

ABSTRACT

Ferdinan, M. E. S. 2024. *The Use of Instagram as A Medium in Teaching Procedure Text*. **Skripsi**, English Education Department, Faculty of Teacher Training and Education Islamic University of Kadiri. Supervisor I: M. Syaichul Muchyidin, M. Pd., Supervisor II: Wildan Isna Ashar, S. Pd.I.,M.Pd.

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Education is important for human live, as it provides guidance and the ability to differentiate between right and wrong. According to Law No. 20 of 2003, education aims to develop students' potential in spiritual, personal, and social dimensions. Learning and teaching are fundamental in education: learning involves deliberate activities leading to changes in behaviour and attitudes, while teaching supports this process through various methods, including text-based instruction. This research focuses on teaching procedural texts, which provide step-by-step guidance for specific actions or tasks, using Instagram as a medium. Instagram is widely used in Indonesia, particularly among students, offering significant educational opportunities due to its popularity and accessibility.

This study employs a quantitative research approach with a quasi-experimental design to assess the impact the treatment. Quantitative research involves collecting and analyzing numerical data to test theories and relationships between variables. The quasi-experimental design compares outcomes between groups without randomization, using pre-tests and post-tests to measure the intervention's effect.

The study investigates the effectiveness of using Instagram as a medium for teaching procedural texts to the students at Pondok Pesantren Darul Muslimin Muhammadiyah. The experimental class, utilizing Instagram, demonstrated significant improvement in student achievement, this study suggests that incorporating innovative and interactive mediums

like Instagram can enhance motivation and improve the learning experience for students. Educators are encouraged to explore diverse mediums to maintain engagement and foster dynamic learning environments. Future research could build upon these findings to further explore Instagram's potential in educational contexts