**ABSTRACT**

**THE EFFECTIVENSS OF INSTAGRAM**

**TV TO DEVELOP STUDENTS LISTENING SKILL**

**ARIYANTO**

This study aims to know teacher perception and responses about Instagram TV as media learning to develop students’ listening skill in English lesson. This study applied an exploratory study to investigate the use of Instagram TV as a social media for English learning to develop students’ listening skill. The research design is qualitative research using interview and questionnaire design, three teacher from SMK Istiqlal Delitua are participated to answer interview and questionnaire to know the effectiveness of Instagram TV to develop students’ listening skill. The result about this the researcher found a few many things positive to the Instagram TV and other social media platform to develop students’ English skill in listening skill. From interview the researcher have conclusion from three teacher Instagram TV have good impact for students to develop their English skill specially listening because Instagram TV more effective, interesting, and easier to students develop their English skill specially listening and based from result data of questionnaire the researcher got score 76.46% agree from teacher responses the questionnaire. The researcher have conclusion it means that Instagram TV is a best social media to develop students’ listening skill.

***Keywords : Social Media, Instagram, Instagram TV, Listening Skill***