



# Utilization of the Instagram Application in Learning Saxophone

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**Abstract.** This article explains about an application name Instagram which could help saxophone learning process. Learning media in the digital era should proportionally directed along with technology development, which its utilization must be able to keep up with these rapid development. One of the media that could be used is Instagram. Instagram is a social media that people often use these days. With many features in it, Instagram could help both learner and instructor to achieve learning target. The method that is being used is the research method and development. This article aims to give a new concept of the Instagram's utilization as a multimedia in saxophone learning process.

**Keywords:** Learning Multimedia · Saxophone Learning Process · Instagram

## 1 Introduction

In the current technological era, all applications are increasingly advanced because they are supported by increasingly sophisticated software devices because every day humans are competing to create technology that does not yet exist, or that already exists and is then developed continuously. This increasingly sophisticated technological development, which was previously only able to send messages/phone calls, is now being developed again to be able to videocall, convey pictures, report news and even report directly when an incident occurs. This technology can of course be used in the field of education and makes it easier to convey material while learning is in progress. In 2019 when the Covid-19 pandemic entered Indonesia, the world of education was required not to meet face-to-face in carrying out learning, and here we take advantage of existing technology, by using applications that we can use according to the purpose for which the application was made.

Instagram is one of the social media platforms most often used by millennial children, this Instagram is an application with active user users reaching 2 billion every month, and according to Google Playstore, Instagram is in the 10 most downloaded applications in the world, with a sequence of number 8, and if in Indonesia Instagram users reach 99.15 million people or equivalent to 35.7 percent of the total population, with 52.3 percent being female users while 47.7 percent are male users. Almost no educators use

this application, most of the educators use the YouTube application for learning through videos, while for everyday students almost always open the Instagram application.

The Instagram application is a social media that has very complete features, and is more helpful in distance learning, by including education in every content that will be uploaded, the features offered by Instagram include: a. upload an interesting and aesthetic photo, then in the caption you can write the education of the photo. b. uploading stories or the insta story feature is a short video feature that only takes 15 s to tell what we will upload next, in this feature we can also make a vote for the audience to choose what they want. c. upload videos with very interesting educational content with a duration of 1 min, and don't forget to write as interesting a caption as possible. d. Instagram reels, this feature helps if the duration of the video we want to upload is more than 1 min, and under 15 min.

The use of the Instagram application in teaching and learning activities is very helpful in the teaching and learning process, especially in learning music, there are many features that support learning. The use of the Instagram application is also one of the steps to comply with the Independent Learning policy. The Independent Learning Policy is a program from the Ministry of Education and Culture that supports a Technology 4.0-based education system and has the goal of creating a pleasant learning atmosphere.

This article describes the use of the Instagram application in saxophone learning with the aim of making learning more innovative, creative, and making it easier for students to understand music theory in playing the saxophone musical instrument.

## 2 Research Methods

The research method in conducting this research uses research and development methods (Research and Development). This method is a research method used to produce certain products and test the effectiveness of these products [1]. Understanding development research according to Borg and Gall "research and development is a powerful strategy for improving practice. It is a process used to develop and validate educational products". Development or Research and Development (R&D) is a process of developing educational equipment which is carried out through a series of research using various methods in a cycle that goes through various stages [1].

The product development that the researcher uses has 6 processes. First, researchers will conduct research first and study various multimedia learning applications for Instagram. Second, determining the concept to be uploaded. Third, the researchers collected and made the materials needed to make saxophone learning multimedia. Fourth is preparation to create content. Fifth, create Thumbnails first so that the audience is more curious. The sixth is the process of editing and producing learning media in the form of videos and photos on the Instagram application (Figs. 1 and 2).

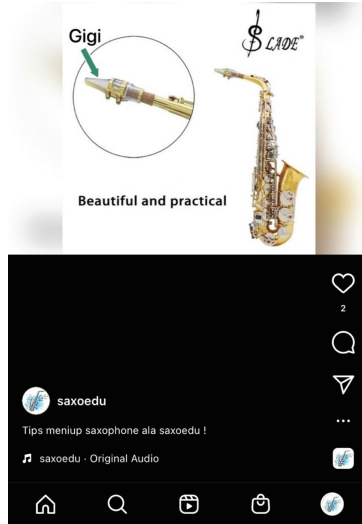


Fig. 1. Saxophone learning video.

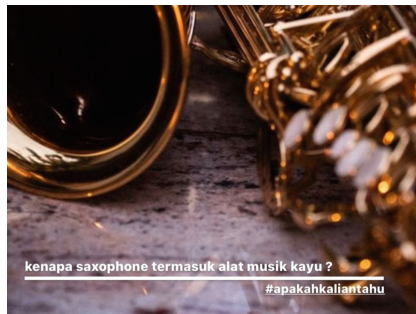


Fig. 2. Photo feeds Instagram.

### 3 Discussion

#### 3.1 Multimedia Learning

Media is a pending issue in the learning process. Media is also a learner with a center and learning resource [2]. The term multimedia is etymologically derived from the words multi and media. Multi means many or plural and media means a means to convey messages or information such as text, images, sound, video. So linguistically the term multimedia is a combination of many, or several media used to convey messages or information [3]. According to Ivers [4], multimedia is the use of several types of media such as images, text, animation, video and sound that are combined to display information. Mishra [5] also defines multimedia as a form of using integrated media that can present a variety of information (audio, video, graphics, text, animation, etc.)

One of the goals of using multimedia in the learning process is to support the achievement of learning objectives. In addition, there are several contributions to the use of media and advantages according to Kemp & Dayton [6], namely:

1. The delivery of learning messages can be more standardized.
2. Learning can be more interesting.
3. Learning becomes more interactive by applying learning theory.
4. Learning implementation time can be shortened.
5. The quality of learning can be improved.
6. The learning process can take place whenever and wherever needed.
7. The positive attitude of students towards learning materials and the learning process can be improved.
8. The teacher's role changes in a positive direction.

The explanation above is an explanation of the learning multimedia that will be studied by researchers, the conclusion is very important and very helpful if multimedia is used in the learning process. This can make learning more interesting, innovative, and definitely the quality of learning will increase.

### 3.2 Instagram Application as a Learning Medium

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. Instagram also provides opportunities for students to explore making their own products and uploading them to Instagram, lifelong learning activities, and collaboration between educators and students in terms of teaching and learning [7].

In particular, Instagram has several features that can support online learning, including Live Streaming, which is the same as teleconference, which facilitates the interaction of researchers in monitoring all student learning material needs. Also the Post Feed feature is useful for uploading educational photos. Until Instagram TV which makes it easier for researchers to make videos or animations related to saxophone learning with a maximum duration of 30 min and a minimum of 1 min.

Seeing the opportunities and the large number of Instagram users in Indonesia, especially millennials, researchers use this media platform as a means for learning saxophone.

### 3.3 Utilization of Instagram Applications as Multimedia for Saxophone Learning

The Instagram application has many features to take advantage of when using it, including;

**Reels.** Instagram has a feature called reels, in this feature we can edit videos simply, such as adding back sound music, cutting videos, and the duration of Instagram reels can reach a maximum of 15 min.

**Insta Story.** This feature is made to upload videos that are short, solid and clear because they only have a duration of 15 s, in this feature it has more features, including voting, multiple choice, and others.

**There are Live Streaming Facilities.** Interacting with followers on their Instagram accounts is known to help increase popularity. This is done because one of the Instagram algorithm calculations is interaction with viewers or followers of its users, in addition to direct messages.

**Feeds.** Uploading photos for us to display on our profiles, this feature is very useful because the photos on our profiles will not be lost, even if we delete the Instagram application.

**Video.** The most important feature on Instagram is to create content that is quite short, which is only 1 min, because most people are lazy to see reels because the duration is too long. In this feature you can also edit videos even though you can only trim and crop the screen.

From the various features above, researchers will use these Instagram features for saxophone learning, the following are the steps that will be used for saxophone learning on the Instagram application.

**Create the Feeds.** Researchers will upload educational photos in the form of questions whose answers are in the caption, using elegant photos, esthetic, interestingly, followers/followers will also increase every day, before uploading photos in the feeds (Fig. 3), researchers create thumbnails on Insta Stories to then ask followers for their opinions.

**Make a Video.** After creating and uploading photos on Instagram feeds, then the author will make a learning video with educational content in the form of how to blow the saxophone properly and correctly according to the saxoedu account, from this video, several followers have started to increase, which can be seen from the development of statistical data in insights (Fig. 4).

**Editing Process.** In this step the author designs and edits the video according to the content needs where this video is about how to blow the saxophone well, the version



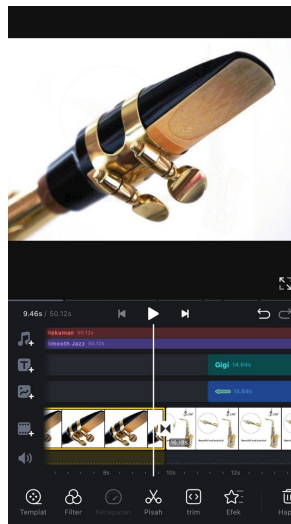
Fig. 3. Photo feeds Instagram (2).



**Fig. 4.** Insight of Instagram.

of the saxoedu account. The author also includes a caption to explain some photos or videos in a short, dense, clear, and interesting way (Fig. 5).

**Uploading Video for Feeds.** Before the author uploads the video, the author inserts funny stickers on Insta Story to attract followers to watch the saxophone learning video.



**Fig. 5.** Editing process.

After uploading the video, don't forget we can share our videos via insta stories for features inside Instagram, for outside Instagram the author can share links through other applications, such as whatsapp, line and others.

## 4 Conclusion

Based on the explanation above, it can be concluded that Instagram social media can be used as a means of learning saxophone, this is supported by several features that exist in the Instagram application. Learning materials wrapped in creative ideas from creators will be conveyed well. Creative and innovative multimedia is needed in the learning process as well as to help the learning process so that the material presented by the presenter can be understood easily and improve the quality of learning.

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