save time by using Instagram English teaching pages, which give solutions for correcting inadequacies in a range of situations. By offering the chance to take a class with native speakers and presenting the material in a variety of ways, they can increase students' motivation to learn. The information showed that different students and skill levels employ different strategies for learning English. While it is highly recommended to use Instagram to teach writing in the classroom, several issues must be resolved. To the fullest extent possible, the institution's capabilities must be realized through improvements in student interaction, student technological knowledge, teacher role, and the institution's internet access. Even though the usage of Instagram captions was not yet optimal for developing students' writing with correct grammar, this was enough to help students write in English. Therefore, this might still be one of the alternatives for assisting students in writing, particularly in English

V. ACKNOWLEDGMENTS

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