

# CHAPTER I INTRODUCTION

## 1.1. Research Background

Nowadays, social media has become an important part of our lives, with individuals all over the world spending countless hours on it. Social media on mobile phones and computers is meant to help people transmit their ideas, cooperate, and communicate more effectively. People can communicate and exchange information in virtual communities and networks to social media. (Statista, 2022). The advancement of technology provides chances for the growth of social media. People are increasingly using social media as a result of advances in technology. Social media has become more integrated into many aspects of modern life, impacting and changing the way we engage with others (Gao *et al.*, 2023). Social media may make it easier for people to carry out their activities and achieve their goals than in the past.

One of the uses of social media is for language learning process, especially for learning English. Concerning to the technological advancement, English, which is considered as the primary means of communication in international relations, is now a common requirement that must be met (Clara *et al.*, 2021). It is the first foreign language that is seen as crucial for accessing information, absorbing and developing science, technology, arts, and culture, and creating contacts with other countries. As Yang stated, there were four main purposes for using social media applications, which are entertainment, socialization, informativeness and academic (Pratiwi *et al.*, 2021). Due to English as an international language, it is widely utilized in social media. Social media's active English ecosystem exposes pupils to a rich English environment that supports their language development. Students can customise their own exposure to the foreign language via social media and mobile applications, as well as create a more comfortable environment for their interactions, because the strain of real-life communication has been replaced by the security of a parasocial environment (Azevedo, 2022). Thus, social media can give some variation of learning foreign language process.

TikTok is one of the most users of social media platform. It is a short video platform with a social media network that has a lot of topic options. TikTok has a variety of topics and functions (Ferstephanie & Pratiwi, 2021). This app is a platform that may be used to teach four skills: listening, speaking, reading, and writing. Observing the many functions available in the this app, it is entirely possible that it will be intended as a medium for learning the English language and literature. Students can practice their speaking skills by using the voice feature in this application and then communicating via the network. Similarly, by utilizing the characteristics of the this app, student can play roles that prioritize student expression and innovation. TikTok application is also an effective media to use in teaching and learning; by using TikTok application, the process of teaching and learning is more efficient and effective, because the teacher only conveyed important things in a short period of time, making it easier for students to understand the learning conveyed by the teacher.

The phenomena of TikTok usage as learning media can be found from two things that the researcher have gotten. The first is regarding to the research that have been conducted by some researcher in last two years. Lestari Wijiyanti (2022) about the “Positive Impact Use of TikTok Social Media on Interest in Learning English” the research findings showed that TikTok can have a positive influence on interest in learning English. TikTok social media can be used as a learning medium and can generate new desires and interests, generate motivation, stimulate learning activities and even have a psychological effect on students (Wijayati, 2022). Furthermore, research conducted by Destia Herlisya and Purna Wiratno (2021) concerning Having Good Speaking English through the Tik Tok Application. According to the findings, the enhancement of students' learning activities resulted in a mean score of 68.88 in pre-cycle, 69 in cycle I, and less active in cycle II. Nevertheless, in cycle II, the mean score of students' learning activities was 76.75, with the criteria being extremely active. As a result, the increase in students' learning process from the first to the second cycle was 7.75 points. Data analysis revealed that classroom action research using the Tik Tok App boosted students' learning activities and speaking skills (Herlisya & Wiratno, 2022).

In addition, the research phenomena are based on the preliminary research that the researcher conducted through the polling feature in twitter in 7 February 2023 which the respondents are EFL student and also TikTok user who are learning English for their need. There are 12 of 13 respondents showed that the participant obtains English subject in their class by using TikTok as one of the applications they use for the process of English learning, either because they get instructions from their lecturers or because of their own initiative. The respondents stated that learning English by TikTok is able to improve their English skill. They also recommend this app for other students who want to learn English as an alternative to increase their English language skill outside of academic class. It can be understood that most of them think that TikTok is appropriate for improving their English skills.

Based on those explanations above, it is literally crucial to undertake research on exploring and utilizing TikTok application as learning media to enhance English. This research was conducted particularly to college students who actively utilize TikTok application. As a result, this research is being undertaken to give vital information regarding how college students utilize the social media via Tiktok, as well as the benefits and problems students deal with using Tiktok to learn English.

## **1.2. Research Questions**

- 1.2.1. How are student's experience on using TikTok Application for learning English?
- 1.2.2. What English skill do the student obtain by using TikTok Application?
- 1.2.3. What are the advantages and challenges students perceived in using TikTok Application for learning English?

## **1.3. Research Purpose**

Based on the research question, the purpose of this research are as follows.

**1.3.1.** To analyse the students' experience on using TikTok Application for learning English.

**1.3.2.** To explore what English skill that student obtained on using TikTok Application.

**1.3.3.** To find out the advantages and challenges that students perceived in using TikTok Application for learning English

## **1.4. Significance of Research**

### **1.4.1 Theoretically**

1. For teachers

This research is expected can increase the knowledge and abilities of lecturers in applying innovative learning methods to improve students' abilities and also increasing the quality of learning English.

2. For students

The researcher hopes that this research can make students are more enthusiastic about learning, increase curiosity and interest in carrying out the lessons conveyed and as additional learning resources can spur students to add research references, so that learning objectives will be easy to achieve.

3. For researchers

The researcher hopes that this research can add insight in the science of English education and also can be a scientific work and reference for researchers in the future.

### **1.4.2 Practically**

The researcher hopes that this research is able to provide a reference as one of the variations in learning process that can help student be more creative and enthusiastic in learning English.

## **1.5. The Focus of Research**

Regarding to the identification of the problem above, this research was focused on using Tik Tok Application to find out the college student experience in learning English skill process in academic year 2022/2023.

## **1.6. Definition of Key Terms**

### **1.6.1. EFL Student**

EFL student is a student who is studying English even though he is not studying English as a major. In this study, EFL students were those who received English classes in their lectures. Such as sports education, mathematics education, informatics engineering and others. Everyone who studies it is called an EFL student.

### **1.6.2. Experience**

Experience is an activity that has been done, experienced or felt which is then stored in memory. Everything we have done or are doing is an experience. An example in this case is the experience of students in the learning process. Experience plays an important role in determining the next step in the learning process. It is needed to know whether it is a good thing to do or not, useful or not, easy or difficult.

### **1.6.3. Learning English**

Learning English is an activity carried out to gain knowledge of English for all needs. Learning English can be obtained from academic and non-academic activities. Academic activities can be obtained from English classes at university, while non-academic activities can be obtained from self-taught learning, one of which is from social media, which is currently owned by almost everyone.

### **1.6.4. TikTok Application**

TikTok is a short video where users can watch or upload the video they want. The TikTok application is suitable for users who want to learn and get knowledge or information to the point and doesn't require a long

opening in delivery because the duration is relatively short and it can be accessed easily and without being cut off by sponsorship from third parties



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