

**OPPORTUNITIES AND CHALLENGES IN LEARNING
VOCABULARY THROUGH INSTANT MESSAGING ON
FIVERR: A NARRATIVE INQUIRY**

A THESIS

Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Pendidikan in English Education



**ENGLISH EDUCATION DEPARTMENT
FACULTY OF EDUCATION AND TEACHER TRAINING
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K.H. ABDURRAHMAN WAHID PEKALONGAN
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Dengan ini menyatakan bahwa skripsi yang berjudul **“Opportunities and Challenges in Learning Vocabulary Through Instant Messaging on Fiver: A Narrative Inquiry”** adalah benar-benar karya penulis, kecuali dalam bentuk kutipan yang telah penulis sebutkan sumbernya.

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Dengan ini mohon agar skripsi tersebut segera dimunaqosahkan.

Demikian nota pembimbing ini dibuat untuk digunakan sebagaimana mestinya. Atas perhatian bapak/Ibu, saya sampaikan terima kasih.

Wassalamu'alaikum Wr.Wb.

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Has been established through an examination held on Wednesday, 25th June 2025 and accepted in partial fulfillment of the requirements for the Degree of Sarjana Pendidikan (S.Pd.) in English Education.

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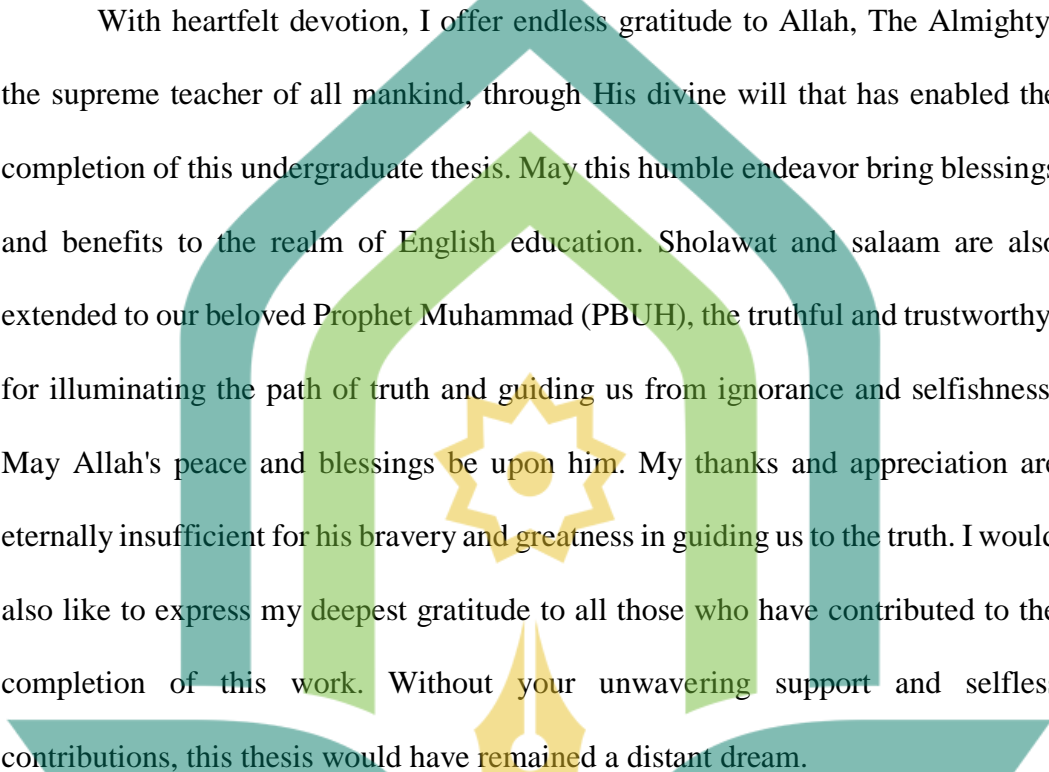
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MOTTO

“Walau parau perih di lagu yang lain, di melodi ini bersyukur pernah terjadi.”

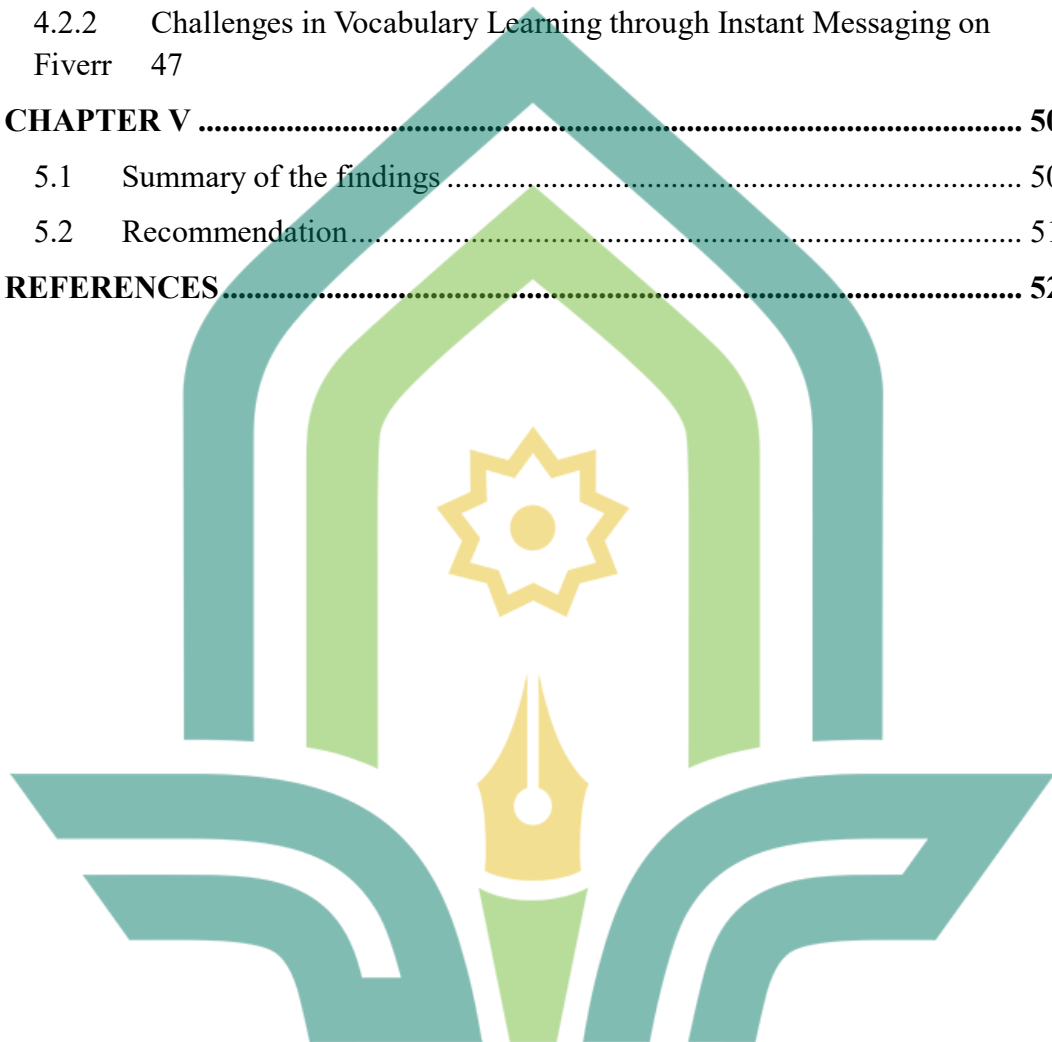
— Daniel Baskara Putra, *Hindia, Menari Dengan Bayangan*



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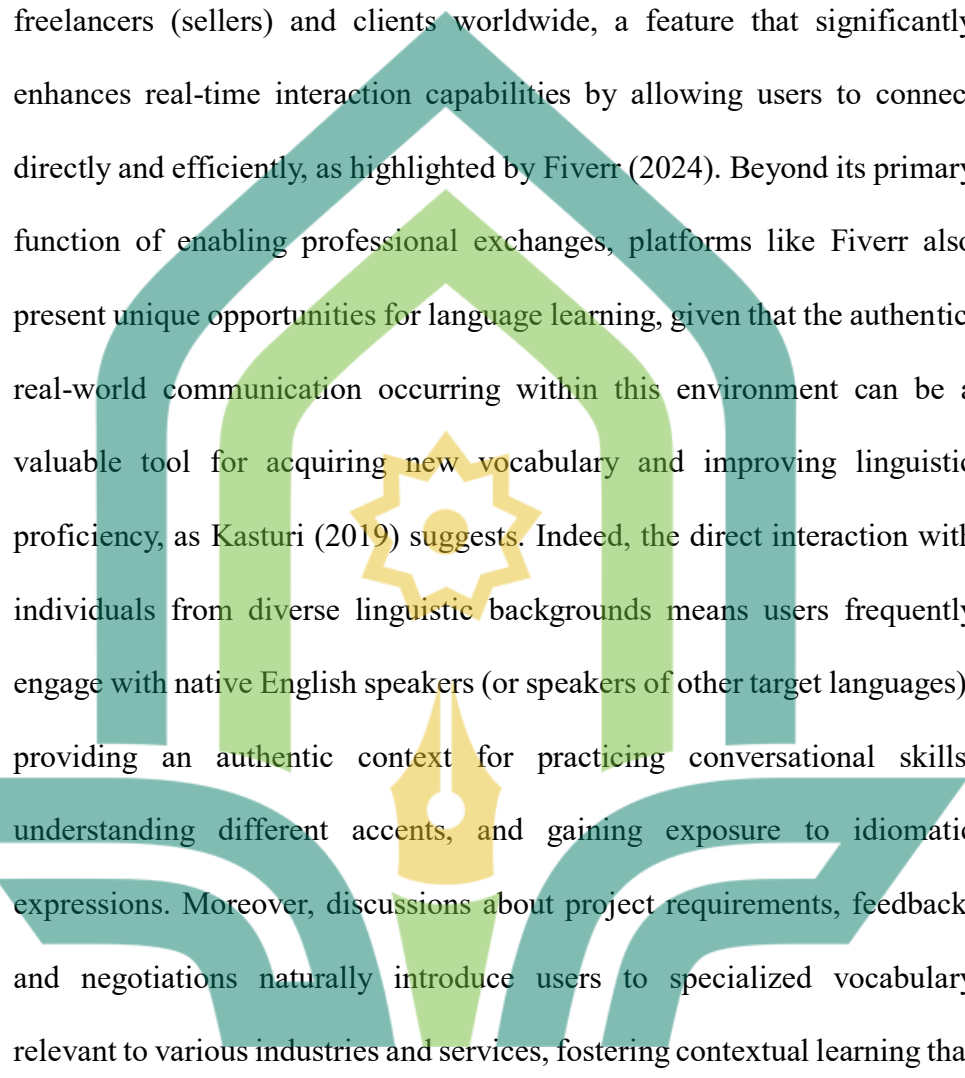
CHAPTER I

INTRODUCTION

1.1 Background of the Study

Living in an era where people prefer interacting through computers and the internet, instant messaging (IM) has become a prominent tool for real-time communication. IM is a form of text-based communication that occurs instantly over the internet via platforms or applications, enabling users to exchange messages quickly and efficiently. Its efficiency and simplicity make IM beneficial for both personal and business contexts, facilitating quick exchanges regardless of geographical distance (Rizwan et al., 2023). As noted by Yasuda (2021), instant messaging gives chances to interact, share knowledge, and understand more in ways that other methods may not offer

The integration of IM into various digital tools and applications has also played a transformative role in language learning. For instance, Duolingo, one of the most popular language-learning apps, reported over 40 million active users in 2021, illustrating the growing reliance on technology for language acquisition globally. Studies show that features like gamification and interactivity within such apps motivate learners and enhance their proficiency (Sailer, 2019). This trust on digital tools demonstrates the potential of IM and similar technologies to be incorporated into innovative educational practices.



Fiverr, a prominent global online marketplace, leverages its robust instant messaging system to facilitate seamless communication between freelancers (sellers) and clients worldwide, a feature that significantly enhances real-time interaction capabilities by allowing users to connect directly and efficiently, as highlighted by Fiverr (2024). Beyond its primary function of enabling professional exchanges, platforms like Fiverr also present unique opportunities for language learning, given that the authentic, real-world communication occurring within this environment can be a valuable tool for acquiring new vocabulary and improving linguistic proficiency, as Kasturi (2019) suggests. Indeed, the direct interaction with individuals from diverse linguistic backgrounds means users frequently engage with native English speakers (or speakers of other target languages), providing an authentic context for practicing conversational skills, understanding different accents, and gaining exposure to idiomatic expressions. Moreover, discussions about project requirements, feedback, and negotiations naturally introduce users to specialized vocabulary relevant to various industries and services, fostering contextual learning that is often more effective than rote memorization as new words are encountered and understood within a meaningful framework. Furthermore, Fiverr's messaging system supports both synchronous (real-time chat) and asynchronous (message history) communication, offering the flexibility for users to review past conversations, look up unfamiliar words at their own pace, and reinforce new vocabulary. Ultimately, by exposing individuals to

a variety of communication styles, registers, and cultural nuances in language use through interaction with a global user base, Fiverr's design, while primarily business-oriented, inadvertently creates a dynamic environment for practical language application and vocabulary expansion. This makes Fiverr a platform with immense potential for anyone looking to learn new vocabulary, and it's particularly beneficial for English language students seeking to enrich their lexicon through real-world interactions..

Despite the rapid adoption of instant messaging in various fields, research focusing on how professional platforms like Fiverr facilitate vocabulary acquisition remains underexplored. Existing studies primarily examine asynchronous tools, such as YouTube, while real-time interactions, which provide immediate feedback and authentic communication, receive less scholarly attention (Baek et al., 2017). This gap underscores the need to investigate how vocabulary is developed in professional, real-time messaging environments, particularly on platforms like Fiverr.

Vocabulary serves as a fundamental component of language acquisition, acting as the foundation for effective communication and comprehension. Nation (2001) emphasizes that vocabulary learning involves both receptive and productive knowledge, allowing individuals to understand and use words accurately in context. In professional settings such as Fiverr, having a strong vocabulary is critical for sellers to communicate effectively with clients, negotiate agreements, and clarify

project details. This highlights the essential role vocabulary plays in building successful interactions and professional relationships.

With more people using digital platforms for work communication, this research is important to understand how these tools affect language learning. Platforms like Fiverr enable global connections, requiring freelancers to navigate multicultural and multilingual interactions where effective vocabulary use is crucial. This study provides timely insights into how real-time communication on Fiverr supports vocabulary acquisition, offering practical, digital-based learning approaches that address these challenges.

This research contributes to English language education by bridging theoretical concepts of vocabulary learning with real-world applications. By examining how Fiverr's instant messaging supports vocabulary acquisition, the study underscores the potential of authentic communicative environments in promoting language learning. These findings offer educators practical strategies for integrating technology into their teaching, enabling students to develop essential language skills for professional and global contexts.

1.2 Formulation of the Problem

The researcher takes the formulation of the problem as follows.

1. What are the opportunities of sellers in learning vocabulary through communication on Fiverr's instant messaging feature?
2. What are the challenges faced by Fiverr sellers in using instant messaging for vocabulary acquisition?

1.3 Operational Definition

1. Vocabulary learning : Vocabulary learning refers to the process of acquiring and expanding word knowledge to enhance language comprehension and production. In this study, it involves the ability of Fiverr sellers to understand, memorize, and use new English words effectively in authentic contexts. This process is facilitated through real-time interactions with clients in professional settings, emphasizing practical usage over theoretical learning (Tiansoodeenon et al., 2023; Younis, 2019).

2. Instant messaging : Instant messaging is defined as a real-time, text-based communication system that operates over the internet via platforms or applications. In this context, IM refers to Fiverr's built-in chat feature that enables direct and immediate exchanges between sellers and

clients, fostering meaningful interactions and providing a platform for authentic communication and learning opportunities (Rizwan et al., 2023).

3. Fiverr : Fiverr is an online marketplace connecting freelancers (sellers) and clients (buyers) globally to buy and sell digital services. In this research, Fiverr is characterized as a professional platform incorporating a built-in instant messaging feature that facilitates real-time, text-based communication between its users. This feature supports not only business transactions but also the development of linguistic skills through authentic interactions (Green et al., 2018).

1.4 Aims of the Study

The aims of the study are as follows

1. To explore the experiences of Fiverr sellers in learning vocabulary through the platform's instant messaging feature, focusing on identifying both the opportunities and challenges they encounter during real-time communication with international clients.

2. To understand how authentic communicative environments in professional settings, such as Fiverr, contribute to vocabulary acquisition and provide information about how these settings can improve vocabulary learning.

1.5 Significance of the Study

The following are the significances of this study:

1. **Theoretical** : This research provides valuable insights for educators and scholars in the field of English language education by contributing to the theoretical understanding of vocabulary acquisition in authentic communication settings. By exploring how Fiverr sellers develop their vocabulary through real-time interactions via instant messaging, this study connects the practical use of digital communication tools with established theories of vocabulary learning. It demonstrates how engaging in authentic communicative environments, as emphasized by Younis (2019) and Tiansoodeenon et al. (2023), can support language acquisition. This integration of theory and practice is particularly significant for educators aiming to design

innovative curricula that incorporate technology-based learning methods.

2. Practical : This research offers practical applications for English teachers, particularly those preparing students to navigate real-world communication challenges in professional contexts. By examining the experiences of Fiverr sellers, the study shows how instant messaging platforms can serve as effective tools for developing students' vocabulary in a dynamic and authentic setting. The findings encourage educators to integrate similar tools into their teaching practices, equipping students with skills to interact confidently in professional and multicultural environments. Additionally, it provides concrete strategies derived from sellers' experiences, such as contextual learning and real-time application, that teachers can adopt to enhance vocabulary instruction.

CHAPTER V

CONCLUSION

5.1 Summary of the findings

This chapter is based on the findings of this study regarding Fiverr sellers' experiences in learning English vocabulary through instant messaging. The researcher found that vocabulary acquisition occurred naturally as a result of daily communication with international clients, especially through repeated exposure to professional and technical terms like “deliverables,” and “revisions.” This shows that Fiverr functions not only as a workspace but also as an environment for incidental and contextual language learning.

The study also revealed that learners used various self-directed strategies, such as note-taking and mimicking client language, to retain and apply new vocabulary. These practices demonstrate how authentic communication can foster vocabulary development even without formal instruction.

However, participants also faced challenges, including difficulty understanding idiomatic expressions, managing tone, and coping with the fast-paced nature of real-time messaging. The lack of explicit feedback and unfamiliar industry-specific terms added to their learning difficulties. Despite this, learners adapted by relying on translation tools and reflective practices to overcome misunderstandings and gradually build confidence.

In conclusion, Fiverr's instant messaging offers both meaningful opportunities and notable challenges for vocabulary learning. The platform encourages learners to engage with real language use, while also requiring them to navigate linguistic complexity with initiative and flexibility.

5.2 Recommendation

This research has limitations. This study focuses on Fiverr sellers' experiences in learning English vocabulary through instant messaging in a professional freelance context. While it provides insight into how real-time digital communication can support vocabulary growth, the scope is limited to textual interactions on a single platform and with a small number of participants.

It is recommended for future research to explore vocabulary acquisition in other professional or semi-formal digital environments, such as LinkedIn messaging, Upwork, or email-based client communication. Future studies may also involve more diverse participants to understand how different job fields or levels of language proficiency influence vocabulary learning.

For educators and practitioners, this study suggests that incorporating real-world messaging simulations or client-based communication tasks into language learning can better prepare students for global professional settings. These practices can be a valuable addition to extensive or task-based language learning programs.

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