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The Transformation of Language Courses in the Pandemic and Digital Era (Study about Instagram Account (kampunginggrislc))

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Abstract

The pandemic of COVID-19 has been greatly helped by the digital era, which provides various conveniences in communication. It also works in education sector. Formal and non-formal educations continue to adapt packaged education model with the purpose is the messages and materials continue to reach student targets. The purpose of this study is to describe the use of Instagram social media by @kampunginggrislc. The research was conducted on Instagram by qualitative methods descriptively. Two main themes were identified: @kampunginggrislc interestingly adjusted the message according to the needs and age of the target & promotion and learning content. In addition, @kampunginggrislc also opens online classes as an adjustment to learning needs that can be followed by students from all over Indonesia. This research can be developed and continued in quantitative research to see the opportunities of developing the same method in formal learning.

keywords: communication; covid-19; digitalization; education; teaching strategies.