Exploration Of Instagram Usage As A Learning Media For Arabic Language *(Content Analysis on Instagram Account @takallam.arabiyyah)*

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Article Info	Abstract
	The widespread use of social media in the current 4.0 era signifies that it has become a necessity for society, with one notable platform being the Instagram application. Instagram serves as a platform for users to share their moments through photos and videos. This research aims to demonstrate to Instagram users that the platform offers additional benefits, particularly as a medium for learning Arabic more easily and efficiently. The method employed in this research is qualitative. The researcher assumes a pivotal role as the primary data collection tool, comprehending the context and analyzing information acquired from the Instagram account @takallam.arabiyyah. The primary data collection technique utilized is content analysis, involving the examination of verbal and visual data from social media. This article will delve into the utilization of the Instagram account @takallam.arabiyyah as a medium for learning Arabic, as well as explore the advantages and disadvantages of Instagram as a platform for Arabic language learning.
Artikel Info	Abstrak
	Maraknya penggunaan media sosial pada era 4.0 saat ini, media sosial menjadi kebutuhan yang dimiliki oleh masyarakat, salah satunya yaitu aplikasi Instagram. Instagram digunakan oleh penggunanya untuk membagikan moment mereka, berupa foto maupun video. Adapun tujuan dari penelitian ini yaitu untuk menunjukan kepada pengguna Instagram bahwa, Instagram mempunyai manfaat yang lain yaitu sebagai media belajar bahasa Arab dengan lebih mudah dan efisien. Adapun metode yang digunakan dalam penelitian ini menggunakan kualitatif, Peneliti memainkan peran kunci sebagai alat pengumpul data utama, memahami konteks, dan menganalisis informasi yang diperoleh dari akun Instagram @takallam.arabiyyah. Teknik pengumpulan data utamanya adalah analisis konten, yang memanfaatkan data verbal dan visual dari media sosial tersebut. Artikel ini akan membahas tentang penggunaan akun Instagram @takallam.arabiyyah sebagai media belajar Bahasa arab dan apa saja kelebihan dan kekurangan media sosial Instagram sebagai media belajar Bahasa arab.

I. INTRODUCTION

The Arabic language is considered the language of Islam because its fundamental teachings originate from the Quran and Hadith, which are written in Arabic (Sya'bani & Has, 2023). Consequently, it is not surprising to find various countries and many institutions, especially those in predominantly Muslim countries, actively engaging in learning and teaching the Arabic language. Learning Arabic is not only focused on understanding the basics of religion but also serves various other purposes, including educational, academic, economic, and political interests, as Arabic has become one of the recognized international languages by the United Nations (Gustia Tahir, 2020).

Politically and internationally, Arabic is recognized as an international language and is used as one of the official diplomatic languages in UN forums. Currently, Arabic is the official language of 25 countries worldwide. The Arabic language plays a significant role in civilization and the development of the era, as its existence as a language of knowledge has given birth to various disciplines such as philosophy, history, literature, architecture, medicine, and mathematics. Arabic is seen as a language bridging the thoughts and works of classical Greek scholars, as during the Islamic golden age, their works were translated into Arabic (Ridho, 2023).

Every Arabic learner undoubtedly has their ways, methods, and strategies to improve their proficiency in the language. Moreover, media plays a significant role in the continuity of Arabic language learning. Media can facilitate learning and enhance understanding of learning materials. It is observed that media can attract attention, increase learning interest, develop a learning climate, and generate ideas and perspectives (Pingga, 2021). Learning media is

expected to develop students' interest in learning materials, especially internet-based learning media. Internet-based learning media that can be used in the learning process in today's era includes social media (Ambarsari, 2020).

Social media comes in various forms, including popular platforms such as Facebook, Friendster, Twitter, and Instagram. Social media is widely used for communication with others through the internet. One of the most widely used social media platforms is Instagram. Instagram is a photo or video-sharing application that allows users to take photos or videos, apply filters, and then share them on social networks. With the facilities provided by Instagram, it can influence the learning process (Usrina, 2021). Currently, many Arabic language enthusiasts use Instagram and utilize it as a means of disseminating information (Muftihah, 2023). Among these users is the Instagram account @takallam.arabiyyah. This account consistently shares Arabic vocabulary posts, quizzes, and advice, and covers song lyrics in Arabic. Moreover, the account provides translations to facilitate understanding of the content. Therefore, it's not surprising that this account has already amassed 35.4 thousand followers as people enjoy every content posted.

Various circles, including Arabic language enthusiasts, are beginning to see the rapid development of the electronic world as a golden opportunity (Muftihah, 2023). One of the biggest problems in Arabic language learning is the lack of creativity in teaching methods and learning media, which makes students bored with the teaching and learning process in the classroom. The current dynamics indicate that teachers still cannot fully utilize the technology that has become a necessity today. However, this is one of the many things that can make it easier for teachers to deliver materials to students (Mualif, 2022). Furthermore, the involvement of social media as a learning tool for the Arabic language is considered something that can bring about new learning because social media is often associated with the developments of the era, and it proves that Arabic language learning is not rigid. Based on these considerations, the researcher wants to propose a study entitled "Exploration of Instagram Usage as a Medium for Learning the Arabic Language (Content Analysis on Instagram Account @takallam.arabiyyah)." Some relevant studies regarding social media include research conducted by Hamasliko Mahdawati entitled "Utilization of Facebook and Instagram Social Media as Arabic Language Learning Media in Indonesia." This research examines Facebook and the Instagram account @Arabiyahtalks. It aims to describe how social media Facebook and Instagram are utilized in the Arabic language learning process in Indonesia so that social media not only serves as entertainment but also as education. The research method used is a qualitative descriptive study on Facebook and Instagram. Data collection techniques in this study use observation, interviews, and documentation.

Another researcher, Lenny Tri Utami Santoso, conducted a study entitled "The Influence of Tik-Tok Social Media Utilization on Speaking Skills of Fourth-Grade Students of SDN Trosobo II." This research aims to determine the impact of TikTok social media utilization on students' speaking skills during the COVID-19 pandemic. The research method employs a pre-experimental design with a one-group pre-test and post-test design. Data collection techniques include documentation, questionnaires, and tests, with the sample consisting of fourth-grade students from SDN Trosobo II. Furthermore, Nurul Fajriyati conducted a study entitled "Utilization of Instagram Social Media to Improve Description Writing Skills in English Subject for Seventh-Grade Students of SMP Muhammadiyah Pangkalan Bun." This research has two objectives: to determine the utilization of Instagram social media by students at SMP Muhammadiyah Pangkalan Bun and to assess the improvement of writing skills among these students.

Based on the exploration results from several other studies, there are both differences and similarities. The common point lies in the utilization of social media. As for the differences, the researcher pioneers an approach to Arabic language learning through the utilization of the Instagram social media platform, with a focus on content analysis presented by the account @takallam.arabiyyah. This research explores the potential use of social media platforms as innovative and engaging learning tools for Arabic language learners. The study not only broadens insights into Arabic language education but also enriches learning methodologies by incorporating technology elements relevant to today's digital life. Therefore, this research aims to investigate the use of the Instagram account @takallam.arabiyyah as a medium for learning the Arabic language and to identify the

advantages and disadvantages of social media as a learning platform for the Arabic language. Through this approach, it is hoped that Arabic language learning can become more dynamic, engaging, and adaptive to the needs of learners in the contemporary era.

II. METHOD

This research employs a qualitative approach. Qualitative research aims to gain a deep understanding of the phenomenon under investigation by utilizing the researcher as the primary instrument in data collection (Jailani, 2023). The researcher plays a key role as the primary data collection tool, understanding the context, and analyzing the information obtained from the Instagram account @takallam.arabiyyah. The primary data collection technique is content analysis, which utilizes verbal and visual data from the social media platform. In the data analysis process, the researcher follows three main steps: data reduction, data presentation, and verification. Data reduction involves simplification and selection of relevant data, allowing the researcher to focus on key aspects of the research. Data presentation enables the researcher to present structured information for better understanding and to plan further steps. Data verification is the process of assessment that leads to conclusions and validates research findings. This stage is crucial to ensure the accuracy and validity of the research results before concluding.

III. RESULT AND DISCUSSION

A. Exploration of Instagram Account @takallam.arabiyyah as a Medium for Learning Arabic Language

Social media, also known as "social media," is a Social media, also known as "social media," is a tool used as a means of online communication on the internet. Social media allows its users to interact, communicate, and share activities in the form of text, photos, or videos. Social media utilizes web-based technology or applications to transform communication into interactive conversations (Lestari & Nurliah, 2023). Social media was first introduced in 1997 with the launch of blogging and posting features through Web 2.0 called sixdegrees.com. In the same year, a site for creating personal blogs known as Blogger was also launched. The development of social media did not stop there. In 1995, GeoCities was born, an online site that allowed

users to store website data so that websites could be accessed from anywhere. GeoCities was the beginning of the emergence of other websites (Cahyono, 2020). Subsequently, in 2002, a new social media platform named Friendster became popular. This application was the most popular among young people at that time. This was followed by the emergence of Facebook in 2003 and further development with the emergence of other social media platforms such as Twitter, Instagram, YouTube, WhatsApp, TikTok, and others, each with its uniqueness and features (Rafiq, 2019).

With the advancement of technology, social media has become increasingly versatile. Various applications can now be used as tools or aids to facilitate the process of learning Arabic both inside and outside the classroom (Husnaeni, Akmal, & AR, 2021). According to Aulia Rahmawati, Debita Maulin Astuti, and Faiz Helmi Harun (2023), in Indonesia, as of January 2023, the number of social media users in Indonesia reached 167 million. This figure is equivalent to 78 percent of the total internet users in Indonesia, which reached 212.9 million. This is evidence of the popularity of social media among the Indonesian population, and it appears to have a good potential for use as a learning media, one of which is Instagram.

Instagram is an application used for sharing photos and videos, allowing users to comment on each other's posts and be viewed by followers. The name Instagram is derived from 'insta' from the word instant and 'gram' from telegram. This can be inferred from its name, which can be interpreted as informing others about photos quickly and practically. Arabic language learning using Instagram begins with speaking skills (maharah kalam), followed by its rules (qowa'id). The materials that can be taught using this application include grammar (nahwu), vocabulary (mufrodat), and texts (mahfudzot). Learning becomes more practical, engaging, clear, and comprehensive with materials and quizzes that help strengthen understanding of Arabic language learning (Fuadah et al., 2020).

B. Features of Instagram Account @takallam.arabiyyah"

The Instagram account @takallam.arabiyyah is one of the Instagram users that provides easily understandable Arabic language learning content, presenting

various vocabulary, uslub, and muhadatsah. It even includes arrangements of viral songs in 2024 such as the song "komang" transformed into Arabic. As of now, the @takallam.arabiyyah account has 37.7 thousand followers and has made a total of 654 posts. The Instagram features utilized by this account include:

1. Feed

he Feed is an Instagram feature used to upload or post permanent photos or videos of learning materials, which will disappear if deleted by the account owner (Kurniati, 2022). When Instagram is used as a learning media, the account owner can upload content related to Arabic language with attractive designs. Moreover, on each post, the account owner can add captions according to what they want to convey. In this feature, the @takallam.arabiyyah account maximizes Instagram feeds by uploading permanent photos and videos of learning materials that can be viewed by other users. For a clearer example of its implementation on the @takallam.arabiyyah account, see the image below.

Figure 1. (Sc. Instagram takallam arabiyyah)

Figure 2. (Sc. Instagram takallam arabiyyah)

The material in the above image presents two skills: reading and speaking. Followers of the @takallam.arabiyyah account can read clearly and understand the meaning of the uslub that has been posted on the account. In terms of speaking skills, followers pronounce the uslub repeatedly, so they can comprehend, memorize, and then apply it when speaking. However, in the post, the account owner only uploads images accompanied by an introductory song without any audio of the pronunciation of the posted uslubs.

2. Instagram stories

In this feature, users can upload photos and short videos with a duration of no more than 15 minutes. The upload will disappear automatically within 24 hours after being uploaded (Wijaya & Rismawati, 2023). The Instagram story has many menus that can be used for learning. Among these menus are: (1) polling stories feature, which is a voting feature that can be applied to collect votes from two question options. This feature can be applied to quizzes in determining the correct answer in Arabic language learning; (2) comments stories feature, a feature that can be used by other users to answer or ask questions directly. (3) quiz stories feature, this feature is almost similar to the polling stories feature. The only difference is in the display of the choices arranged downward. (4) question box feature, a feature that can be used to discuss a topic material and can be responded directly by the account owner and shared again in the Insta story. (5) comment stories feature, this feature can be used to comment or ask about something related to material that is not understood or provide suggestions and criticism. Here, the researchers present the use of Instagram stories for learning the Arabic language on the @takallam.arabiyyah account.
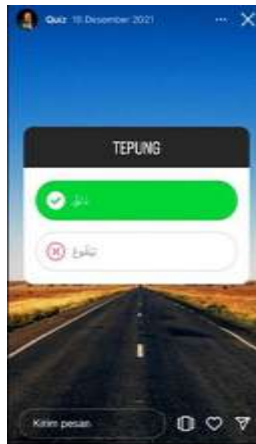
Figure 3. (Sc. Instagram takallam arabiyyah)

Figure 4. (Sc. Instagram takallam arabiyyah)

The image above serves as an example of the use of Instagram stories on the @takallam.arabiyyah account. In image 4, the question box feature is utilized, providing questions and responses for discussing nahwu principles. This feature is commonly used for discussions between the account owner and followers as a learning medium (Kholil, Salim, & Munir, 2024). In image 4, the account owner creates a quiz consisting of Arabic language questions based on the word 'flour'. After followers provide answers by clicking one of the answer choices, the correct answer will appear in green with a checkmark indicating correctness, while the incorrect answer will appear in red with a cross mark. This feature is highly beneficial for evaluating or testing understanding of Arabic language-related material and can increase insight and interest in the Arabic language, as evidenced by the correctness of their answers. When they select the wrong answer, they automatically receive the correct answer, thus facilitating learning of previously unknown information. Their enthusiasm in answering reflects their interest in learning.

3. Reels

Reels is the latest feature from Instagram that contains videos. Reels has become one of the most popular features used by Instagram users. This feature can be used to upload any kind of video, whether it's content, questions, or responses written by followers in the comments section of the reels video (Kholil et al., 2024).

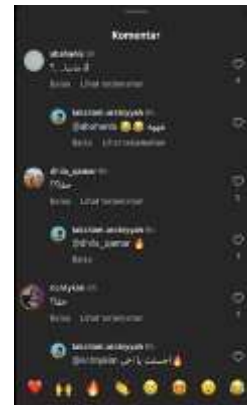**Figure 5**. (Sc. Instagram takallam arabiyyah)

Figure 6. (Sc. Instagram takallam arabiyyah)

Similar to the two images above, which were uploaded on the Instagram account @takallam.arabiyyah, image 5 contains vocabulary that is easily understood, accompanied by questions to evaluate the followers of the @takallam.arabiyyah account. Then, in image 7, there are answers written by followers in the

comment section. The @takallam.arabiyyah account intentionally opens the comments to facilitate its followers in answering, asking questions, and discussing as supporters in learning Arabic in the comment section of the reels. Moreover, this indicates the interaction between the account owner and the followers (Kurniati, 2022). Furthermore, in the reel video, followers can use it as material for learning qiroaah (reading). Besides practicing qiroah skills, it can also train listening skills because the video is also equipped with audio. At the same time, the video is presented with its translation, and the duration of the video is not too long to imitate its pronunciation.

4. Comment Stories

Figure 7. (Sc. Instagram takallam arabiyyah)

Figure 8. (Sc. Instagram takallam arabiyyah)

This feature differs slightly from some of the features outlined earlier. In this feature, answers related to the questions or statements are not provided. However, when this feature is used as a learning tool,

students are required to express their answers or opinions regarding the discussion of the material being covered. This can determine how students think and their opinions on content material, which can stimulate them to express their ideas and train students to be brave in expressing their opinions (Rembulan & Fauziah, 2020).

C. Strengths and Weaknesses of Instagram Social Media

Over the years, learning resources and instructional media have continuously evolved to meet the needs of learners in the field of education. In the learning process, media plays a crucial role in facilitating the development of learning processes that evolve over time (Fuadah, 2020). The dynamics and development of instructional media occur through a lengthy process and time. The presence of media in learning evolves alongside the development of learning approaches, technological advancements, and changes in societal lifestyles. Social media is highly practical for teaching Arabic. Various features available on Instagram can be maximized for learning purposes. Social media fosters curiosity and a greater desire to learn. In this regard, social media is interactive for its users. This interactive nature helps teachers in their teaching roles.

According to (Karami et al., 2021), the use of social media can enhance students' enthusiasm for learning foreign languages, especially Arabic. Its ease of use, appealing interface, and easily understandable content contribute to its benefits. Social media applications are also highly contextual for users' everyday lives. However, social media also has several advantages and disadvantages for Arabic language learners. All types of media have their strengths and weaknesses, especially internet-based ones. The advantages of social media, particularly Instagram as a learning medium, include:

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As for its shortcomings:

1. Users find it difficult to focus on learning as they are distracted by other applications on their gadgets (Liedfray, Waani, & Lasut, 2022). This is because gadgets typically have multiple downloaded applications, not just Instagram, such as games, which can hinder students from focusing on the material being studied on Instagram.

2. Requires a stable internet connection, as Instagram can only be accessed with adequate internet and signal strength (Andriana et al., 2022), making it challenging for those living in areas with poor communication infrastructure and, consequently, facing difficulty accessing the internet. If there are internet errors, the learning process will be slower and disrupted.

3. Easily accessible, Instagram provides easy access to various types of content to be viewed, not only related to lessons but also to negative impacts found within the Instagram application (Ambarsari, 2020). The most prominent issue is the presence of negative content that is not suitable for underage users. Therefore, supervision is needed to filter content to ensure that the material on social media aligns with the learning objectives.

IV. CONCLUSION AND SUGGESTION
A. Conclusion

By following the times, especially young students and teachers can hardly be separated from smartphones. Instagram is one of the social media platforms that is prevalent in this day and age, and it is suitable as a learning medium, especially for Arabic language learning, providing interesting innovations for understanding the material with various features presented on Instagram. Not only is it an innovation for students, but also for Arabic language teachers. The @takallam.arabiyyah Instagram account provides practical, interesting, and clear materials on nahwu, mahfudzot, and mufrodat, along with quizzes

related to the material to strengthen the understanding of students among the account's followers. Social media, especially Instagram, has both advantages and disadvantages. The advantages of Instagram include its effectiveness, practicality, accessibility anytime and anywhere, and its ability to present material interestingly. The disadvantages include the challenge of maintaining focus due to distractions, the necessity for adequate internet signal, and the ease of unrestricted access.

B. Suggestion

Researchers can offer the suggestions to readers who intend to use Instagram as a learning platform to implement content filtering. This ensures that the material on the learning platform aligns with the objectives.

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