

## ANALYSIS OF THE IMPLEMENTATION OF FILM DUBBING ON INSTAGRAM AS A POPULAR MEDIA FOR IMPROVING SPEAKING

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**Abstract.** This research contained an analysis of dubbing implementation in films and Instagram as a popular media for improving speaking skills in the era of gadgets. The purpose of this study is to find out how the implementation of dubbing in films on Instagram and how the advantages of popular media in improving speaking skills. This research used quantitative and qualitative approaches using questionnaire and interview methods. The sampling technique is carried out by purposive sampling of students in the Transactional Speaking course. This study presents students' perceptions of the implementation of Dubbing Film on Instagram as a Popular Media to improve speaking skills. The result of this study are; the advantages of implementing film dubbing, namely (a) imitating film dialogue into a media of Knowledge of English Pronunciation. (b) become a media of expression for increased confidence in speaking. (c) increased vocabulary and understanding of the meaning of dialogue in films.

**Keywords:** dubbing film; instagram; students, speaking.

### INTRODUCTION

In the era of globalization, mastery of English is a must-have for every individual. It is a key tool used to build communication and compete globally. English is a language used as a media of communication and as the first International language to be used to interact with others around the world. There are four aspects of language skills taught in English subjects, namely reading, writing, listening and speaking. In this case, the four skills have a high contribution and can be used as an indication of effectively improving the abilities of students. Speaking skills are the main abilities that English language learners need to have. So that the use of popular media instagram in the era of technological advances is one way to develop English skills, especially speaking.

The 21st century skill consist of an integrated of content knowledge, particular skills, proficiency, and literacy of technologies which inslude skill in critical thinking, problem solving, communication, and team work. (Fandino, Y., J., 2013)

From the above quote, it is explained that 21st century skills consist of integrated content knowledge, specific skills, proficiency, and technological literacy that include skills in critical thinking, problem solving, communication, and teamwork. Teachers use many ways in the speaking learning process.

Dubbing is the choice of sound or what is known as dubbing (dubbing, looping) is the process of recording or replacing the voice for a character. Dubbing, which in English is known as dubbing and is usually used in the entertainment world, is expected to be able to make college participants more engaged and motivated to learn because of curiosity, fun, and challenged to produce a voice that sounds like the voice of a native speaker. In language learning, of course, the learning media will greatly affect the mastery process. Instagram media is very popular in the era of gadgets like today.

Social media is the online communities in which people interact to each other. Social networking activities have the possibility of enhancing lecturers' professional and adding media/ways in their teaching. The lecturers will be close with their students and will be interactive to enrich English students competences. The students and the lecturers can organize activities such as writing skill, grammar understanding, and etc. (Agustrianita, 2017)

Instagram is a photo- sharing mobile application that allows users to take pictures, apply filters to them, and share the on the platform itself. Instagram has over 400 million active monthly users who shared over 40 billion pictures. (Alhabash, S., and Ma, M., 2017)

According to previous research that social media is an online community where people interact with each other. Social networking activities have the possibility to improve the professionalism of lecturers and add media / means in their teaching. The lecturers will be close to their students and will be interactive to enrich the competence of English students. Social media is a digital and online community for building interaction with others.

There are the advantages in using of Instagram caption as online learning media. (ACY Bestari, Dinar, and Meilina, 2020)

Speaking is the most important and essential skill in English. Speaking is a crucial part of second language learning and teaching<sup>6</sup>. The purpose of speaking is to deliver ideas to the people who we speak with about what we want to say. In a conversation, speaking is one of the components of this. (Thanyalak Oradee, 2012)

Speaking is a way of issuing or expressing an opinion, a word that you want to express. Speaking can exercise confidence.

The media used is dubbing movies uploaded on the popular social media Instagram. Students got the benefit of implementing film dubbing on instagram in speaking skills. The purpose of this study was to determine the implementation of film dubbing on Instagram as a popular media in improving speaking skills. So that the results of this study can be used as a reference for English learning media, especially in improving speaking skills. Researchers analyzed the advantages of implementing Dubbing Film on Instagram as a popular media in improving speaking skills. The video of the dubbing implementation was uploaded on the students' Instagram accounts. The dubbing video was uploaded by giving #learningenglishwithmrsade hastag and #videodubbingofspeakingclass hastag.

## RESEARCH METHOD

This research uses quantitative and qualitative approaches so that it emphasizes words more. The first data of this quantitative study were taken from survey through questionnaire. Survey is a procedure in quantitative research that involves the use a questionnaire to explore a population's characteristic, attitudes, behaviors, and opinions. (Creswell. J. W., 2012)

The first data, researchers get from the results of questionnaires from students. After that, the researcher took data from the interview results. Interview is an efficient way to elicit in-depth information of someone's experience, perspectives, and opinion (Lambert, 2012)

The most frequently used qualitative data collection instruments include observations and interviews to have thick and rich data, and to explore the situation. This research used open questions to get the data and the result. (Z. Dornyei, 2007).

Researchers used purposive sampling, which was to take a sample of 17 students in the speaking class. The data collection method used is a questionnaire and interview from the results of the implementation of dubbing the film on Instagram. Researchers also observed dubbing videos that students had uploaded on their Instagram accounts with #learningenglishwithmrsade and #videodubbingofspeakingclass. The information was gotten from the result of questionnaires and in-depth interviews with students.

## RESULT AND ANALYSIS

After the researchers collected the data, the researchers analyzed, summarized the research samples in the form of student posts on their accounts with #learningenglishwithmrsade hastags. After that, the researchers made a data processing classification table and data analysis from questionnaires and interviews.

**Tables.** All included tables must be referred to in the main text and the table title and caption are to be positioned above the table. The captions need to be written in Times New Roman, 9pt.

**Table 1.** Students' Responses to The Questionnaire Items

Question	Q1	Q2	Q3	Q4
	Implementation of Dubbing films	Dubbing a film become a media of knowledge of English Pronunciation	media of expression to increase confidence in speaking	Vocabulary
Total student	17	17	17	17
Percentage	100%	100%	100%	100%

**Table 2.** Analysis Data Of Interview

No	Participants (Students)	Interview Process (Sample of dialogue)	Analysis	Category	Result
1.	1,2,3,4,5,6,7,8, 9, 10,11,12,13,14, 15, 16,17	"Yes, I implemented Dubbing film in the Transactional Speaking class by uploading it to my Instagram account"  "I'm looking for a suitable film, then I study the dialogue and then practice pronouncing according to the film I will be dubbing, recording, editing and uploading on Instagram".	All students carry out the implementation of film dubbing starting from selecting films, studying dialogue content, minutes, recording, editing, and uploading.	Implementation of dubbing film	Implementation of Dubbing Film by preparing films, studying dialogue content, imitating dialogue, recording, editing and uploading on Instagram.
2.	1,2,3,4,5,6,7,8, 9, 10,11,12,13,14, 15, 16,17	"With the task of making dubbing films, the advantage I get is that I can practice pronouncing words and sentences in English even more"  "Making Dubbing Films is also a media of knowledge to improve pronunciation"  "By imitating native speakers, of course we can learn about good and correct	All students agree that making dubbing films can be a media to increase pronunciation	Advantage	Improved Pronunciation

No	Participants (Students)	Interview Process (Sample of dialogue)	Analysis	Category	Result
		pronunciation"			
3.	1,2,3,4,5,6,7,8, 9, 10,11,12,13,14, 15, 16,17	<p>"The advantage I get is that I can practice more expression and confidence when speaking English"</p> <p>"Another advantage is that I have an alternative to apply my speaking skills which is dubbing"</p> <p>"With the assignment of dubbing the film, it really helped me personally to be more confident in expressing myself in speaking"</p>	All students benefit by studying or making dubbing films that can be used as a media of expression and train their self-confidence	Advantage	Media Expression and build confidence
4.	1,2,3,4,5,6,7,8, 9, 10,11,12,13,14, 15, 16,17	<p>"Dubbing films can also help us to get new kinds of vocabulary"</p> <p>"Of course, even without realizing it more or less remembers the vocabulary contained in the dialogue"</p> <p>"There are so many advantages that can be obtained from dubbing films, one of which is by practicing pronunciation and improving vocabulary"</p>	All students agree that making Dubbing films also helps us to get new vocabulary or Vocabulary.	Advantage	Vacobulary knowledge

The results achieved from this study after processing and analyzing the data from questionnaires and interviews with respondents / students regarding the Implementation of Film Dubbing on Instagram as a Popular Media for Improving Speaking Skills are as follows: Film Dubbing Implementation, Advantages of Film Dubbing Implementation; Dubbing Films into Knowledge of English Pronunciation, Dubbing Films into a Media of Expression for Increased Confidence in Speaking, and Increased Vocabulary knowledge.

### 1.1 Film Dubbing Implementation

The implementation of film dubbing is carried out in the transactional speaking class. Students use film titles such as: *Kungfu Panda, Raya and The Last Dragon, Up!, Spy X Family, Encanto, Big Hero 6, Moana, SpongeBob, Narnia, Mobile Legend, Zootopia, Barbie, Tangled, Frozen, The Lion King, and Sofia and The First*. After students learn the content and imitate the dialogue of the film, students carry out the film recording and editing process. After the dubbing of the film was implemented, researchers carried out data collection and data analysis through questionnaires and interviews to students who were sampled. Dubbing videos are uploaded by students on their instagram accounts with #learningenglishwithmrsade hastags and #videodubbingofspeakingclass hastags.

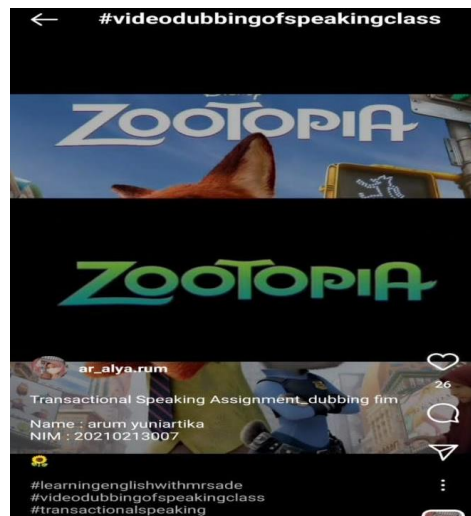


Fig. 1. Instagram Post of ar\_alya.rum



Fig. 2. Instagram Post of Mas\_kifni



Fig. 3. instagram post of izaaaaaaaaa\_a



Fig. 4. Instagram post of alfiyaaah

"I'm looking for a suitable film, then I study the dialogue and then practice pronouncing according to the film I will be dubbing, recording, editing and uploading on Instagram".

Participant 4 said looking for a suitable film, then study the dialogue and practice pronouncing according to the film what will be dubbing. After that, Participant 1 did record, editing and uploading on Instagram.

## 1.2 The Advantages of Film Dubbing Implementation

In this research, there are 3 advantages of film dubbing implementation; English pronunciation knowledge, Expression Media in building confidence of speaking, and vocabulary knowledge.

### 1.2.1 Film Dubbing into Knowledge of English Pronunciation

All students agree that making film dubbing can be a media to increase pronunciation.

*"With the task of making dubbing films, the advantage I get is that I can practice pronouncing words and sentences in English even more"* (Participant 1)

*"Making Dubbing Films is also a media of knowledge to improve pronunciation"* (Participant 9)

*"By imitating native speakers, of course we can learn about good and correct pronunciation"*(Participant 15)

### 1.2.2 Dubbing Films into a Media of Expression for Increased Confidence in Speaking

All students got advantage by studying or making dubbing films that can be used as a media of expression and train their self-confidence in speaking.

*"The advantage I get is that I can practice more expression and confidence when speaking English"* (Participant 3)

*"Another advantage is that I have an alternative to apply my speaking skills which is dubbing"*(Participant 6)

*"With the assignment of dubbing the film, it really helped me personally to be more confident in expressing myself in speaking"*(Participant 2).

### 1.2.3 Vocabulary Knowledge

The participants got improving vocabularies. When they made dubbing film on Instagram, they tried to understand the dialogue of the film. It needed their knowledge to know the meaning of vocabularies.

*"Dubbing films can also help us to get new kinds of vocabulary" (Participant 6)*

*"Of course, even without realizing it more or less remembers the vocabulary contained in the dialogue"(Participant 11)*

*"There are so many advantages that can be obtained from dubbing films, one of which is by practicing pronunciation and improving vocabulary". (Participant 1)*

## CONCLUSION

The results of this study are first the implementation of film dubbing, secondly the advantages of film dubbing implementation, namely (a) imitating film dialogue into a media of Knowledge of English Pronunciation. (b) become a media of expression for increased confidence in speaking. (c) increased vocabularies.

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