

## ABSTRACT

**Deni Rahman, 2024**, *“The Role of Social Media as A Learning Media for Z-Generation of The English Education Study Program at IAIN Palopo.”* Thesis English Education Study Program of Education and Teacher Training Faculty of State Islamic Institute of Palopo.  
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This research aims to find out the social media that is often used by the students and student’s perception of social media they consider can be a learning media that makes it easier to improve their English skills. The research question of this thesis is “What social media do students most often use as English learning media?” and “What are the student’s perceptions of social media as a learning media?”. The result of this research was expected: 1) Provide students with resources to understand the role of social media as an exciting learning media tool for improving English Language skills, 2) Useful for English teachers, especially in improving students' English skills through social media, which acts as a learning media, and 3) Provide a reference and information for the next researcher. This thesis applied the descriptive qualitative. The Respondents were the English Department students in the second grade of the State Islamic Institute of Palopo, consisting of 8 Respondents. The research instruments are interviews and questionnaires. The results indicated that the Z-Generation in this research uses social media to learn English. The most popular social media often used by the Z-Generation as learning media is Instagram. Almost all participants stated that social media makes it easier for them to learn English. Meanwhile, they also stated that their time to use social media does not align with improving their English language skills. They are distracted by content that does not correlate with improving English language skills. It concludes that social media can be used as a learning media. Still, Students need to exercise control so that they are not easily distracted by opening other features and content of social media.

**Keywords:** *Z-Generation, Social Media, Learning Media*