CHAPTER I

INTRODUCTION

1.1 Background of the Research

Pronunciation is one of the important aspects of English learning. According to the Oxford Learner's Dictionary, pronunciation refers to an individual's manner of speaking a language or a word within a language, as well as the specific way in which a word is articulated. Pronunciation encompasses three key components: sound, stress, and intonation Astina *et al.*, (2020). Pronunciation plays an important role in communication as it ensures that the message is conveyed clearly and can be understood by the listener. With proper pronunciation, it can avoid misunderstandings and strengthen relationships between listeners. Learning English pronunciation is also important, and when speaking with people who have a different accent in natural conditions students need to be attentive and understand properly Dewi & Arifani, (2021). Good pronunciation also strengthens confidence when speaking in public and enhances the ability to interact with diverse people from different backgrounds. Therefore, it is important to pay attention to and improve pronunciation to communicate effectively in any situation. To improve English pronunciation, the use of appropriate learning media will facilitate the learning process by utilizing technology.

In improving English language learning, there are several learning developments. Along with the development of science and technology, it can have a positive impact on the teaching and learning of English. One of the effective ways to make the teaching and learning process more interesting is by integrating the Internet with computer-assisted language learning (CALL) Rachmawati *et al.,* (2020). As stated by Hindalgo which was cited by Levy & Stockwell (2006) and Palacios & Espejo (2019) CALL refers to an educational approach characterized by the presence of computers as a supporting element in language education (Hidalgo, 2019). English teachers can use computers and the Internet with its software and facilities for teaching and learning activities in the classroom. To do this learning program, the students need a computer and loudspeakers. The Internet offers a wide variety of appropriate and interesting materials that can facilitate students' activities.

Hidalgo stated which was cited from Tafazoli Huertas & Gomez, (2019) that CALL has been used since the development of microcomputers in the 1970s and 1980s; however, with the development of new technological paradigms, such as e-learning and virtual learning environments, CALL has become a trend in language education and not just because it is fashionable or current, but because of the opportunities it provides for teachers and students creating opportunities to communicate (Hidalgo, 2019)

Another learning development that is now widely used is MALL. Nuraeni stated that Mobile-Assisted Language Learning (MALL) is the latest way of learning in language education where applications or websites are used to facilitate student learning activities Nuraeni *et al.,* (2020). MALL is a language learning approach that involves the use of mobile devices, such as smartphones and tablets, to support and enhance the language learning process. Chikhi & Guettaf stated from Miyagi and Nezarat (2012) that MALL is related to the use of mobile technology in language learning (Chikhi & Guettaf, 2022). Thus, through MALL students can use mobile devices to support language learning such as accessing materials, videos, and texts in English wherever and whenever they need them. They can easily access various language learning tasks, such as vocabulary exercises, grammar, listening, and communication exercises through social media can be accessed through mobile devices.

The advancement of technology to access information through mobile devices such as smartphones can make communication faster and easier. This is also a benefit of social media which is easily accessible. Alazaemi stated that Social Media is a web-based online tool that allows people to find and learn new information, share ideas, and interact with new people and organizations (Alazemi, 2021). Through social media, users can freely create or share content with other people in their network. They can create various kinds of content such as personal information, documents, videos, and photos, among others. Users can use social media through computers, tablets, or smartphones via web-based software or web-based applications. Prabayanti et al argued that the availability of several social media applications on smartphones provides easy access for everyone to interact Prabayanti *et al.,* (2022). There are many social media applications on smartphones

that users can use to interact with others. Suprato stated that there are some different types of social media platforms which are; Social Networking (Facebook, LinkedIn, Google+), Microblogging (Twitter, Tumblr), photo sharing (Instagram, Snapchat, Pinterest), and video sharing (YouTube, Facebook Live, Periscope, Vimeo) (Suprato, 2020). With these applications, users can easily access or share information and create content.

Furthermore, social media is not only used as a medium of communication and creating content but can also be used as a medium of learning English. Social media can be a tool to help students learn English in this modern era *Prabayanti et al.,* (2022). By using social media applications students can easily access via smartphones or other devices such as tablets, laptops, and others. Many applications can be used for English learning. Baron argued that social media that are often used for learning purposes include Telegram, WhatsApp, Instagram, Facebook, and so on (Baron, 2020). Another state from Pham *et al.*, (2023) Social media (such as Facebook, TikTok, Instagram, YouTube, etc.) is widely used for people's entertainment and education across the globe. Besides that, many English learning applications can be used for students such as Duolingo, Netflix, Spotify, Twitter, Cake application, and others. All of these applications can help improve students' learning skills in writing, reading, speaking, and listening.

Meanwhile, the application that is often accessed by students is TikTok. TikTok application is one of the popular social media for sharing short smartphone videos Prabayanti *et al.,* (2022). TikTok introduced several special features and effects that can be used to make video content more interesting. On the TikTok application users can add text, animation, certain transitions, special filters, and others. Many content creators create learning content that is easy to understand and doesn't make students bored of learning, using interesting methods or videos can foster students' enthusiasm for learning English. Herlisya & Wiratno stated that the TikTok application is an application for creating and sharing various short videos in a vertical format that are played by simply scrolling the screen up or down (Herlisya & Wiratno, 2022). Bernard stated quoted from (Erniasih, 2018), that TikTok also acts as a good facilitator for delivering teaching materials to students (Bernard, 2021). The educational video media contained in the video is content that

has been designed for learning, thus the content has been adjusted to the learning objectives to make it easier for students to learn, which is adjusted to the learning objectives to make it easier for students to learn. Many teachers have used this platform to explain material or just give specific assignments. These videos can be downloaded and shared. Therefore, students will benefit a lot from this process, as they have unlimited access to the content and points shared in the videos.

Then related to TikTok, Putri & Dermawan., (2023) cited by *Anggraini et al.,* (2022) stated that most of the TikTok users are Gen Z. As stated by Forbes, more than 60% of people who use TikTok are from Generation Z, or people born after 1996. Another opinion based on the results of the population census conducted in 2020, states that Generation Z is the Indonesian population born in 1997 to 2012. Studies and Demir stated that people born after 2000 are referred to as Generation Z and are often considered the iGeneration or Digital Natives because they grew up with mobile communication technology and the internet (Studies & Demir, 2021). Some of the characteristics of Generation Z are their ability to easily search and verify information needed, as well as quickly share information with others. They actively communicate continuously using various communication devices or social media platforms (Dolot, 2018). Thus, this generation views the world differently from people of older generations. From the above statement, it can be concluded that Generation Z is a generation born when information technology was integrated with the digital era.

Previous research has found how the effect of TikTok videos in learning pronunciation skills. with the title *The Effect of Tiktok Video in Learning Pronunciation Skill at Grade Tenth of SMA Negeri 2 Lubuk Pakam Academic Year 2022/2023* by (Nasution, 2023). This research aims to find out more about how the effect of TikTok videos on learning pronunciation skills. The researcher used quantitative methods techniques to collect data. Researchers conducted pre-tests and post-tests by giving a test consisting of 20 vocabulary items for each test. Researchers obtained consisting of 25 students as an experimental class using Tiktok video as media and 25 students as a control class without Tiktok video. The results of this research show that there is a significant difference in students' pronunciation by using TikTok videos. This is evidenced by the average value of

the experimental class pre-test is 43.6 and the post-test is 67.68. However, the average value of the control class pre-test was 37.76 and the post-test was 48.68. In addition, the results of data calculations show that at a significance level of 0.05, the t-observed is 4.80 with a t-table of 1.677 or 4.80> 1.677. Therefore, it can be summarized that learning pronunciation using TikTok videos is effective.

From the pre-observation survey data collected by researchers on December 28th, 2023 at Vocational High School, SMKN 3 Bojonegoro, the researcher conducted a survey using a questionnaire distributed randomly to 10 class X students. From the results of these pre-observations, researchers found several phenomena where students have used smartphones as their learning media. During this time, they have used many social media platforms such as Google, Google Classroom, Duolingo, TikTok, and Quizizz as their English learning media. From these data, 90% of students often use TikTok as a medium for learning. According to them, learning through Tiktok can facilitate their understanding, because by utilizing Tiktok as a learning medium they can obtain information and knowledge that is packaged clearly and concisely through Tiktok content. with short videos, that are not monotonous, and accompanied by various features, it makes them enjoy and understand the material more easily. From the data above, researchers are interested in exploring Generation Z's method of learning English pronunciation through TikTok.

In this case, to find out the extent of TikTok as a learning media for students' pronunciation, it can be seen through observations of students' perceptions. If students show high enthusiasm for learning through TikTok, then it can be concluded that this application is effective as a medium for learning pronunciation. However, if students are less enthusiastic or even show discomfort in using TikTok, then further evaluation needs to be done to adjust the learning method to the student's needs. according to Lulu Nabila et al., (2023) Students enjoy pronouncing words while using the TikTok program as part of the tongue-twister learning approach. Thus, through a deeper understanding of using TikTok as a medium for learning pronunciation, teachers can develop more innovative and engaging learning methods for students through this platform.

Based on the phenomena above, this study aims to provide valuable insights into the evolving language learning methods in the digital era and contribute to the development of effective language education strategies. Academic reasons are an important factor that prompted this research to be conducted. Generation Z has shown significant interest in using social media platforms such as TikTok for language learning, especially when it comes to English pronunciation. This research aims to understand how Generation Z uses TikTok as an English learning tool, focusing on the pronunciation aspect. This is relevant because the challenges faced in improving pronunciation in English require innovative approaches that suit Generation Z's preferences in learning.

1.2 Research Questions

Based on the research background above, the research problems are as follows:

1. What are the students' perceptions on learning English pronunciation through TikTok?
2. What are the challenges and opportunities in using TikTok as a tool for language learning?

1.3 Research Objective

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

1. To analyze the various perspectives of Generation Z in learning English Pronunciation through TikTok.
2. To identify potential challenges and opportunities associated with utilizing TikTok for language learning.

1.4 Significance of the Research

After conducting the research, researchers hope that these findings can help Generation Z to learn English by learning well through social media, especially through the TikTok application. Researchers hope that this research can provide benefits in learning English. This research has two advantages in this research as follows:

1.4.1 Theoretically

1. Contribute to a new method of learning English Pronunciation.
2. As a policy or reference in further research related to learning English Pronunciation through TikTok

1.4.2   Practically

1. For researchers, it can add insight and experience on how to improve English pronunciation learning through TikTok social media effectively.

2. For Generation Z, get a new method that makes learning English pronunciation more fun and easier to understand learning more quickly.

1.5 Scope and Limitation

1.5.1 Scope

The scope of this research is Generation Z's exploration of the use of TikTok social media as a comfortable and easy media for learning English pronunciation. The researcher distributed questionnaires and conducted interviews.

1.5.2 Limitation

The researcher conducted this research in a vocational high school, SMKN 3 Bojonegoro. The research was conducted in 2 classes, using distributing questionnaires and interviews with students. This research focuses on students' perceptions of using TikTok as a medium of learning English pronunciation, the challenges experienced by students, and the opportunities gained from learning pronunciation using TikTok. In this research, it is expected that students can utilize smartphones as a medium for learning English, especially through the TikTok application. This research is expected to provide valuable insight into the effectiveness of TikTok in improving English pronunciation.

1.6 Definition of Key Terms

1.6.1 Learning English

Learning English is the process of learning English by improving speaking, reading, writing, and listening skills using methods and media to make learning English easier, Learning English is very important because English is an international language used by many countries for cooperation, such as in the fields of economics, health, politics, and education.

1.6.2 Generation Z

Generation Z is the generation born after the millennial generation era, this generation was born around 1997-2012 so the current age of Generation Z ranges from 11 to 26 years old. Generation Z is also a generational group that was born along with the development of technology such as the internet and social media. Generation Z is often referred to as a generation full of creativity, quick to adapt to

change, and highly connected to technology. They are also often known as a generation that is socially conscious, diverse, and sustainable.

1.6.3 TikTok

TikTok is a social networking application and music video platform that users can use to create, edit, and share short videos with various music and filters. Users can use this application to share short videos of 15 seconds or more with all other users. Users can add filters, text, sound, and music, which is very popular when creating creative and custom music videos. Users browse news feeds, interact with content, and explore using hashtags.

1.6.4 Pronunciation

Pronunciation is a person's ability to pronounce words or sounds in a language correctly and clearly. This ability is important in verbal communication because errors in pronunciation can hinder understanding and reduce the clarity of the message conveyed.