

REVEALING THE TRENDS: STUDENTS' MOTIVATIONS FOR CHOOSING ENGLISH CAPTIONS ON INSTAGRAM

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ABSTRACT

Instagram is now a worldwide photo and video-sharing social media platform, and English is increasingly used in captions by non-English speaking Instagram users. With this known, this study aimed to determine the students' reason at Universitas Kapuas using English as a caption on Instagram. This study involved 22 students of Universitas Kapuas. The research design used was a qualitative descriptive. Data collection used an interview consisting of five questions. The researchers also used observation to triangulate the data. The results of this study stated that students use English captions on Instagram, which were influenced by intrinsic and extrinsic factors. The results showed that intrinsic factor was the highest. More than 50% of the students or participants used the intrinsic factor in writing English caption. The intrinsic factor included was the need for learning English. While for extrinsic motivation, the respondents mentioned that using English as a caption looks cool and aesthetic.

Keywords: English, Caption, Instagram, Motivation

INTRODUCTION

The caption provides basic information about an object or image in a post. Making a caption means writing a statement about the object uploaded. For example, when a person uploads an image about a vacation family photo, he writes, "The best thing in the world is family." This text companion is called a caption. It is supported by the

Cambridge Dictionary (2023), which mentions a caption as a short text under a picture in a book, magazine, or newspaper that describes the picture or explains what the person in it is doing or saying. It means caption is the accompanying text of an image that serves as a description or explanation of the picture. Thus, it not only refers to the specific description of the image

uploaded but also can be in the form of general descriptions.

In Indonesia, there are many kinds of captions made by social media users. The types mentioned are in the form of language. It means the Indonesian language is not the major that is always used in social media captions. Another language, such as English, is a favorite foreign language used in making a caption, such as the research conducted by Wardoyo et al. (2023).

Many social media users idolize making captions in English. In this study, the caption made by social media users refers to the Instagram platform. This platform allows users to share photos and videos. However, even though the platform emphasizes photo and video sharing, Instagram also allows its users to escort a post with limited captions.

In Indonesia, Instagram is widely used primarily by youth, and English is commonly used in captions. This is an interesting phenomenon to study because Indonesia is a non-English-speaking country. Besides, the results from the study by Lee et al. (2015) suggest that Instagram users have five primary social and psychological motives: social interaction, archiving, self-expression, escapism, and peeking. It is thought-provoking to research what

is behind this trend of using English in social media by non-English speaking internet users, specifically on Instagram. Thus, the general aim of the present study was to figure out the motive behind Indonesian youth in using English captions in describing their photos/videos on Instagram.

Motivation is the driving force to carry out certain activities to achieve a goal (Sardiman, 2018). Motivation is a significant stimulus that directs human behavior. Even Hadre et al. mentioned that motivation becomes the powerful determinant of success or failure (as cited in Filgona et al., 2020) in a particular activity.

Motivation is divided into extrinsic and intrinsic (Filgona et al., 2020; Syamsuddin, 2021). Intrinsic motivation can be mentioned as internal personal desire. It usually arises because of expectations, goals, and someone's desire for something, so he has the spirit to achieve that. Extrinsic motivation is expected to be obtained from outside a person, which is a form of the value of material, such as money or other incentives received for an effort that has been made. Sardiman (2018) adds that intrinsic and extrinsic motivations are as follows: Intrinsic motivation is the motives that become active and does not need stimulation from the outside

because it is within everyone who already has suggestions to do something. Extrinsic motivation is the motives that become active or functioning due to external stimulation. The reason also includes attitude, interest, and purpose (Filgona et al., 2020). It is supported by a study that reports the self-identity factor behind the Indonesian youth's Instagram use (Rakanda, 2020). Using the Cawas village community as the participants, the study found that Instagram is a medium to establish existence. As English has a high status in Indonesia, using English in Instagram posts potentially boosts one's self-image and thus proves existence. Besides, another study also reveals that the most motivation Instagram users use in writing captions is self-expression (Prihatmi, Anjarwati, & Rahayu, 2021).

Motivation can emerge and grow through itself or from the environment. For example, someone who has the motivation to learn, then that person will give direction to these learning activities so that the desired goals can be fulfilled. Conversely, if the person is not motivated to learn, he will not achieve maximum learning results. Adha, Qomariah, and Hafidzi (2019)

state that motivation is giving power to the driving force that creates the excitement of one's work so that they can work effectively and with integrity with all power efforts to achieve satisfaction. Motivation is a staple which makes the impetus for someone to work. According to Sedarmayanti (2017), motivation is a driving force for someone to do an action or not, in essence exists internally and externally, positive or negative. According to Hasibuan and Handayani (2017) in his research stated that motivation arises from a sense of need for oneself and the encouragement of individual desires directed at the goal of obtaining satisfaction. Therefore, motivation is often interpreted as a driving factor in one's behaviour.

Different motivations, both intrinsic and extrinsic motivation, may influence the prominent use of English on Instagram captions. Based on this rationale, the present study aimed to investigate if this self-image factor was among the motivations for Indonesian people using English in their Instagram captions. Specifically, the present study aimed to determine the students' motivation of Universitas Kapuas Sintang in using Instagram English

captions. Even previous study has been conducted (Atila & Irnanda, 2021), this research is also interesting because the data collection place is different.

METHODS

Research design

The researchers conducted the study using a qualitative method. The design of this study was a descriptive study. Sukmadinata (2006) explains that descriptive research is a form of research that aims to describe the phenomenon that exists, both natural phenomenon and artificial phenomenon.

Research site and participants

The participants of this study were students of Universitas Kapuas who made Instagram captions using English. The overall number of students included in the study was 22. The participants were all non-native speakers of English. The sampling technique used to determine the participants was purposive sampling, in which they must have had an Instagram account and frequently used English in the captions.

Data collection and analysis

Data was collected using interviews and observation. The

interview questions consisted by five questions related to students' motivation in writing English caption in Instagram. Besides, the researchers used observation to validate the interview data. The English caption written by the participants were also collected to support the data.

After the researchers got the data, the researchers made a code in the participants respond. The respond and observation result then analyzed to validate the data. The last step was describing the data; the analyzed data then described un the form of description.

FINDINGS AND DISCUSSION

Findings

The findings of this study are presented in two kinds of data. The first data (Table 1) is the examples of captions collected by the researchers. There are 10 examples of data captions that were taken from 10 respondents. Then, another data is the result of the interview. This result is presented in the form of a diagram in Image 1.

Table 1. English Caption

No.	Caption
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1. The values I need in life are always changing and changing
 2. Love what you do, and do what you love
 3. The only person who will be loyal to you. Even if no one else does is yourself
 4. Be great without making people fall
 5. Everything will make sense one day, learn from your mistake, by don't eat yourself up about it
 6. Where you?
 7. Enjoy God's creation with friends
 8. Sometimes life doesn't give you what you want, not because you don't deserve it, but because you deserve so much more
 9. I don't even know
 10. Once upon a time there was a story about a beauty and the beast. I always be the beast and of course she was always a beauty the end
-

The caption the researchers show above (Table 1) is in the form of sentence and phrase. All this data was collected by analyzing the motive underlying them in making a caption. All of these are investigated with several major questions. From

these questions, the research emerges two points about the internal and external factors of writing English captions. The data can be seen in the following diagram (see Image 1).

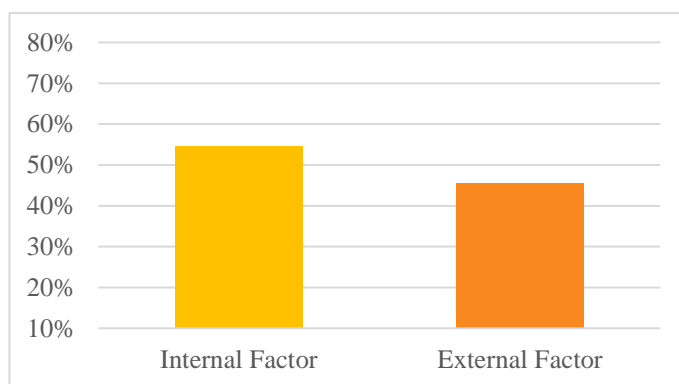


Image 1. Factor in Writing Caption

jujur, karna ingin terlihat keren aja. – honestly, because (I) just want to look cool. Code: Ex1

Karena terkadang jika membuat caption dalam bahasa Indonesia postingan yg di posting tidak cocok jadi dengan membuat caption dengan bahasa Inggris membuat postingan terlihat bagus dan cocok dan keren. – because sometimes it is not suitable if (I) make a caption in Indonesian, so English caption makes the post look good, suitable, and cool. Code: Ex12

Karna ingin belajar agar bisa meskipun tidak bisa sedikit nya saya pernah mencoba agar saya terbiasa dan menjadi bisa. – because (I) want to learn, even though (I) can't, at least I've tried so I can get used to it and become able (to speak English). Code: In3

karena menyukainya sekalian menambah ilmu. – because (I) like it and increase my knowledge. Code: In5

Above is some of the interview data that researchers collected from the field. From the data above, writing captions in English was

influenced by intrinsic factors such as the desire to learn English. However, some said that writing captions in English was influenced by extrinsic factors such as being cool. According to Sardiman (2018), intrinsic and extrinsic motivations are:

1. Intrinsic motivation is a motive that does not need stimulation from the outside because it is within everyone who already has suggestions to do something.
2. Extrinsic motivation is the motives that become active or functioning due to external stimulation.

Meanwhile, the respondents stated that their opinions regarding the effort to learn English were relatively more homogeneous. Overall, it was noted that their motivation for using English in Instagram captions was a reason to practice learning English. Seven respondents said they posted in English to practice their vocabulary, and some people said they did it to increase their vocabulary and motivate themselves to improve their English. However, they refuse to say they post English Instagram captions

because they want to be like their English-speaking friends.

In brief, the data shows that Kapuas Sintang University students generally use English for their Instagram captions to improve their English skills. However, some respondents also responded that English could improve their self-image on social media or want to look cool.

Discussion

The present study found that students at Universitas Kapuas Sintang used English on Instagram to practice their skills in the language and to establish a social image of someone creative and cool. English has a high status in Indonesia, using English in Instagram posts potentially boosts one's self-image (Prihatmi, Anjarwati, & Rahayu, 2021).

The finding also recognized that university students used English Instagram captions to practice writing and improve their vocabulary. The view of Instagram as a writing practice media is also parallel to those reported by previous researches (Gonulal, 2019;

Ramalia, 2021; Sari & Wahyudin, 2019). In the latter one, specifically, the finding on vocabulary improvement is also conveyed, which is consistent with what is yielded by this present study. Gonulal (2019) even reported that the advantage of Instagram was not only in vocabulary building but also in social competence. Although the current study did cover the social competence reason, the finding on the vocabulary practice still indicates the indirect motivation of employing their linguistic knowledge in communication, which in this case is through virtual social interaction.

This study also found that the respondents feel cool to express themselves in English, especially in the Instagram context. The finding is consistent with what was reported in Rakanda (2020) and Lee et al. (2015). The result of the present study on the self-image factor is understandable for an EFL context like Indonesia, where English is regarded as a high-status and difficult-to-learn foreign language (Atila & Irnanda, 2021). Post in English will show that

someone can communicate in the language.

Furthermore, as the present study also found the factor of spelling practice as one of the reasons for writing English Instagram captions, the study is consistent with that of Zheng et al. (2017) on using social media to support English writing. In Zheng et al. (2017), the respondents elaborated on how social media, like blogs, can be a tool for immigrant Somali school girls express themselves freely in English. In the Indonesian EFL context, where English spoken is limited, a simpler writing activity, such as composing an Instagram caption, can also be a similar tool that boosts the learner's confidence in English. Thus, the present study's findings show that students of Universitas Kapuas Sintang use English in their Instagram captions because they feel more confident, look cool, and practice their vocabulary and spelling.

Further Discussion

Motivation becomes the core of the person's achievement. Motivation has an excellent effect on achievement. In language learning theory, someone with a high level of motivation will perform better in second language acquisition (Krashen, 1982).

In line with this research, users' motives for using English in Instagram captions are the need to learn English. It means they use the platform to practice their gained knowledge. It is known that English is a non-Indonesian second language. They learn English in the classroom and need to practice in social life, which is Instagram.

Looking forward to Table 1, the researcher conducted further analysis with the mentioned caption. It aims to know the score of English grammar using the Grammarly application. The score researchers found is 70 out of 100 (Image 2). It means the user writes ungrammatical captions. This result has been clarified with the previous research conducted by Wardoyo et al. (2023). They found that many Instagram users in Sintang make grammatical mistakes.

Performance

Text score: 70 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions.



Image 2. Grammar Analysis

The researchers point out that the users have a high level of confidence, even though this conclusion needs to be proved by future studies. Confidence is another key to successful language learning, which is also in line with the filter hypothesis proposed by Krashen (1982)

CONCLUSIONS AND SUGGESTION

Based on the research above, it can be concluded that, generally, Universitas Kapuas Sintang writes their Instagram information in English so they can practice using their language vocabulary and practice their spelling knowledge by typing vocabulary. In addition, this study also found that the image of the creature as creative and cool is the second reason English captions are used in their Instagram posts. The study is limited as subject research only one type of social media user. More research can use more types of social media so that it is a more comprehensive illustration of why

English is used so much by Indonesian students in their schools. Social media posts and interactions are obtainable.

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