ABSTRACT

Social media is one of the most widely used technologies by people around the world, starting from young learners to old people. For students, they use social media in various situations in their daily activities. This research is to figure out the teacher's steps in implementing Instagram reels in teaching speaking of descriptive text and to find out the students' perceptions on the implementation of Instagram reels in learning speaking of descriptive text. This study employed a qualitative method with a case study design. Based on the purposive sampling technique, the writer selected the English teacher and 20 students in the tenth grade of a Vocational High School. Observation, interviews, and questionnaires were the instruments used by the writer to collect the data. To analyze the data, the writer used inductive processes, percentage analysis, and triangulation analysis. The findings revealed that the teacher implemented Instagram reels in teaching speaking of descriptive text in the tenth grade of a Vocational High School. The findings also discovered that there were several students' perceptions of the implementation of Instagram reels in learning speaking of descriptive text. It can be concluded that Instagram reels were implemented by the teacher in teaching speaking of descriptive text in the tenth grade of a Vocational High School in Rancah. The students perceived positively the implementation of Instagram reels in learning speaking of descriptive text.