

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Technology has brought many benefits to our modern world, and students get benefit from these developments. In this day, technology plays an important role, facilitating human activities to become more efficient and effective. Technology is beneficial in the world of education, significantly as a source of information and media to improve learning and can also increase student interest in learning. With today's challenges in our world, technology has made it possible for students to continue learning, even when they cannot attend class.

There are many social media like Facebook, Twitter, Instagram, Telegram, WhatsApp, and TikTok. Each has different characteristics. However, among the many social media, TikTok is currently an application sought after by many people, from children to adults. TikTok is a new social media that gives users a platform to express themselves through video content. Some create engaging contents, and others use it as a means of existence. Others only use this application for entertainment, namely as a viewer of videos displayed on the timeline. From here, many users create funny videos to impress many others.

TikTok is a video development social media that has gained popularity recently due to its uniqueness to distribute short videos of various genres, especially comedy and entertainment. There were many reasons why TikTok is growing in popularity, especially among the younger generation. TikTok's young user base accounts for 69% of users aged 16-24 (Sloane and Rittenhouse, 2019). Its users were Generation Z, highly educated, technology literate, prefer graphics, love content creation and were always connected to their phone screens (Fromm and Read 2018; Prioparas et al., Smith, 2019). Tiktok presents colorful, interesting, unique videos that young people can quickly like. Videos created with this platform were widely used in various settings, including classroom teaching.

Vocabulary is the basis for learning a second language. Without learning vocabulary, communicating in a second language becomes difficult. Vocabulary is a linguistic element that connects four language skills in foreign language learning: listening, speaking, speaking, reading, and writing (Huyen and Nga, 2003). The digital world and computers were an integral part of our lives in this era, without exception (Aghlara and Tamjid, 2011). Students were considered to be EFL learners. Using the suitable method does not necessarily make learning more manageable, but with the correct method, students can learn comfortably and quickly understand the material taught by the teacher.

TikTok is one social media where many content creators share information and knowledge base on their background. Nowadays, many content creators create English content. Especially vocabulary, many content creators make videos about vocabulary; for example, they review a book and explain new vocabulary, create some vocabulary with multiple meanings, or make lists of everyday vocabulary and their meanings. One of the reasons why students do not like English and find it difficult to understand it is because they do not understand its meaning (Rahman, 2016). Therefore, the researchers conducted this study in order to provide concrete results regarding student's perceptions when learning vocabulary using TikTok. Make strong of previous research so that teachers get references to learning methods that were more preferred by students.

TikTok is a new trend in Indonesia today, and the content produced by TikTok users is very diverse. Taking advantage of the current situation, many TikTok users are using the application as a means of Covid-19 education, giving engaging presentations and preventing viewers from getting bored with the content. Reduce and break the chain of transmission of Covid-19. Governments, health workers, and even communities use the Tiktok app to create educational content that indirectly educates Tiktok viewers.

Continuous technological advances were revolutionizing the learning and communication of English. Social media adoption is now widespread both inside and outside the English classroom. It also provides real-time evidence of ongoing cognitive change, giving learners a skill that seamlessly transitions as they move from one learning environment to another (Kinsuk 2016). The current social

media phenomenon has a significant impact on the social life of young people and the use of the Indonesian language. Content creators were contributing to this change by using words like brand to quickly grab the attention of viewers, followed by young people with unrestricted access to social media.

Vocabulary is the main foundation a person must have to learn, especially a foreign language. Vocabulary is a set of words owned by a language that gives meaning through use (Sugiharti RE & Rifitna Y, 2018). English proficiency can be seen from the wealth of one's vocabulary (Fitriyani E & Nulandi PZ, 2017). The more comprehensive a person's vocabulary, the more likely he is to master the language and communicate and receive information orally, in writing, or using sign language and gestures. Students learn vocabulary to improve listening, speaking, reading, and writing skills (Barnaba HY and Tou AB, 2014).

Unfortunately, student's mastery of English vocabulary is still low. This is evidenced by the PAS (End of School Assessment) results for the 8th grade students of 20 first semester MTs Terpadu Manba'ul Ulum, which are still low. The low level of mastery of students' grades is due to the one-way learning method used by the teacher, in which the teacher directly communicates the vocabulary orally, bored the child, and ignored the lessons being taught.

An interesting educational video is an effort to increase student's interest in learning, especially in memorizing English vocabulary. In the learning process, the media used must be able to attract student's attention to increase their learning motivation and must have a clearer meaning to be done. Learning objectives and learning methods will be more diverse. It is not only verbal communication by the teacher that prevents children from getting bored, and the teacher does not run out of energy (Marlianingsih, 2016).

Children and students rely heavily on comprehension (listening) skills to acquire English vocabulary. In addition, children can absorb English vocabulary effectively and be applied in everyday life. By offering an attractive pattern. It is hoped that introducing children's vocabulary through the media can increase their interest in learning, help them remember the vocabulary they have learned, and apply it in everyday life. One of the most effective ways is introducing vocabulary through audiovisual media as early as possible (Marlianingsih, 2016).

With the rapid development of technology, it is undeniable that most students today have assistive devices. Additionally, students have had to study at home or online for the past two years due to the Covid-19 pandemic. Of course, this makes students more dependent on their cell phones. Especially at MTs Terpadu Manba'ul Ulum also felt the impact of the pandemic. Students need to learn through tools. When they are bored, they also use TikTok as their entertainment. Their teacher also advises them to learn English, especially vocabulary using TikTok so they do not get bored quickly and feel happy. From this case, the researcher decided to research here to find out what is out there.

E-Learning theory explains the multimedia principles of effective cognitive science learning using electronic educational technology. From the results of research and cognitive theory, it is evident that multimedia modalities and selecting the correct method can improve the quality of learning. This theory is an evolutionary cognitive load theory developed by J. Sweller.

Previous studies have found student's positive attitudes towards using videos in vocabulary lessons. The title is *Student's Perception Toward The Use of Videos in Vocabulary Lesson* by Agni Trusta Wardaya. This study aimed to determine students' perceptions of using video in English class, especially in vocabulary class. Questionnaires and observations were used in conducting this research. The researcher obtained data from the Tayu 2 State Junior High School in Tayu District, Pati Regency. Participants were 60 students from two different classes of the same class. The survey results show that most students tend to perceive using video in the educational process positively. This study examined students' perceptions of using video in learning vocabulary in English classes. Wenden (1991) defines *cognition* as the cognitive aspect of an attitude that can affect students' understanding of a lesson. Although extensive studies have shown that the use of social media for language teaching can positively impact academic performance, the limited literature describes the use of Tik Tok for educational purposes.

From a survey conducted by researcher in that environment, the researcher found shortcomings in using the TikTok application. Parents still think that TikTok is an application that harms their children. In previous research,

researchers focus on the effectiveness of learning media. From here, the researcher focuses on the perception of students who feel comfortable with learning media that were new.

In this case, to find out the reality of the teacher doing the creativity of learning media or not, we can see through observation or student's perceptions. Student's perceptions could be described as happy or not learning through teachers' creativity in teaching English. Students who like to follow lessons and pay attention to the teacher when delivering material are media what the teacher uses is by the students. However, when students are not happy to follow the lesson and feel bored when the teacher conveys the material, it means that the media used by the teacher is not suitable for the students.

This study concerned the student's perception using TikTok videos as media learning vocabulary. The student's perception can help teachers prepare better and make students understand the lesson. As a result, the following research question was used: "What were the student's perceptions of using TikTok in learning vocabulary?". It is hoped that the results of this study can provide evidence of students' perceptions of using video in vocabulary learning. Especially for teachers, this will be the theoretical and empirical evidence for promoting the use of video in language lessons.

1.2 Research Questions

Based on the background of research above, the problem of the research is as follows:

1. How is the implementation of TikTok as the media in teaching vocabulary?
2. What are the student's perceptions of using TikTok in learning vocabulary?

1.3 Objective of the Research

Concerning to the problem above, the objectives of this research is to find out:

1. The implementation of TikTok videos in improving students vocabulary.
2. The student's perception of using TikTok in learning vocabulary.

1.4 Significant of the Research

After conducting the research, the researchers hope that the findings will help teachers think about the correct way to teach vocabulary to students. The researcher hopes that this research will benefit from learning English. This study has two advantages in this research as follows :

1.4.1 Theoretically

1. Contribute to new methods of vocabulary learning.
2. As policy or reference in further research related to vocabulary learning.

1.4.2 Practically

1. For researcher, can add insight and direct experience about how to increase a child's vocabulary through the method experiment.
2. For Teacher, teachers can use new learning methods, so students do not get bored quickly.
3. For students, students get a new method that will make learning more fun and can understand vocabulary more quickly.

1.5 Scope and Limitation

1.5.1 Scope

The scope of this research is students' perception of using TikTok as a convenient and easy vocabulary learning medium. Researchers conducted observations, interviews, and distributed questionnaires.

1.5.2 Limitation

The writer limited the subject on Eighth Grade. Especially, in the class B, MTs Terpadu Manba'ul Ulum Klepek 2022/2023 academic year.

1.6 Definition of Key Terms

1.6.1 Perception

According to the Oxford Dictionary (2007), perception is how you pay attention to something, especially with the senses. Perception relates to the human mind that generates signals from the environment through sight (eyes), hearing

(ears), touch (other parts of the body), smell (nose), and taste (tongue). It means that human perception and minds organize the data or information obtained. In other words, the human mind and reactions involved in the human mind occur as instincts.

1.6.2 Vocabulary

Vocabulary is a collection of words that people know (Linse, 2005:121). Some experts provide a lexical definition. Hatch and Brown (1995: 1) define this vocabulary as a list of words in a particular language or a list or group of words available to speakers of a particular language. Also, in Webster's Dictionary (1985:1073), vocabulary is defined as a list or group of words, usually in alphabetical or lexical order, and their description, which is a set of terms used in a language, category, person, Etc. Vocabulary is the smallest unit of language. The sentences we use to express our feelings, thoughts, or needs to others are basically a series of words that are arranged with meaning.

1.6.3 TikTok video

TikTok is a social networking application and music video platform that allows users to create, edit and share short videos with support for filters and music. TikTok app was launched in China in early September 2016 by an entrepreneur named Zhang Yiming, who is also the founder of the technology company Byte Dance. Before the app became widely known in the international community, the predecessor of the app in her home country as Douyin. Users can use this app to share short 15-second videos with all other users. Users can add filters, text, sound, and music, which are very popular when creating creative and custom music videos. Users browse news feeds, interact with content, and browses using hashtags.

1.5.3 Media

Media, in the perspective of education, is a very strategic instrument in determining the success of the teaching and learning process because its existence can directly provide its dynamics for students. Learning media is a tool to assist in the teaching and learning process by stimulating the thoughts, feelings, attention and abilities or skills of learners so that they can encourage the occurrence of the

learning process (Ahmad Zaki & Diyan Yusr, 2020). Media as a means to make it easier to learn everything the form of lessons and in addition, the presence of the media can have a positive impact on improving the quality teaching and learning in schools (Arfandi, 2020).

1.5.4 Learning

Learning is essentially a process. Namely, a process organizes the environment around students so that it can grow and encourage students to carry out the learning process. Learning is also said to provide guidance or assistance to students in the learning process. The role of the teacher as a mentor starts from the number of students who have problems (Aprida Prane, 2017).

