

**THE EFFECT OF ENGLISH VIDEO CONTENT ON
INSTAGRAM TOWARD *MAHASANTRI* VOCABULARY
MASTERY AT MA'HAD AL-JAMI'AH STATE ISLAMIC
UNIVERSITY OF FATMAWATI SUKARNO BENGKULU**

T H E S I S



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SUKARNO BENGKULU**

2025

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THESIS



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2025



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RATIFICATION

This is to certify the thesis entitled **"THE EFFECT OF ENGLISH VIDEO CONTENT ON INSTAGRAM TOWARD MAHASANTRI VOCABULARY MASTERY AT MA'HAD AL-JAMI'AH STATE ISLAMIC UNIVERSITY OF FATMAWATI SUKARNO BENGKULU"**

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I hereby declare that my thesis entitled *"The Effect of English Video Content on Instagram Towards Mahasantri Vocabulary Mastery at Ma'had Al-Jami'ah State Islamic University of Fatmawati Sukarno Bengkulu"* is my own work or research and is not a plagiarism of the work of others. If in the future it is known that this thesis is the result of plagiarism, I am ready to be subject to academic sanctions.

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MOTTO

Allah tidak akan pernah memberikan ujian, ketakutan, kesedihan, kecemasan yang tidak bisa kamu tangani. Allah tau seberapa kuat kamu dan Dia mengujimu sesuai dengan kekuatanmu.

(Al-Baqarah: 286)

Maka sesungguhnya beserta kesulitan ada kemudahan, sesungguhnya beserta kesulitan ada kemudahan.

(Al-Insyiroh: 5-6)

Skenario Allah akan selalu lebih indah dari apapun yang pernah kamu rencanakan.

(Al-Imron: 54)

“No man can win every battle, but no man should fall without a struggle.”

(Peter Parker, Spider-Man)

DEDICATIONS

With gratitude and love, this thesis is dedicated to:

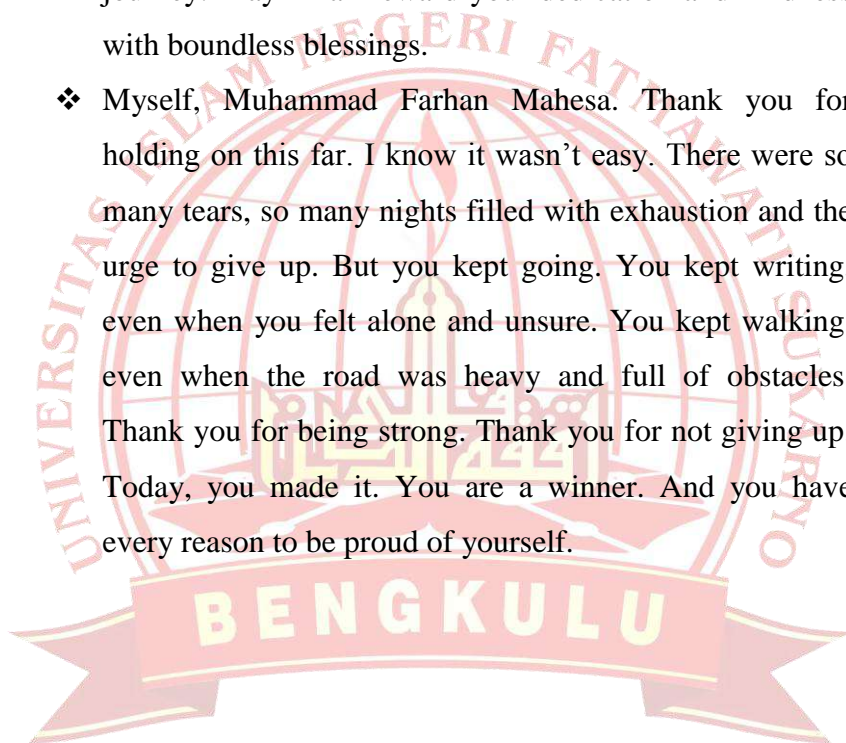
- ❖ Allah SWT, The Almighty, the source of all knowledge, strength, and peace. Without your help, i am nothing. All praise is due to you, who have made every step of this journey possible.
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ABSTRACT

Muhammad Farhan Mahesa: The Effect English Video Content on Instagram Toward *Mahasantri* Vocabulary Mastery at Ma'had Al-Jamiah State Islamic University of Fatmawati Sukarno Bengkulu

Advisor I : Prof. Riswanto, Ph.D

Advisor II : Reko Serasi, S.S., M. A

The mastery of idioms is often overlooked in English learning, despite being an essential part of vocabulary in daily communication. Social media such as Instagram has been used for language learning, yet its role in teaching idioms remains underexplored, especially in nonformal settings like ma'had. This study aimed to determine the effect of Instagram-based English videos on idiom mastery of mahasantri at Ma'had Al-Jami'ah, UIN Fatmawati Sukarno Bengkulu. A quantitative approach was applied using a one-group pretest-posttest design with 61 participants. The treatment was given through contextual idiom videos uploaded by the researcher on the Instagram account HANLY. Results showed an increase in average scores from 68.85 (pretest) to 77.95 (posttest), with a significance value of 0.001 (< 0.05), indicating a significant effect. It can be concluded that idiom learning videos on Instagram effectively improve idiom mastery and are suitable as an informal learning medium.

Keywords: English video content, Instagram, idioms, vocabulary mastery, mahasantri.

ABSTRAK

**Muhammad Farhan Mahesa: Pengaruh Konten Video
Berbahasa Inggris di
Instagram terhadap
Penguasaan Kosakata
Mahasantri di Ma'had Al-
Jami'ah Universitas Islam
Negeri Fatmawati
Sukarno Bengkulu**

Pembimbing I: Prof. Riswanto, Ph.D

Pembimbing II: Reko Serasi, S. S., M. A

Penguasaan idiom sering terabaikan dalam pembelajaran Bahasa Inggris, padahal idiom merupakan bagian penting dari kosakata dalam komunikasi sehari-hari. Media sosial seperti Instagram telah dimanfaatkan dalam pembelajaran, namun penggunaannya khusus untuk pengajaran idiom masih jarang diteliti, terutama di konteks nonformal seperti ma'had. Penelitian ini bertujuan mengetahui pengaruh video pembelajaran Bahasa Inggris berbasis Instagram terhadap penguasaan idiom mahasantri di Ma'had Al-Jami'ah UIN Fatmawati Sukarno Bengkulu. Penelitian ini menggunakan pendekatan kuantitatif dengan desain one-group pretest-posttest, melibatkan 61 peserta. Perlakuan diberikan melalui video idiom kontekstual yang diunggah peneliti di akun Instagram HANLY. Hasil penelitian menunjukkan peningkatan skor rata-rata dari 68,85 (pretest) menjadi 77,95 (posttest), dengan nilai signifikansi 0,001 ($< 0,05$), yang berarti terdapat pengaruh signifikan. Disimpulkan bahwa video pembelajaran idiom di Instagram efektif meningkatkan penguasaan idiom dan layak digunakan sebagai media pembelajaran informal.

Kata Kunci: Konten video berbahasa Inggris, Instagram, Idiom, penguasaan kosakata, mahasantri.

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Peace and salutations be upon the Prophet Muhammad SAW, the last messenger of Allah, whose noble character and teachings have illuminated the path of truth, knowledge, and morality for all of humanity. His life serves as a timeless example of wisdom, patience, and compassion, inspiring Muslims around the world to strive for excellence in every aspect of life, including the pursuit of knowledge.

This humble work, entitled ***“The Effect of English Video Content on Instagram Toward Mahasantri Vocabulary Mastery at Ma’had Al-Jami’ah State Islamic University of Fatmawati Sukarno Bengkulu”***, is submitted as a partial fulfillment of the requirements to obtain the Undergraduate Degree (S1) in the English Education Study Program at the State Islamic University of Fatmawati Sukarno Bengkulu. The process of completing this thesis has been both a valuable

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Bengkulu, July 2025

Muhammad Farhan Mahesa
2111230016



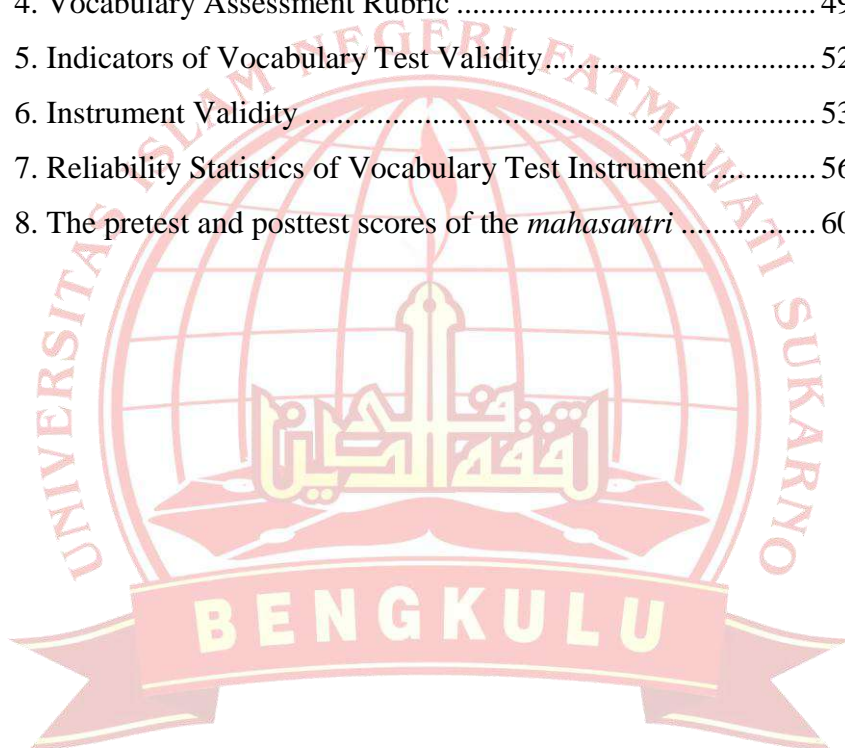
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