

The Effect of Instagram Based Learning on Motivation and Japanese Language Skill Development

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ABSTRACT

This study aims to analyze the impact of learning through the Instagram platform on the motivation of Japanese language course participants and to analyze the relationship between motivation and the improvement of Japanese language skills. This study uses a quantitative approach with a correlational research design. To analyze intrinsic and extrinsic motivation as well as participants' learning outcome records, a Likert scale questionnaire was used. Japanese language course participants who used the Instagram platform were selected through purposive sampling. Data analysis was conducted using descriptive statistics and Spearman's rank correlation coefficient. The research results show that participants' motivation for intrinsic motivation tends to be more dominant than extrinsic motivation, which indicates that participants' motivation is at a moderate to high level. Analysis using Spearman's rank correlation coefficient shows a significant positive relationship between motivation and improvement in Japanese language skills. Interesting Instagram features such as visual content display and communicative interaction play a very important role in increasing interest in learning as well as learners' motivation during the learning process. These results show that Instagram can be effectively utilized as a language learning medium to enhance motivation and support interactive learning. The results of this study indicate that participant motivation can provide significant learning improvement. The selection of interesting content features also becomes one of the participants' motivations to further enhance their language skills. This study provides empirical insights into the use of social media in language learning and serves as a useful reference for developing more interactive and engaging digital learning strategies.

Keywords: *Learning Motivation, Japanese Language Learning, Instagram, Social Media*

INTRODUCTION

Foreign language skills increase individual competitiveness, expand educational opportunities, and open doors to international careers along with the growing development of technology in the current era of globalization (Chaer, 2015). Japanese has become one of the most popular foreign languages in Indonesia in recent years. The increasing interest in learning Japanese is related to the growing economic cooperation between Indonesia and Japan, as well as the increasing scholarships and job opportunities in Japanese companies (Pratiwi, 2021; Sari, 2020). Therefore, more and more participants are interested in learning to

find Japanese language learning methods that are more flexible and easily accessible outside of formal learning and anywhere. For example, currently many participants choose to learn through social media platforms because, in addition to being easy to access, learning time becomes more flexible.

The development of information and communication technology has brought about significant changes, especially in language learning methods. With the advancement of technology, learning is no longer limited to traditional classrooms but can now be conducted through digital platforms, especially on social media platforms (Nasrullah, 2017). Social media platforms like this make learning more flexible, independent, and interactive, not limited by time or place. Previous research has shown that using social media for language learning can increase motivation due to its ease of access, flexibility, and interactivity (Hamidah, 2020; Nugroho, 2022).

Among the many social media platforms available today, Instagram has become a social media platform widely used by the younger generation. Instagram offers various features that can be used for learning, including posts, stories, reels, and direct messages (Suryani, 2021). The visual content provided by Instagram is short and engaging, in line with the preferences of digital-era learners who prefer visual learning materials. In Japanese language learning, Instagram can enhance learners' contextual understanding by providing learning materials that integrate cultural elements (Indriyani & Nurjaleka, 2023). Motivation is the main key in the success of learning a foreign language, because it greatly affects learning motivation, perseverance, and learning outcomes (Sardiman, 2018; Uno, 2016). Previous research also shows that the majority of students exhibit a high level of motivation in participating in programs related to Japan (Muthiarawaty & Setiana, 2022). Learning motivation is classified into intrinsic motivation, extrinsic motivation, integrative motivation, and instrumental motivation; all of these motivations play an important role in shaping learning behavior and learning outcomes (Tandra et al., 2023). In digital learning through social media platforms such as Instagram, learning motivation plays a very important role in maintaining participant engagement.

Various previous studies have shown that social media plays a role in increasing learning motivation. However, research specifically analyzing the relationship between learning motivation and the improvement of Japanese language skills in the context of learning through Instagram is still limited. Therefore, this study aims to bridge that gap by analyzing the factors that influence learning motivation and their impact on the improvement of Japanese language skills. Specifically, this study aims to analyze What factors influence students' learning motivation in learning Japanese using Instagram and How the relationship between learning motivation and the improvement of Japanese language skills.

LITERATURE REVIEW

Learning Motivation

Motivation to learn plays a very important role in foreign language learning because motivation greatly affects engagement, perseverance, and learning outcomes (Sardiman, 2018; Uno, 2016). Learners who have high motivation tend to be more proactive in the learning process and show better learning outcomes (Hidayat & Widiati, 2019). Therefore, motivation is the main key to success in language acquisition. According to Gardner's theory, motivation can be classified into integrative motivation and instrumental motivation. Integrative motivation is related to the learner's desire to connect with the culture and community of the target language speakers, while instrumental motivation is related to practical goals such as academic achievement or career (Tandra et al., 2023). In this regard, students are often motivated by practical and personal goals, such as gaining work experience, improving language skills, and expanding their social network (Muthiarawaty & Setiana, 2022).

Motivation can also be classified into intrinsic motivation and extrinsic motivation. Intrinsic motivation is a learning motivation drive that arises from internal factors such as interest, enjoyment, and personal satisfaction, whereas extrinsic motivation is a learning motivation drive that arises due to being influenced by external factors such as the learning environment, teaching methods, and the use of media (Rahmawati, 2017).

Previous research shows that intrinsic motivation tends to have a stronger impact than extrinsic motivation; intrinsic motivation tends to last longer in terms of long-term learning outcomes.

Social Media as a Medium for Foreign Language Learning

Along with the development of technology today, the function of social media is not only as a communication tool, but now social media has developed into an interactive learning platform (Nasrullah, 2017). Social media provides opportunities for learners to interact meaningfully, share information, and collaborate in the learning process, especially in foreign language learning.

Social media platforms have a variety of diverse content features, including text, images, audio, and video, which align with various learning methods. The highly flexible use of social media makes it easier for learners to access materials tailored to their needs and preferences. Previous research shows that the use of social media in learning can increase learners' motivation, engagement, and participation. (Hamidah, 2020; Nugroho, 2022). In addition, social media serves as a supportive medium for language learning that can be carried out continuously; social media becomes an important element in language acquisition (Chaer, 2015). Through continuous interaction and ongoing practice, learners can improve their language skills more effectively in an informal learning environment.

Instagram as a Language Learning Platform

Instagram is a visual-based social media platform with various available features that can be used for language learning, such as posts, stories, reels, live broadcasts, and direct messages (Nasrullah, 2017). The features of the Instagram platform allow learning materials to be presented briefly, attractively, and interactively. As a visually-based social media platform, Instagram utilizes displays such as images, infographics, and short videos to make learning easier and deepen learners' understanding (Suryani, 2021). In addition, Instagram supports independent learning by providing access to learning materials that can be accessed at any time and by interacting with instructors and other learners.

In Japanese language learning, the Instagram platform can enhance contextual understanding and learner engagement by integrating language learning materials with cultural content (Indriyani & Nurjaleka, 2023). Such interconnectedness is important because language learning not only involves linguistic aspects but also cultural understanding.

Relationship Between Motivation and Language Learning Outcomes

In foreign language learning, motivation plays a very important role because motivation affects engagement, persistence, and learning outcomes (Uno, 2016). Motivation serves as a driving force for the continuity of the learning process, which generally requires consistent practice over a certain period of time. In addition, learning motivation helps learners choose more effective learning strategies to overcome difficulties and promotes progress. Highly motivated learners invest more effort into learning activities, actively use the target language, and are more open to feedback. This proactive approach encourages learners to actively participate in various learning activities and utilize diverse learning resources. Ultimately, this leads to better learning outcomes (Sardiman, 2018).

In learning using social media, motivation is reflected in learners' continued access to materials, participation in interactive activities, and application of acquired knowledge. (Zalani & Yousofi, 2021) demonstrated that social media use enhances motivation in second language (L2) learning and ultimately impacts learning outcomes. Instagram, in particular, is a platform that supports language learning through its interactive and visual features. Using Instagram for language learning can increase learners' motivation and positively impact their engagement with learning and their learning outcomes. Therefore, especially when using Instagram for Japanese language learning, it is important to examine the relationship between learning motivation and language proficiency improvement.

METHODOLOGY

This study employed a quantitative approach using a correlational research design to examine the relationship between learning motivation and improvement in Japanese language skills. The independent variable (X) was learning motivation, while the dependent variable (Y) was improvement in Japanese language proficiency.

The sample consisted of participants enrolled in Instagram-based Japanese language courses, selected using purposive sampling. Data were collected through Likert-scale questionnaires to measure intrinsic and extrinsic motivation, as well as documentation of participants' learning outcomes. Data analysis was conducted using descriptive statistics to identify the level of learning motivation among participants. In addition, Spearman's rank correlation coefficient was used to determine the relationship between learning motivation and language skill improvement.

DISCUSSION

This study emphasizes that motivation plays a very important role in the effectiveness of Japanese language learning, particularly in Instagram-based learning. In addition to showing positive results regarding the relationship between motivation and improvements in language learning, this study also provides a deeper understanding of how various motivational factors influence the digital learning environment. Intrinsic motivation shows that participants are driven to learn by personal interest, a love for Japanese culture, and self-directed learning goals. This supports the view that long-term success in language learning is more strongly influenced by intrinsic factors than by extrinsic motivation. In addition, this study also supports previous research suggesting that students are motivated not only by academic goals but also by practical goals such as gaining experience and improving language skills (Muthiarawaty & Setiana, 2022).

Theoretically, the results of this study extend the concept of motivation proposed by (Uno, 2016) and (Sardiman, 2018) by placing it within the context of a social media-based learning ecosystem. Unlike traditional learning, Instagram offers a microlearning model through short, visual, and repetitive content. This model has the potential to enhance intrinsic motivation by reducing cognitive load while maintaining continuous engagement in learning. Therefore, this platform not only increases motivation but also establishes new methods for building and maintaining it. Furthermore, the significant positive correlation between learning motivation and improved Japanese language proficiency is consistent with previous studies (Nugroho, 2022; Zalani & Yousofi, 2021). However, this study offers new insights by clarifying the role that platform-specific features play as mediating factors. Instagram's visual and interactive features, such as comments, Reels, and direct messages, create a feedback-rich learning environment that encourages active participation. This aligns with (Nasrullah, 2017) concept of a participatory culture where users are not merely information recipients but actively contribute to the learning process.

Another important aspect is the flexibility and accessibility that Instagram offers. As (Hamidah, 2020) suggests, learning can take place anytime, anywhere, promoting self-directed learning. However, this flexibility also leads to variability in participant engagement. Without clear structure and direction, motivation alone cannot necessarily guarantee consistent learning outcomes. Furthermore, this study demonstrates that incorporating cultural content into Japanese language learning using Instagram enhances participants' emotional engagement. This supports the view of (Indriyani & Nurjaleka, 2023) that combining linguistic and cultural aspects deepens contextual understanding. These findings are consistent with Gardner's motivation theory, particularly integrative motivation, which plays a crucial role in second language acquisition.

However, this study has some limitations. The use of intentional sampling limits the generalizability of the results, and the quantitative approach fails to fully capture the depth of the learning experience. Furthermore, other variables such as initial proficiency, learning duration, and digital literacy were not comprehensively analyzed. Therefore, future research should employ mixed methods or longitudinal study designs to gain a deeper understanding of the motivational dynamics in digital learning. Overall, this study confirms the great potential of social media, particularly Instagram, as an effective language learning medium. However, a balance

between its use and intentional learning design is essential to optimize motivation and produce meaningful learning outcomes.

CONCLUSION AND RECOMMENDATION

This study concludes that learning motivation has a significant influence on the improvement of Japanese language skills in Instagram-based learning environments. Intrinsic motivation was found to be more dominant in sustaining learner engagement. The findings also indicate that Instagram can function as an effective learning platform due to its interactive and flexible features. However, its effectiveness depends on the integration of appropriate instructional strategies. This study contributes to the development of digital language learning and highlights the importance of integrating motivation and social media in educational practices.

It is recommended that educators design Instagram-based learning content that is interactive, concise, and relevant to real-life contexts in order to enhance learner engagement. Future research is encouraged to explore other social media platforms and adopt mixed-method approaches to gain deeper insights into learner motivation and learning outcomes.

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