

Chapter One

Introduction

In this introductory paragraph, the researcher explains several research points in chapter one. The first point is the background of the study, which contains information about why the researcher conducts research on EFL students using TikTok as a learning media to learn English. Identification of the problem, delimitation of the problem, as well as research questions on the topic used in this study are also explained in this chapter. The purpose and the importance of this research are also explained here so that it can be helpful for the parties concerned. The last point is the organization of the research, which is the overall outline contained in the introduction section.

Background of the Study

Since the COVID-19 pandemic, the use of social media has increased to become a place where people can interact, communicate, and get factual and reliable information, including the evolution of social media in the context of education. Kepios' analysis (2023) states that the total use of social media globally has increased since the start of the COVID-19 pandemic by nearly 30 percent, or the equivalent of more than 1 billion new users over 3 years.

Instagram, YouTube, Facebook, Twitter, and TikTok are several current social media types widely used in Indonesia. In the statistical data of social media users in Indonesia in early 2023, Meta shows that Facebook has 119.9 million users and Instagram has 89.15 million users while Google shows that YouTube has 139.0 million users, Twitter has 24.00 million users, and ByteDance pointed

out that TikTok has 113.0 million users in Indonesia. The latest research wave of the Global Web Index (2023) found several main reasons why internet users use the internet, almost 6 out of 10 internet users of working age 16-24 years (57.8 percent) still refer to online resources when searching for information, related to friends and family (53.7 percent), find new ideas or inspiration (44.3 percent), including those related to education and study (38.3 percent).

In education, social media is used as a learning medium for students to convey learning material. Dzvapatsva, Mitrovic, and Dietrich (2014) argue that a summary of social media technologies that are developing and prevalent today can be used to complement traditional teaching and learning systems in colleges and university students. Social media can be one of the suitable learning media to assist students in learning, supported by personal technology such as smartphones and computers which will further facilitate the learning process. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications based on technological advances that allow the creation of various content worldwide. Supported by Sayimer argued that social media is a common term used for online tools and websites that enable users to interact by allowing them to share information, thoughts, interests, and feelings (as cited in Gedik & Cosar, 2019, p. 7).

With this background, the researcher chose TikTok as the social media used in this study. Indonesia is the second country after the United States with the largest audience for TikTok so far with an average usage time of the TikTok application of around 29 hours per user, per month. (Simon, 2023). Fiallos et al.

(2021) state that TikTok is a short video social media that allows users to create and share short 15 to 60-second videos that are fast and easy to edit with special filters and songs that are currently popular to support the videos to be uploaded. Furthermore, TikTok has added up to three minutes for each video, so this change will undoubtedly significantly impact how users use the application (Khlaif & Salha, 2021).

The current popularity of TikTok is so high that many TikTok users use it to introduce social media into the context of language teaching and learning. In May 2020, TikTok announced a new program, #LearnOnTikTok, which will fund various educational videos to assist learning facilities during the Covid-19 lockdown (Hutchinson, 2020). The hashtag #LearnOnTikTok contains videos with topics ranging from experiments, food recipes, health tips, learning a new language, exercise routines, and all videos created by users. Short TikTok videos designed for teaching can be adapted to meet learning objectives and facilitate student learning. They can take a pedagogical approach to help students understand new material knowledge (Khlaif & Salha, 2021). When students feel they have limited time to learn English, it affects their understanding. By watching the many available videos, students can use TikTok as a learning medium. In addition, they can also use and study whenever and wherever they are.

The following are some studies related to TikTok as an English learning media. The first study by Pratiwi et al. (2021) discusses the use of the TikTok application as an English learning medium that focuses on pronunciation skills for EFL students. This study uses data collection with observations and

questionnaires, and the data is analyzed by qualitative so that the final results of the study are that TikTok can be used as an English language learning media strategy through available videos to help improve literacy and speaking skills. Another study conducted by Aziz and Sabella (2021) on TikTok with the method of collecting data through tests that included pre-test and post-test from the experimental group and control group, stated that the use of TikTok applications in teaching English with a focus on speaking skills can encourage fluency in teaching speaking to third grade high school students. The last study that the researcher used as a comparison was the research conducted by Anumanthan and Hashim (2022) on TikTok to determine the effectiveness in increasing vocabulary, especially focusing on regular verbs with certain representations by a group of 5th graders. This study used mixed methods to collect data that combines qualitative and quantitative data with the final result stating that TikTok is indeed an effective teaching tool, especially in terms of teaching regular verbs and sentence construction.

The researcher has explored information regarding the use of TikTok by students as a medium for learning English skills. Some of the information obtained by the researcher through observations and experiences of students showed positive results. Students use TikTok as a medium of entertainment with a fairly frequent frequency of use. English videos that appear accidentally on student account pages make their English speaking skills improve. This is common if student accounts follow accounts that use English to convey the

contents of their content. In addition, TikTok is also used as a medium for making assignments given by educators to students

Supported by existing research, the researcher used TikTok as a learning medium for learning English based on students' views. Therefore, the researcher are interested in knowing the role of TikTok in developing students' English skills and how they learn English through TikTok.

Identification of the Problem

There are English language skills that must be mastered by EFL students, including writing, reading, speaking, and listening. Meanwhile, learning English in Indonesia is challenging because English is not used as a language in daily life.

From the results of initial observations made by the researcher, the problems faced by students when learning English are varied, such as students not having enough time to implement the English skills learned in class, students not understanding the English learning carried out in class, and students do not have an environment that supports the use of English in daily life. Based on these problems, researchers are interested in using the popularity of TikTok as a medium for learning English. Specifically, this research examines the advantages of using TikTok for learning English and the activities carried out by students to improve their English language skills through TikTok.

Delimitation of the Problem

In this research, the researcher focuses on perceptions EFL students on using TikTok as a medium for learning English. There are six active students from the 2020 English Language Education Department who are participants. In this study, the researcher explore the advantages of TikTok in learning English students and what activities they do to improve their English skills while using TikTok as a medium for learning English.

Research Question

In this study there are two research question:

1. What are the advantages of TikTok in students' English language learning?
2. What activities do the students do in enhancing their English skills through TikTok?

Objective of the study

Based on the above problems, the research objectives can be formulated as follows:

1. Reveal the advantages of using TikTok in developing students' English language skill.
2. Reveal activities carried out by students so that they can help enhance their English skills.

Significance of the Research

The coming of this research is expected to give positive contributions and useful for the students, teachers, and future the researcher.

For Students

In this research, students are expected to get information about the use of social media, especially TikTok as a medium for learning English. This research will help students to see the positive side of TikTok not only in entertainment but also in education and can apply it as a medium of learning in everyday life. In addition, students are expected to be able to apply the use of social media as a medium for learning English so that they can improve their English language skills wherever and whenever they use TikTok.

For Teachers

Teachers are expected to know about the use of social media TikTok as a medium for learning English to help the teacher in the learning process. This research will provide an overview of students' views of TikTok social media as a learning medium to learn English. Hopefully, teachers can implement TikTok as a learning medium in learning English and help students use social media wisely in the future.

For Future Researcher

This research is expected to be a reference for further the researcher and provide helpful information to support the study topic. The results of this study

are expected to inspire and provide new insights for the researcher who will research topics related to this.