

Content Analysis of Animation Video Instagram Account @Marhaban.Academy as a Medium for Learning Arabic Vocabulary

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ABSTRACT

The challenge for Arabic language teachers in the digitalization era is how creative they can be in using technology, especially in learning Arabic, which is still often considered a complex subject. Based on the results of researchers' observations, Instagram as a technology product has many accounts that discuss Arabic learning material, such as the Instagram account @marhaban.academy. The Instagram account @marhaban.academy contains content discussing Arabic vocabulary. Therefore, this research aims to discover the features of video content and whether learning videos on Instagram accounts can be used as a medium for learning Arabic. A descriptive qualitative approach with a type of content analysis with a descriptive qualitative approach was used in this research. The results of this research show three features used in Arabic vocabulary learning video content on the Instagram account @marhaban.academy, such as animated videos, sound, and writing. The interview results show that these three features help students to know and increase their Arabic vocabulary. From the results of this research, researchers recommend using Arabic social media content to support Arabic language learning outcomes.

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Article history

Received 2023-09-20

Revised 2023-10-25

Accepted 2023-10-26

Keywords

Challenges for Arabic Language Teachers; Instagram account @marhaban.academy; Arabic Vocabulary Learning.

Introduction

In human life in the modern era, technology has become something that cannot be separated, especially in the educational aspect (Audina & Mubarak, 2021; Mubarak et al., 2021; Sari & Hasibuan, 2019). This is a challenge for teachers to master and integrate technology as a medium for delivering learning material (Bedenlier et al., 2020; Felix, 2020; Ilmiani, Marsiah, et al., 2020; Jamil & Agung, 2022). Some formal and non-formal educational institutions have applied contemporary technologies used as learning media (Saputra et al., 2021). This shows

that technology development in education is a certainty that cannot be avoided and requires educators to adapt.

Instagram social media is a concrete example of technological developments in modern times. In the context of Arabic language learning media, the use of Instagram as a medium for Arabic language learning has begun to attract much interest among educators (Audina & Muassomah, 2020; Saputra et al., 2021) besides other media such as YouTube (Hamidah & Marsiah, 2020; Marsiah et al., 2021), and Facebook (Linur & Mubarak, 2020). Based on the results of researchers' observations, on Instagram, there are many accounts containing Arabic language learning content.

One of the Arabic language content that researchers found was an Instagram account @marhaban.academy. This account is characterized by delivering material with full-color animation and audio from native speakers, most of whom discuss Arabic vocabulary. Based on these facts, researchers are interested in analyzing more deeply the content of Arabic learning videos on the Instagram account @marhaban.academy, which has the characteristics of delivering Arabic learning material using full-colored animation media and native speaker audio, with the majority discussing Arabic vocabulary.

Therefore, this research aims to explore the features used in the Arabic vocabulary learning video content from the Instagram account @marhaban.academy and whether using these features can be accepted by students, especially at the beginner level. Learn and increase your Arabic vocabulary. Based on these objectives, researchers also found several previous studies that were relevant to this research. First, Saputra et al. analyzed the quality of the content of the Instagram account @Kursus_Arab_alazhar, especially in the appropriateness of content, presentation, language, and design (Saputra et al., 2021). Second, Bahrudin et al., in their research, explored the steps for teaching Arabic speaking skills using Instagram media based on a constructivist approach (Bahrudin et al., 2021). Third, Priantiwi Abdurrahman analyzed Arabic language learning patterns in 4 TikTok accounts using the hashtag #belajarbahasaarab (Priantiwi & Abdurrahman, 2023). Fourth, Ardiyanti et al. analyzed the majaz contained in the content of the Instagram account @literature_arabic (Ardiyanti et al., n.d.) Fifth, research on using Instagram to improve students' mastery of mufrodat. In this research, it is stated that Instagram is an alternative that can be used as a medium for learning Arabic to improve students' mastery of mufrodat (Sulfikar & Nurul Fawzani, 2023).

The five research results above found several similarities in studies, especially in the content analysis of social media and Instagram accounts in the Arabic language learning aspect. However, no additional analysis has yet to be done, especially on the features used in creating Arabic language content. Therefore, this research will analyze the features used in the animated

video for learning Arabic vocabulary entitled "Learning Arabic through Video" on the Instagram account @marhaban.academy.

Method

Research Design

In this research, the researcher analyzed and described the content of the Arabic vocabulary learning animation video on the Instagram account @marhaban.academy, especially the features used in the video. Researchers used a qualitative approach to analyze the content of animated video posts for learning Arabic vocabulary. The research method used is a content analysis method with a descriptive qualitative approach. Content Analysis is research that discusses in depth the content of information in the media as the main object of the research (Arafat, 2018).

The subject of this research is the Instagram account @marhaban.academy. In contrast, the research object is an animated video post on vocabulary learning titled "Learning Arabic through Video," which the researcher chose on May 17-2023, based on the highest number of likes and comments.

Data Collection Tehnique

Data collection techniques were observation, interviews, and documentation (Sugiyono, 2015). Observations were made by observing posts on the Instagram account feed @marhaban.academy. Meanwhile, interviews used structured interview techniques via WhatsApp social media by contacting the Instagram account owner @marhaban.academy. The documentation is in the form of an animated video post on vocabulary learning titled "Learning Arabic through Video," which was chosen to be studied in this research.

Data Analysis Techniques

The data analysis technique used to analyze the content of animated videos learning Arabic vocabulary on the Instagram account @marhaban.academy is an interactive analysis by Miles & Huberman (Huberman & Miles, 2002). Miles and Huberman provide general instructions regarding several steps in qualitative data analysis: data collection, data reduction, data presentation, and data conclusions or verification.

Result and Discussion

Instagram Account Profile @marhaban.academy

Based on the results of the researcher's interview with the owner of the Instagram account @marhaban.academy, the account was started in May 2022. Besides providing Arabic

learning materials, online Arabic courses are open to anyone who wants to learn Arabic. The course institute will start in October 2022. The owner of the Instagram account @marhaban.academy with the initials NA is an Arabic language education student at one of the state Islamic universities in Indonesia.

In his interview, the content creator of the Instagram account @marhaban.academy explained that establishing this online Arabic language learning course institution was to improve the quality of Arabic language learning significantly. This effort combines technology, animation, and interactive learning methods to provide students with an enjoyable, effective, and efficient learning experience. This is also because many applications of learning Arabic tend to be traditional and cause some people to have a skeptical view of learning Arabic. Therefore, to overcome this problem, the Instagram account @marhaban.academy allows Arabic language students to learn this foreign language by combining effective and innovative technology. In line with the research above, Ilmiani et al. revealed that technology-based Arabic language learning in this era needs to be implemented to produce an effective and innovative learning process (Ilmiani, Ahmadi, et al., 2020).

Content Analysis of the Post “Belajar Bahasa Arab Lewat Video”

The characteristics of the Instagram account @marhaban.academy are based on the account owner's explanation that the material aspect focuses on Arabic vocabulary and expressions appropriate to the conditions of Arabic language students in Indonesia. Apart from that, vocabulary is a solid foundation for learning Arabic because students need understanding or a lack of vocabulary to avoid obstacles in achieving Arabic language proficiency. In line with the results of the opinion above, Sulfiar & Fawzani, in their research, also revealed that vocabulary is the most crucial part of learning because the formation of sentence expressions is the result of a collection of vocabulary accompanied by correct sentence structures (Sulfikar & Nurul Fawzani, 2023). In general, the richness of a person's Arabic vocabulary reflects his intelligence or level of education (Azizah, 2020). Therefore, having a large vocabulary can be a supporting factor for someone to master language skills, both productive and receptive.

Based on the results of the researcher's observations of one post selected for analysis, the video presents vocabulary material text along with examples of simple expressions using that vocabulary.



Source: https://www.instagram.com/p/CsWUgiExe_K/?igshid=MzRIODBiNWFIZA==

The image above is an example of the meaning of the explanation in the previous paragraph. As for the focus of discussion in this research, the researcher observed the features contained in the animated video learning Arabic vocabulary posted on May 17, 2023. This post was chosen based on the highest number of likes and responses from followers who studied vocabulary in the video. Several aspects of the features that researchers observed are as follows:

Animation

According to the owner of the Instagram account @marhaban.academy, choosing animation as a medium for learning Arabic vocabulary is to help students understand the meaning of the context of words and phrases better and faster. The owner also believes that Arabic has many aspects that are abstract and difficult to understand visually. Therefore, the owner uses animation to illustrate the meaning of Arabic vocabulary clearly. This is in line with the expert opinion expressed by Budiman that the use of visual media in learning can help students receive the material presented by the teacher, create enthusiasm for learning, critical thinking, and creativity, and improve students' learning achievement (Kustandi et al., 2021). Mashuri Budiyo also argues that using animation as a learning medium is essential in the learning process, helping teachers visualize learning material that students cannot see or imagine (Mashuri & Budiyo, 2020).

Animation is a moving image produced by processing hand drawings with the help of a computer and computer graphics, making it an animated film very easily and quickly.

Additionally, animation is also included in audio-visual media because it contains images and sound

(Prasetyo &

movements

Baehaqie, 2017).



Source: https://www.instagram.com/p/CsWUgiExe_K/?igshid=MzRIODBiNWFIZA==

Widiyasanti and Ayriza, in their research, also argue that the animated videos used can be a vocabulary learning medium for students because they display engaging text, image, and audio elements so that they get the attention of students to learn the vocabulary shared and help their understanding in knowing the meaning of vocabulary (Widiyasanti & Ayriza, 2018).

Voice

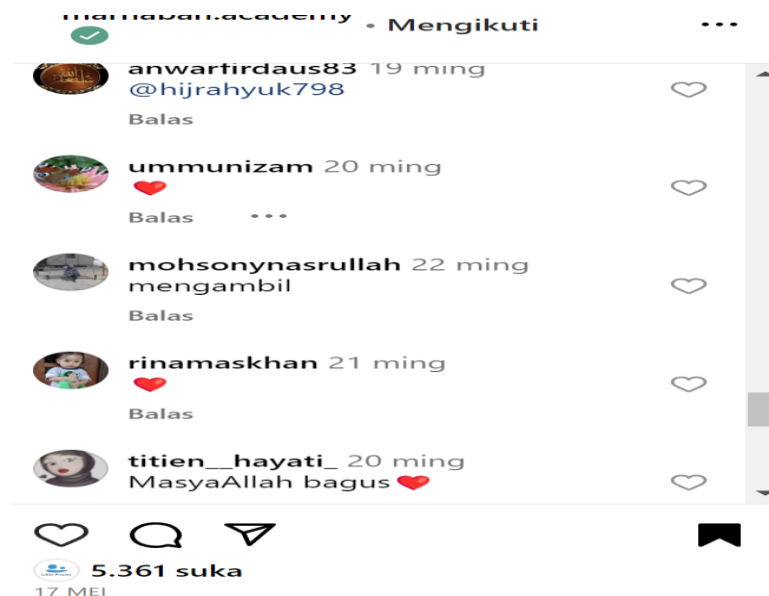
The Arabic vocabulary content on the Instagram account @marhaban.academy also uses direct audio from native Arabic speakers. From the results of interviews with account owners, the sound of Arabic vocabulary from native speakers can be a direct example for practicing listening skills, such as the native speaker's accent and intonation. The account owner also added that the original voice of a native speaker has a vital role in increasing the success of learning Arabic. In line with the research above, Ansori revealed that the voice of a native speaker can help students directly follow what they hear to pronounce Arabic letters and adjust their intonation appropriately and correctly according to the original language (Ansori, 2016). From the results of this study, the researcher concluded that the use of live voiceovers from native Arabic speakers who offer authentic hearing of accents and intonations can help students hone their listening skills in a direct Arabic environment.

Writing

In his interview, the account owner revealed that the font used in the learning video is presented in a standard size, clear, and attractive colors to help students read the dialogue text in the Instagram content @marhaban.academy. In line with the research results above, Mubarak

Linur also revealed that the form of writing presented in social media positively impacts Arabic language skills, such as reading skills (Linur & Mubarak, 2020).

Apart from that, from the results of the researcher's observations in the Instagram account posts, many students provided vocabulary translation answers through the comments feature. The following is one of the screenshots from the comments column that the researcher took as an example:



Source: https://www.instagram.com/p/CsWUgiExe_K/?igshid=MzRIODBiNWFIZA==

These results prove that the content of the Instagram account @marhaban.academy can be interesting for Arabic language learners, especially for vocabulary learning. The followers commented positively: "MasyaAllah Bagus," "Mumtaz, great." On the other hand, the researcher also interviewed two followers of the Instagram account @marhaban.academy to ask for responses to the influence of the three features in the learning video content. Shared vocabulary towards their vocabulary mastery. The first response revealed (using Indonesian):

"1 Animasi yang digunakan sangat bagus dari segi pemilihan warna sangat cocok sesuai peran masing" dan suaranya sangat jelas sehingga memudahkan pendengar dalam menyimak video tersebut. Dalam segi gerakan baik sesuai dengan apa yang dibicarakan dalam video tersebut.

2. Front penelitiannya sangat jelas dan sangat membantu dalam menambah kosakata dan dapat memudahkan pemula dalam belajar bahasa arab. Kosakatanya dapat lebih mudah diingat karena menggunakan front yang dapat memudahkan bagi pemula dalam belajar bahasa arab."

Furthermore, the second response also stated (using Indonesian):

"Sebagai pemula, Menurutku udah baik sih, dari peletakan juga. Tulisannya ga di dalam frame animasinya. Jadi bisa lebih jelas dan fokus pas baca. Tulisannya eyecatching juga. Dan memang butuh banget kata per kata diterjemahkan seperti slide video tersebut".

As a result of interviews and observations from the comments column, it was found that the three features used by the Instagram account @marhaban.academy can help Arabic language students, especially beginners, learn and increase their Arabic vocabulary. This research also strengthens previous research (Audina & Muassomah, 2020; Bahrudin et al., 2021), proving the positive impact of Instagram media on Arabic language learning.

Conclusion

The Instagram account @Marhaban.Academy emphasizes Arabic language learning content on aspects of Arabic vocabulary and expressions through dialogue and animated videos. Vocabulary pronunciation sounds are also presented directly by native Arabic speakers. The results of this research prove that the content presented by the Instagram account positively influences Arabic language learners, one of which is at the beginner level.

Researchers realize this research has many limitations because not all content in the Instagram account @marhaban.academy was analyzed. Researchers only analyzed one content from the post "Learning Arabic through Video," which was selected based on the highest number of likes and comments. Therefore, it is hoped that further research can examine other Arabic Instagram content from various perspectives, such as the suitability of learning media, the quality of expressions, and the grammar used.

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